

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TV spots moving at record pace with 60's scarce. p27  
Agencies plan additional spot radio buys in '64. p32  
Congress closer to suspending equal-time provision. p54  
CBS to NAB: Don't seek Federal aid against pay TV. p72

COMPLETE INDEX PAGE 7



USAF Air University 2/17/64  
Library Series Unit Acq Branch Y 10C  
(01-600) 64-8159 60617  
Maxwell Air Force Base FEB 64 ATSI

## Image Makers

**WMT-AM**  
CBS Radio for Eastern Iowa  
CEDAR RAPIDS

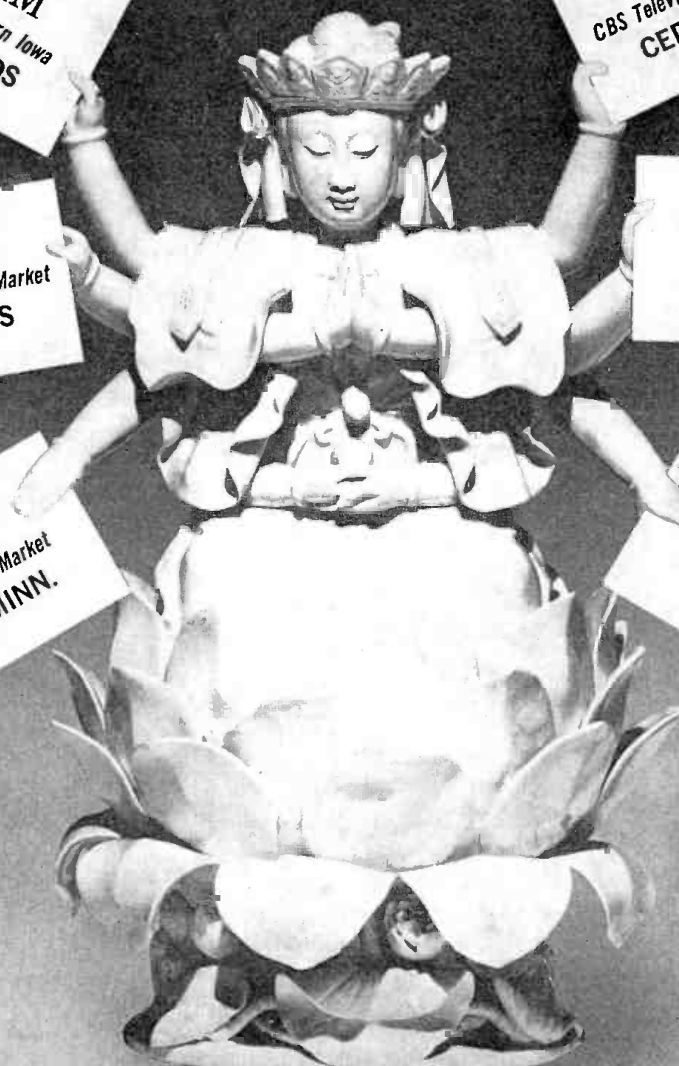
**WMT-TV**  
CBS Television for Eastern Iowa  
CEDAR RAPIDS

**WMT-FM**  
Music for the Uncommon Market  
CEDAR RAPIDS

**K-WMT**  
Iowa Plus  
FORT DODGE

**WEBC**  
The Superior Duluth Market  
DULUTH, MINN.

**The Katz Agency**  
National Representatives  
ALL OVER





**LOOKING FOR  
THE AUDIENCE  
IN SIOUX CITY?**

**IT'S RIGHT HERE!**

**KVTV  
CHANNEL 9**

**KVTV  
SIOUX CITY  
KVTV  
SIOUX CITY  
KVTV  
SIOUX CITY**

Daytime, nighttime, news time, anytime, you'll find the buying audience in the great Sioux City market on KVTV, Channel 9. Total news coverage of the entire four state coverage area, top CBS-TV entertainment, hours of penetrating, local-live programming . . . that's what draws the crowds to KVTV, Channel 9, in Sioux City . . . the leader for more than 11 years in the giant Sioux City market.

**THE SIOUX CITY TV MARKET**

|                          |                  |
|--------------------------|------------------|
| Population .....         | 752,400*         |
| TV Homes .....           | 214,100**        |
| Total Retail Sales ..... | \$1,020,256,000* |

\*Sales Management—Survey of Buying Power 1964

\*\*ARB—Television Market Estimate

**THE KATZ AGENCY, INC.**  
National Representatives



**PEOPLES BROADCASTING CORPORATION**

**KVTV** . . . . . Sioux City, Iowa  
**WNAX** . . . . . Yankton, South Dakota  
**WGAR** . . . . . Cleveland, Ohio  
**WRFD** . . . . . Columbus, Ohio

*Extension with a purpose...*

# WCBM

WCBM has, and will retain, eastern Maryland's affluent adult listeners, Baltimore's largest local radio news staff, CBS News, a deep involvement in community affairs, national representation by Metro Radio Sales and Arthur Godfrey.

Under Metromedia, WCBM will gain an entirely new facility that features the latest in studios and equipment, a larger investment in the programming product, outstanding newsmen like world correspondent David Schoenbrun and science reporters Stuart Loory and Earl Ubell plus the accumulated experience of the parent company.

## *WCBM Baltimore*

680 AM/106.5 FM

JOHN ELMER, V.P. & GENERAL MANAGER

REPRESENTED NATIONALLY BY METRO RADIO SALES

METROPOLITAN BROADCASTING RADIO

A DIVISION OF METROMEDIA, INC.





**there's more on four.....**

Channel 4 delivers 91.8% more homes per average quarter hour, 9 am to midnite, Sunday through Saturday, than the next station in the Dallas-Fort Worth market, 107.1% more than station "C" and 182.7% more than station "D."\*

See your Advertising Time Sales representative.

\*Excerpt from the Nielsen Station Index Report for the period ending March 22, 1964, which contains definitions of the data and reminders as to their use. Copyrighted 1964 by A. C. Nielsen Company and reprinted with permission.

**KRLD-TV**

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President



**MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts**

## Who's boss?

Showdown with FCC staff on pressures to force conformity with its programming ideas is developing rapidly, with Commissioner Lee Loevinger spearheading drive. Situation erupted over staff proposal last month that unopposed Pacific Northwest UHF applicant be set for hearing because it didn't comply with request for clarification of programming plans.

*Judge Loevinger insisted FCC could not dictate programming and told colleagues he would dissent from hearing order which majority had tentatively approved. When case came up again last week, Broadcast Bureau lawyers, having seen draft of Loevinger dissent and without prior notice, changed basis of hearing request from program balance to failure to seek out local views. Commissioner Loevinger was livid. When case next comes up—possibly this week—it's bound to be hot, with issue not merely programming but whether staff lawyers or commissioners control policy.*

## McCaw's Manhattan plan

Word is getting around New York that principal in that city's growing wired-television system is Elroy McCaw, veteran broadcaster who two years ago sold his WINS New York, which he had bought for \$450,000 nine years before, to Westinghouse for \$10 million. Mr. McCaw could not be reached for confirmation, but reports are that he has invested in Sterling Information Services which supplies Teleguide TV to hotels and other public places and is in big expansion program that could lead to creation of CATV system in Manhattan (BROADCASTING, April 20).

*Mr. McCaw still owns KTVW(TV) Tacoma, 50% of KELA Centralia and 45% of KIXI and KGMJ(FM) Seattle, all Washington, and KCTO(TV) Denver—which, until plans fell through last week (see story page 78), had been ticketed as outlet for Teleglobe pay television operation.*

## Critics of clutter

Confirmation of widespread viewer disapproval of television clutter has been reported to National Association of Broadcasters' TV code staff. Preliminary readings of returned questionnaires sent to code subscribers show stations are hearing viewer criticism about profusion of commercials, billboards, credits, promos, etc. Station managers agree and almost unanimously favor sharp reduction in all

# CLOSED CIRCUIT®

elements of clutter—except commercials. Final results of survey will form major part of code staff's presentation at meeting in Washington May 21-22.

## Post time

Here's way one well-backed NAB board leadership campaign lines up for elections to take place at board sessions in Washington, June 15-18: Radio board: for chairman, Harold Essex, WSJS Winston-Salem, N. C.; for vice chairman, Jack Lee, WPRO Providence, R. I. TV board: for chairman, Mike Shapiro, WFAA-TV Dallas; for vice chairman, John F. Dille Jr., WSJV-TV Elkhart, Ind.

*Wide open race is seen for joint board chairman election which requires 33 of aggregate of 44 votes. Among aspirants are: Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., radio board chairman last year, and Ben Strouse, WWDC Washington, current radio board chairman. Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla., current vice chairman of TV board, is not active candidate but presumably would accept. Incumbent chairman is William B. Quarton, WMT-AM-TV Cedar Rapids.*

## Rates on circulation?

Is CBS-TV moving closer to cost-per-thousand basis in pricing its daytime programs? Some of its clients think so, based on recent notifications they've received regarding new prices on programs in which they're involved. Actually it seems to be more a continuation of old trend than something new, since daytime prices already vary substantially from one program to another. Adjustments are being made "selectively" among daytime and Saturday-morning shows, effective in fall (CLOSED CIRCUIT, Feb. 10). CBS-TV won't talk about details, but it's understood one major new feature is discontinuance of separate pricing for time and program, with new approach to show for each program one gross, commissionable price covering everything.

## First bills of health

First "certificates of application for accreditation" issued by Broadcast Rating Council were mailed Friday to American Research Bureau, C. E. Hooper Inc., A. C. Nielsen Co. and Pulse Inc. This means they've met "preliminary requirements" under

council's procedures (BROADCASTING, April 6). Next step: performance audits (cost of which is still uncertain, pending completion of trial runs now underway). When they pass that hurdle, Dr. Kenneth H. Baker, BRC executive director, will recommend regular accreditation certificates be issued. Meanwhile, Sindlinger & Co.'s request for "certificate of application" is pending, awaiting further information requested by council.

## Computerized returns

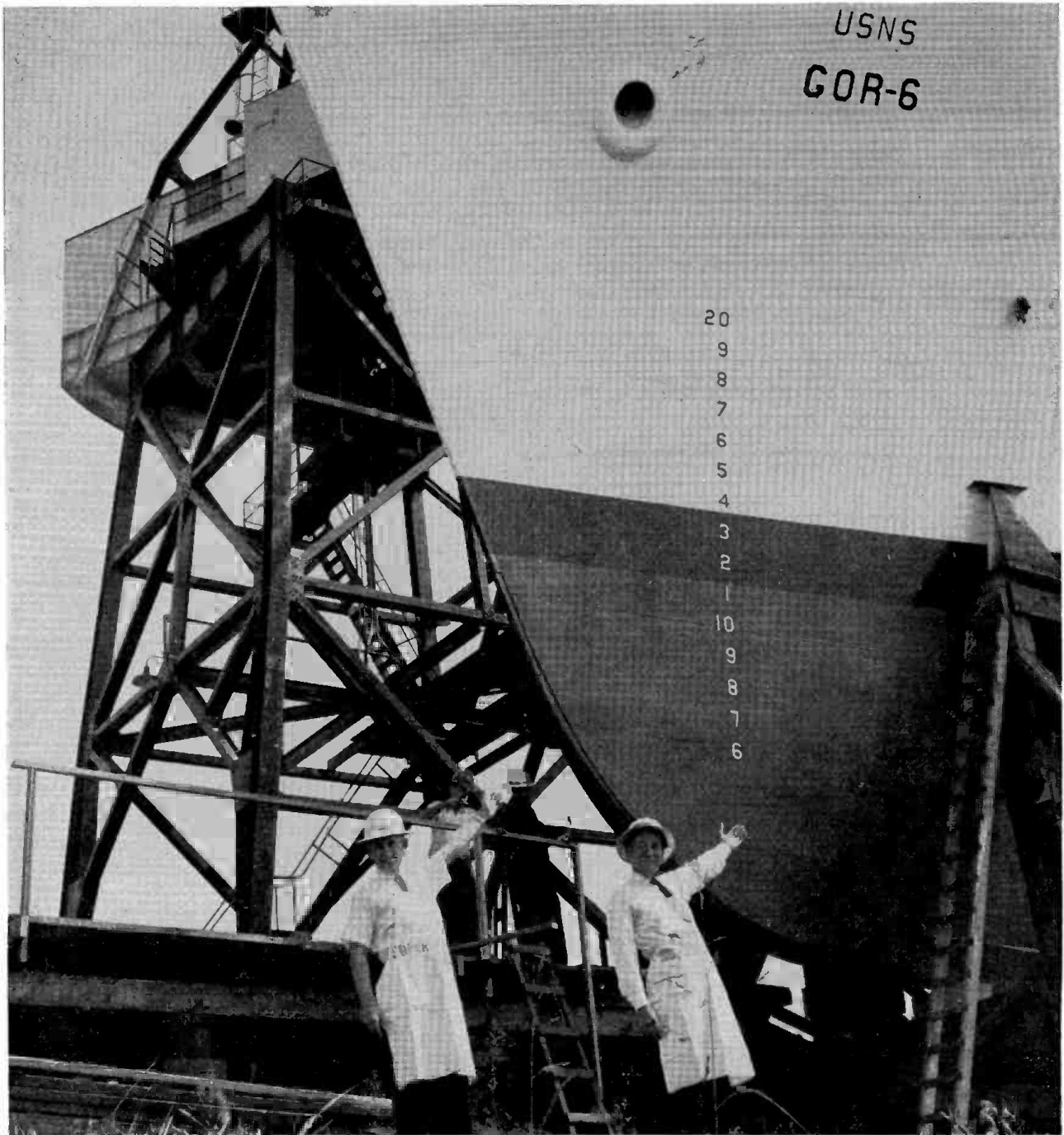
United Press International will pay RCA in excess of \$50,000 for rights to computer-gleaned information on Nov. 3 presidential election—data which is also supplied to RCA subsidiary, NBC. Deal resembles that which gives *New York Times* rights to CBS computerized election analysis (BROADCASTING, April 20). However, UPI will not use computer data to predict election outcome, rationale being it's not proper function of wire service to make election projections.

## Ice about to break?

FCC Chairman E. William Henry has been putting pressure on staff in matter of AM freeze. Chairman is on public record with prediction that freeze, imposed two years ago, would be lifted this month or next, and he'd rather not be proven bad forecaster. But before freeze can be lifted, commission must act on proposed rule-making to revise AM allocations policy. Staff is deeply immersed in preparation of recommendation on that complex project. And, when prodded by chairman for progress report, says, hopefully, document will be ready for commission by end of May. But even if that deadline is met, no one is betting commission will be able to take final action within following months.

## Sweeney tells it to FTC

Questions challenging basis of distribution of special FM study done for National Association of FM Broadcasters by Pulse Inc. reportedly are under study at Federal Trade Commission. They were raised reluctantly by Kevin Sweeney, president-general manager of KGLM Avalon, Calif., and KBIG(FM) Los Angeles, who said he was told he could not have copy of study unless he contributed 300 spot announcements to Magnavox Corp., set manufacturer that is said to have put about \$200,000 into NAFMB.



## “We are featuring geodetic vessels today!”

So say Supermarket proprietors Tom Garten, right, and John Sinclair (General Manager and Charleston Manager of WSAZ-TV, respectively). And what they're talking about is another bit of handiwork of the highly skilled, highly paid residents of their area.

It's the Marietta Manufacturing Company's giant survey vessel, the *Sands*, a U.S. Navy project that speaks well for the industrial diversification of the 4-state 72-county advertising buy we call Supermarket. And which is, as well, one of the more inter-

esting ways in which Supermarket's 2 million resi-

dents earn more than 4 billion bananas per annum. Tom and John invite you, as an advertiser, to stop in—or to consult your Katz Agency man—for an equally interesting *Superstation* story. The story of WSAZ-TV, the one and *only* way to tell *your* story to *all* of Supermarket.

WSAZ-TV, Channel 3, has studios in Charleston and Huntington, West Virginia, and is a Goodwill Station and NBC Primary.

SUPERMARKET  WSAZ-TV 3

# WEEK IN BRIEF

Spot television is selling better than ever this year for three out of four stations, and some are nearly sold out. Minutes are hottest commodity, and good ones are hard to find. See . . .

## RECORD PACE FOR TV SPOTS . . . 27

"Dodge Boys" jingle jangles cash register and bumbling cartoon characters captivate Detroit in 13-week radio-TV campaign. Now dealers in other markets are scrambling after the BBDO idea. See . . .

## CAN'T ESCAPE 'DODGE BOYS' . . . 34

Television film residual fees would be doubled by SAG, from 140% to 280% in payments and new overtime schedule. Negotiations with producers are to start this week. See . . .

## SAG WANTS FEES DOUBLED . . . 46

Congress clears way for equal-time suspension, but radio-TV debates by presidential candidates will be decided by the hopefuls. Only minor stumbling blocks to bill's passage remain. See . . .

## SUSPENSION CLOSER . . . 54

You have to gamble to stay on top of programing heap, CBS-TV affiliates told by Aubrey. Dann points to examples of "tinkering with success" that viewers will see on CBS next season. See . . .

## GAMBLE TO STAY AHEAD . . . 60

Everyone's worried about how newsmen cover court proceedings. Broadcasters, lawyers and newspapermen are calling for code of ethics. Brookings nears decision on Stanton proposal. See . . .

## A CODE FOR NEWSMEN? . . . 48

FCC should keep its hands off wired pay TV, Richard Salant of CBS says. If California's system fails, pay TV is through, but if it prospers, he says, CBS will have to enter field. See . . .

## SPLIT IN ANTI-PAY-TV RANKS . . . 72

Drama returns to ABC Radio in late June. Network already has 78 affiliates lined up to carry "Theater 5," but doesn't expect to break even at first. Production to start this week. See . . .

## ABC DRAMA IN JUNE . . . 62

Fred Ford reportedly will stick with FCC, maybe until after election. He wants private law practice, but will wait until President Johnson decides on his successor. See . . .

## FORD WILL STAY AWHILE . . . 74

East is East and so is West when it comes to radio listening, Colorado survey finds. Benchmark statewide research shows audience uses medium about the same way as anyone else. See . . .

## WHAT COLORADO THINKS . . . 80

### DEPARTMENTS

|                              |     |                         |     |
|------------------------------|-----|-------------------------|-----|
| AT DEADLINE .....            | 9   | LEAD STORY .....        | 27  |
| BROADCAST ADVERTISING .....  | 27  | THE MEDIA .....         | 72  |
| BUSINESS BRIEFLY .....       | 36  | MONDAY MEMO .....       | 18  |
| CHANGING HANDS .....         | 86  | OPEN MIKE .....         | 20  |
| CLOSED CIRCUIT .....         | 5   | PROGRAMING .....        | 46  |
| COMMERCIALS IN PRODUCTION    | 38  | WEEK'S HEADLINERS ..... | 10  |
| DATEBOOK .....               | 14  | WEEK'S PROFILE .....    | 105 |
| EDITORIAL PAGE .....         | 106 |                         |     |
| EQUIPMENT & ENGINEERING .... | 44  |                         |     |
| FANFARE .....                | 70  |                         |     |
| FATES & FORTUNES .....       | 88  |                         |     |
| FILM SALES .....             | 68  |                         |     |
| FINANCIAL REPORTS .....      | 40  |                         |     |
| FOR THE RECORD .....         | 93  |                         |     |



## Broadcasting

THE BUSINESSWEEDY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W. Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.





## SOME OF HARRIET'S FRIENDS

KMTV's Harriet Olson has many friends. We asked some of them to pose for this trade ad. Harriet's daily colorcast is unique in the Omaha market. For ten years, "Conversations" has served our area as a public platform, a stage and a school. Good causes are announced here. Local talent performs here. Opportunities and ideas are offered here. "Conversations" is creative programming with emphasis on service. It is also surprisingly successful commercially. Have a conversation with Pety about KMTV.

## KMTV OMAHA

Harriet's friends shown above represent:

YWCA  
 Douglas County Cancer Society  
 Internal Revenue Service  
 Joslyn Art Museum  
 Social Security Administration  
 Omaha Symphony  
 Nebraska Game Commission

Omaha Council of United Church Women  
 Open Door Mission  
 Heart Association  
 Council of Business Women  
 Volunteer Bureau  
 Omaha Knights Hockey Club  
 Boy Scouts

PTA Council  
 Good Shepard Home For Girls  
 Omaha Public Library  
 Vocational School of Practical Nursing  
 U. S. Navy  
 Red Cross  
 U. S. Army Recruiting



## Interpublic gets Alka-Seltzer

Miles Laboratories Inc., Elkhart, Ind., Friday (May 8) placed its \$12 million Alka-Seltzer account with Jack Tinker and Partners, a component of The Interpublic Group of companies, New York, effective Sept. 1.

In 1963 Alka-Seltzer placed \$10.5 million in gross time billings in television, with \$7.1 million in network TV, according to Television Bureau of Advertising.

Miles announced in late March its decision to take Alka-Seltzer out of Wade Advertising, Chicago, where account had been since 1931 (BROADCASTING, March 30).

O. G. Kennedy, president, Miles Products Division, said firm did not seek competitive presentations in new agency search.

Wade continues as agency on Miles One-a-Day and Chocks vitamin lines, Bactine and Miles Nervine. Division's professional advertising remains at Robert E. Wilson Inc., New York.

## TV program executives meet in New York

National Association of Television Program Executives begins two-day program seminar at Hilton hotel in New York starting today (Monday).

Only minor changes have been made in schedule of panelists announced last month (BROADCASTING, April 13). Edgar J. Scherick, vice president for programming at ABC-TV, will replace Julius Barnathan, vice president and general manager of ABC-TV, on three-network representation on "The Network's Relationship to Local Programming" panel. Sterling C. (Red) Quinlan of Field Enterprises Inc. will be added to one of panels.

General areas to be covered include various aspects of station programming, community service, film programming, political formats and talent sources.

## Big business of news

Growing interest of advertisers, as well as public, in network news and special events programming was reported Friday (May 8) by William Firman, ABC-TV director of news and special events sales, before Public Utilities Ad-

vertising Association in Minneapolis. He said TV advertisers invested \$14.8 million in this area of programming in 1955 and \$70 million in 1962. In 1959, he said, TV networks programed 172 hours of documentaries but 270 hours in 1963 with more than 54% of them sponsored. Hard news comparisons: 13¼ hours coverage by networks in 1963-64 season; 2½ hours in 1950.

## SDX backs bookings for additional data

Trustees of Brookings Institution, Washington, told staff Friday to further consider proposal that it undertake study of problems of TV coverage of judicial and legislative proceedings.

At same time, idea of study by Brookings was seconded by Sigma Delta Chi board which voted support of research project and announced it would initiate joint discussions with other media organizations on problems of freedom of information.

Sigma Delta Chi offer to cooperate in Brookings project is second backing given to proposal suggested by Dr. Frank Stanton, CBS president, last March. Last week, Donald McGannon, Westinghouse Broadcasting Co. president, offered WBC's cooperation.

Staff of Brookings, under Dr. Robert D. Calkins, president, was told to look into such questions as: Should Brookings engage in field outside its regular competence? Where is money coming from? Is staff available and competent to undertake study?

When Dr. Calkin will report back to executive committee of board is uncertain; it may be any time between

### Ground swells

Signs of grass roots rebellion against FCC's proposed new television renewal form (BROADCASTING, April 27), even with suggested modifications, were beginning to appear last week. At least two state associations, which have met since release of modified proposals, have indicated action by resolution opposing form as burdensome, unnecessary and beyond FCC's legal authority.

two weeks and two months.

Board seemed interested in proposal, it's understood. Organization did one study involving TV, *Television and the Presidential Elections*, in 1956 but most of its work has been in economics, foreign policy and government areas.

When Dr. Stanton made suggestion, he offered CBS financial help. He also suggested advisory committee be established headed by someone like Newton N. Minow, former FCC chairman and now executive vice president and general counsel of Encyclopaedia Britannica, Chicago.

## Revised radio reporting form submitted to FCC

Committee representing broadcasters, communications bar and FCC has turned over to commission recommendations for revisions in FCC's proposed program reporting form for radio.

Committee form is substantially similar to FCC's version, which was issued for industry comment in late January (BROADCASTING, Jan. 27).

But in one major departure, committee would not require licensees to describe programming of competitors. This question in commission's form attracted considerable opposition.

Committee recommends that FCC merely ask licensee to describe and justify his own format.

Committee document applies only to renewal applications. Version of form that would be used in connection with applications for new stations or assignments and transfers is expected to be filed with FCC this week.

However, committee hasn't decided whether to recommend versions be combined in one form or used separately.

Commission has set June 30 as date for oral proceeding on proposed radio reporting form. Members of special committee that recommended changes in FCC form are James H. Crawford, WBTM Danville, Va.; Everett L. Dillard, WDM Wheaton, Md., and WASH(FM) Washington; Frank Fletcher, Federal Communications Bar Association, and Hyman H. Goldin, FCC staff.

## KRLA applicant protests FCC interim procedure

Topanga-Malibu Broadcasting Co., applicant for facilities of KRLA Pasadena-Los Angeles, has asked FCC to dismiss five applications for interim op-

## WEEK'S HEADLINERS



Mr. Hanrahan



Mr. Watters



Mr. Perris



Mr. Gordon

**Robert D. (Bob) Gordon** and **Donald L. Perris** appointed general managers, respectively, of **WCPO-AM-FM-TV Cincinnati** and **WEWS(TV) Cleveland**. Stations are owned by **Scripps-Howard Broadcasting Co.** Mr. Gordon, who joined **WCPO** stations in 1960 and served most recently as assistant general manager, replaces **Mortimer C. Watters**, who will continue as VP and director of **Scripps-Howard Broadcasting**, which also has TV stations in **Memphis** and **West Palm Beach**, and radio stations in **Memphis** and **Knoxville, Tenn.** Mr. Perris suc-

ceeds **James C. Hanrahan**, who will also continue to serve as VP and director of **Scripps-Howard Broadcasting Co.** Mr. Hanrahan was first employe in 1935 of **Scripps-Howard Radio Inc.**, predecessor of **Scripps-Howard Broadcasting Co.**, and puts **WEWS** on air in 1947 as Ohio's first commercial TV station. Mr. Perris joined **WEWS** in 1948, has served as assistant general manager since 1958.

**Rod Serling**, TV Emmy-award winning playwright, elected to two-year term as president of **National Academy of Television Arts and Sciences**, effective June 15. Also elected were TV lawyer **Royal E. Blakeman**, executive VP; **NBC News** commentator **Ben Grauer**, secretary, and TV program distributor **George Bagnall**, to second term as treasurer.



Mr. Schachte

last year (**BROADCASTING**, Oct. 7, 1963) as executive chairman of review boards, after serving in marketing capacity at **Lever Brothers** and its parent firm, **Unilever Ltd., London**.

**Henry M. Schachte**, member of board of directors and executive committee of **J. Walter Thompson Co., New York**, elected executive VP in charge of agency's **New York** office. Mr. Schachte joined **JWT**



Mr. Barry



Mr. Colihan



Mr. Wilkerson

**Charles C. Barry**, **William J. Colihan Jr.** and **James P. Wilkerson** elected executive VP's of **Young & Rubicam, New York**. Mr. Barry joined **Y&R** in 1959 as head of program and talent in radio-TV depart-

ment and was elected senior VP and director of that department in 1961. Mr. Colihan has been with **Y&R** for 27 years. He was elected VP in 1957 and senior VP and chairman of plans board in 1959. Mr. Wilkerson, who has been with agency since 1940, was elected VP and account supervisor in 1953 and senior VP and director of **Y&R's** international division in 1959. He moved to **London** as director of agency's office in that city and returned to U. S. in 1963 as head of client services.

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

erations over 1110 kc.

**Topanga-Malibu**, owned equally by **C. D. Funk** and **George A. Baron**, told **FCC** that federal agency would violate **Communications Act** rule requiring 30 days to lapse before application is acted on. **Topanga-Malibu** said commission designated interim operation applications for hearing one week after they were filed.

Interim applications opposed are **Oak Knoll Broadcasting Corp.**, **Goodson-Todman Broadcasting Inc.**, **California Regional Broadcasting Corp.**, **Crown City Broadcasting Co.** and **Radio Eleven Ten Inc.** (**BROADCASTING**, May 4). Hearing is scheduled for May 14.

**Radio Eleven Ten** rebutted **Topanga-Malibu's** argument by holding that **FCC** established its right to waive 30-day rule when it granted channel 13 **Rochester, N. Y.**, interim operation. **Eleven Ten** pointed out that **WOKR(TV)** was granted about two weeks after interim application was made.

### Examiner opposes microwave renewals

**FCC** hearing examiner has recommended denial of **Collier Electric Co.'s** renewal applications for four microwave stations serving **Collier-controlled** community antenna television systems in **Colorado** and **Nebraska**.

Examiner **Herbert Sharfman**, in initial decision, held that although **Collier** held licenses as common carrier, it didn't function as one. He said company's only customers were its **CATV** systems.

He also said less than 14% of proposed service would be for public subscribers; remainder would be devoted to **Collier-controlled CATV's**.

**Collier**, owned entirely by **James Everett Collier**, serves **CATV's** in **Sterling, Colo.**; and **Sidney, Kimball, Alliance, and Gering, all Nebraska**.

Examiner also found against **Collier** on question of unauthorized transfer of control. Issue involved former partner, **Karl O. Krummel**, who sold interest and withdrew from partnership in January 1963.

Decision is believed to be first one in which denial of common carrier's renewal application was recommended largely on ground carrier failed to serve adequate number of public customers.

It's believed that other **CATV** interests are served by their own companies that have no other customers.

### MCA's net earnings up

**MCA Inc.** reported Friday (May 8) that consolidated unaudited net earnings for first quarter of 1964 rose approximately 12% over comparable 1963 quarter.

First quarter ended March 31:

|                  | 1964      | 1963      |
|------------------|-----------|-----------|
| Earned per share | \$0.71    | \$0.63    |
| Net earnings     | 3,536,502 | 3,157,796 |

**BROADCASTING, May 11, 1964**



New for 1964-65..

# 77 SUNSET STRIP



## 149 HIGHEST RATED HOURS FOR STRIPPING

Here's the program that offers just about everything—*77 Sunset Strip*. Bristling action. Breathtaking suspense. Bright romance. Bustling humor. Bouncy music. And best of all . . . bulging network ratings. Over the first four of six seasons *77 Sunset Strip* ran on the network, Warner Bros. produced 149 hour-long episodes. These, the highest rated episodes in the series, are now available for the first time on an individual market basis.

## Averages 40% Share of Audience

During the first four seasons on the network, *77 Sunset Strip* averaged a whopping 24.6 rating, good for a 40% share of audience.\* These are the seasons when the dashing team of Bailey and Spencer set the standards for future private

investigator series. When "Kookie," the jive-talking parking lot attendant made hair-combing a teen-age must. When the up-beat theme music of *77 Sunset Strip* caught the fancy of millions of television viewers—and even non-viewers.

## Stars Zimbalist, Smith and Byrnes

Starring Efrem Zimbalist, Jr., as Stu Bailey, Roger Smith as Jeff Spencer, and Edward Byrnes as "Kookie," *77 Sunset Strip* also features Louis Quinn as Roscoe, the horse-racing specialist with a nose for news, and Jacqueline Beer as Suzanne, the pretty Gal Friday. Big name guest stars, too! Ask about Warner Bros. new Monday-to-Friday program concept—"The Sunset Strip."

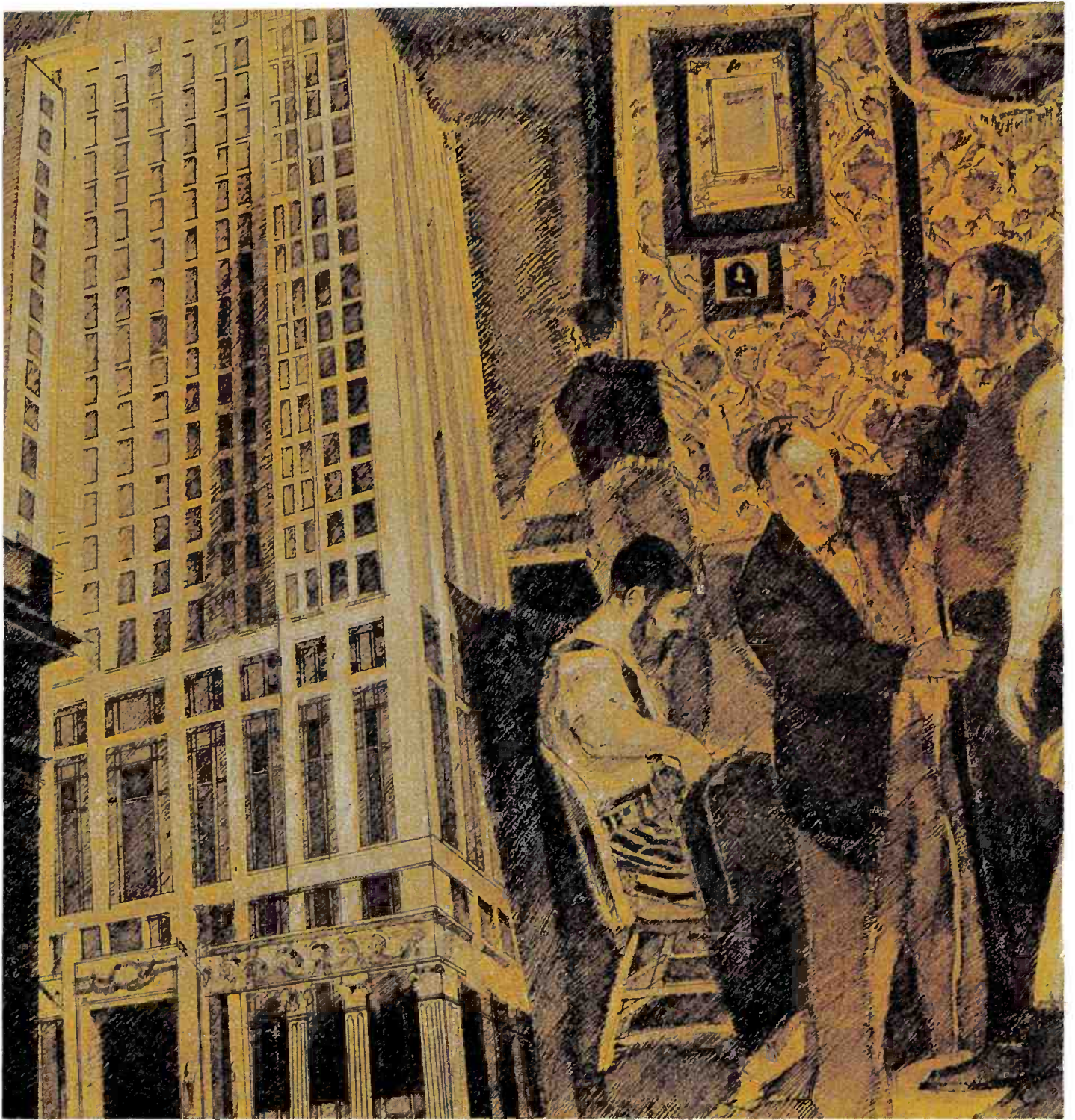
\*Nielsen National, Oct-Apr averages 1958-59, 1959-60, 1960-61, 1961-62



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

Also: ROOM FOR ONE MORE · THE DAKOTAS · THE GALLANT MEN · CHEYENNE · HAWAIIAN EYE · LAWMAN

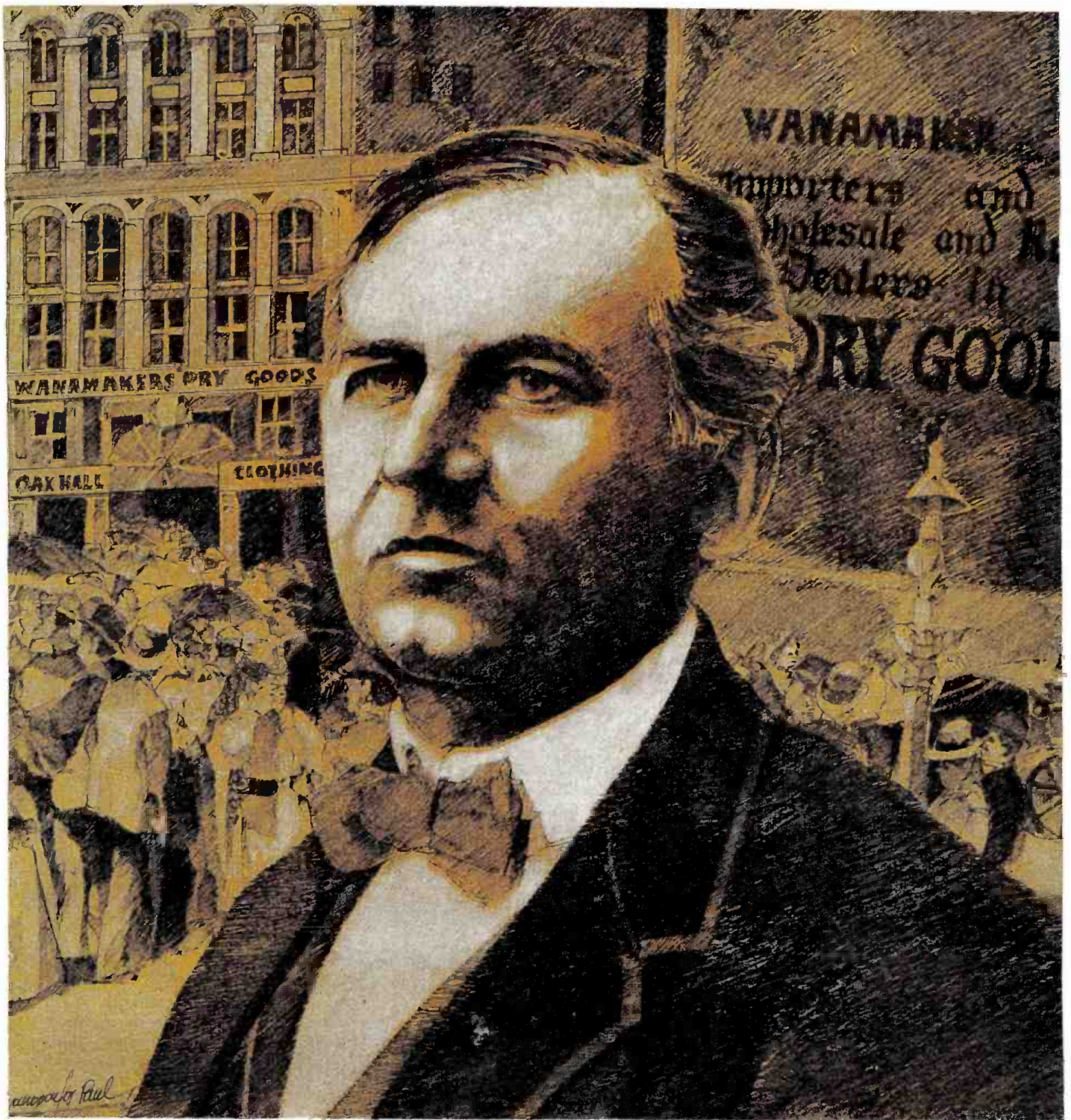




## What makes a great salesman?

Spending \$24.00 out of his first day's sales of \$24.67 for the next day's advertising may not sound like good business practice, but it started a young merchant named John Wanamaker on the road to fortune. It also launched a department store known the world over. Wanamaker's phenomenal success was based on a constant flow of merchandising and advertising ideas. He was the first merchant to open a "composite" store containing thousands of unrelated items. The first to light a retail store electri-





cally. The first to inaugurate a one-price policy. The first to run daily full-page newspaper advertisements.

But Wanamaker's most-imitated "first" was his daring money-back policy. To support it, and *insure* customer good will, he insisted his sales people tell patrons the exact quality of the goods they were purchasing. If he saw a customer go out of his store in a new Wanamaker suit that didn't fit properly, he led him back to the clerk that had waited on him and personally supervised a refitting.

Wanamaker built America's largest retail clothing business and one of the world's department store giants. But his most precious legacy was his reputation. He believed the John Wanamaker *name* worth far more than buildings, equipment and stock. The Storer stations have a proud reputation, too: for responsible programming that matches community preferences—and turns more listeners and viewers into *buyers*. In Philadelphia, Storer's great salesman is WIBG, an important station in an important market.



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

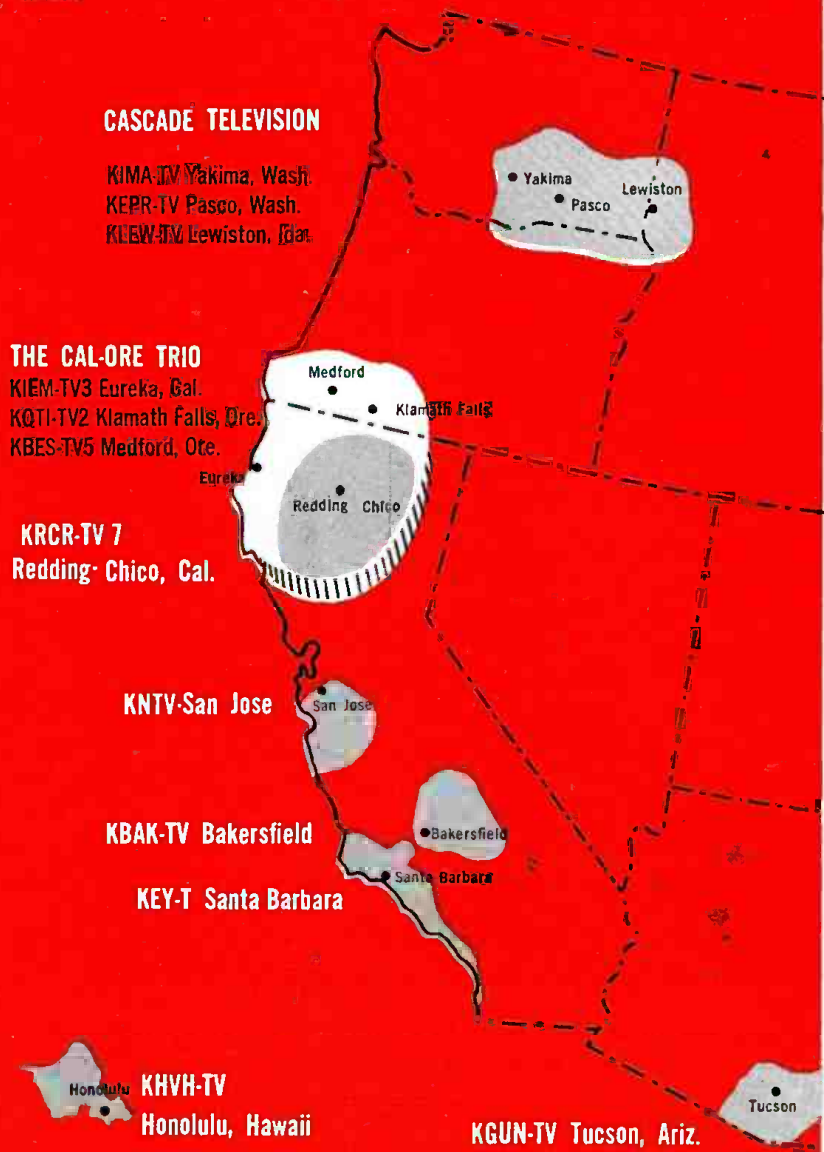


# YOUNG PRESENTATION CREATES:

More selling opportunities for you on the West Coast

**CAL ORE TRIO** TELEVISION STATIONS  
**EUREKA — MEDFORD — KLAMATH FALLS**  
**CH. 3 CH. 5 CH. 2**

A \$37,269,000 dollar market on the California-Oregon border reached only from within.



### CASCADE TELEVISION

KIMA-TV Yakima, Wash.  
 KEPR-TV Pasco, Wash.  
 KLEW-TV Lewiston, Ida.

### THE CAL-ORE TRIO

KIEM-TV3 Eureka, Cal.  
 KQTI-TV2 Klamath Falls, Ore.  
 KBES-TV5 Medford, Ote.

KRCR-TV 7  
 Redding-Chico, Cal.

KNTV-San Jose

KBAK-TV Bakersfield

KEY-TV Santa Barbara

KHVH-TV  
 Honolulu, Hawaii

KGUN-TV Tucson, Ariz.



**adam young inc.**

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

## DATEBOOK

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

■Indicates first or revised listing.

### MAY

May 10-12—Meeting of the **Pennsylvania Association of Broadcasters**, The Inn, Buck Hill Falls, Pa. Speaker: Representative Walter Rogers (D-Tex.), chairman, House Communications Subcommittee.

May 11—Deadline for reply comments on **FCC** rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

May 11-12—Programing seminar by the **National Association of Television Program Executives**. Among the panelists are Michael Dann, vice president-programs, CBS-TV; Julius Barnathan, vice president and general manager of ABC-TV; Grant Tinker, West Coast program vice president, NBC-TV; Robert E. Lee, FCC commissioner, and W. Theodore Pierson, Washington attorney. Hilton hotel, New York.

May 11-12—Spring meeting of **Association of National Advertisers**, Waldorf Astoria hotel, New York.

May 12—**Mississippi CATV Association**, technicians meeting, Sun-n-Sand motel, Jackson.

May 12—**National Association for Better Radio and Television**, 14th annual awards banquet. Sylvester L. (Pat) Weaver, president of Subscription Television Inc., will deliver the chief address. Wilshire Country Club, 7 p.m., Los Angeles.

May 12—Annual stockholders meeting of **Metromedia Inc.**, New York.

May 12-15—**National Canadian Community Antenna Television Association** convention. May 14 panel discussion, "How Restrictive Are the Government Regulations?" Chantecler hotel, Ste. Adele, Que.

May 13—Meeting of the **Future of TV in American Committee** of the National Association of Broadcasters, Washington.

May 13—**Advertising Club of Wilkes-Barre, Pa.** Guest speaker will be Edmund C. Bunker, president of the Radio Advertising Bureau.

May 13—Twentieth annual **Radio and Television Correspondents** dinner, 8 p.m., Sheraton Park hotel, Washington.

■May 13-14—**South-Central CATV Association** meeting, Sun-n-Sand motel, Jackson, Miss.

May 14—Annual stockholders meet-



voted the **1**  
 number **1**  
 broadcast news  
 media in  
 Pennsylvania by  
 Associated  
 Press !\*



**WPEN NEWS**  
*radio 95 philadelphia*

3rd consecutive year . . . winner of 3 Associated Press News Awards



Jules Rind  
 WPEN News Director



Mark Forrest  
 WPEN Political Reporter



Guy Le Bow  
 WPEN Philadelphia



Lee Norman  
 WPEN Philadelphia



Allan Jay  
 WPEN Philadelphia



Ed Needham  
 WPEN Philadelphia



Bill Smith  
 WPEN Philadelphia



Bud Outlaw  
 WPEN Special Events



Jack McKinney  
 WPEN Sports



Jim Bowler  
 WPEN Music & Drama Critic

\*April 24, 1964

Represented by AM Radio Sales Company

SERVING  
SOUTH FLORIDA

WITH

# ADULT RADIO

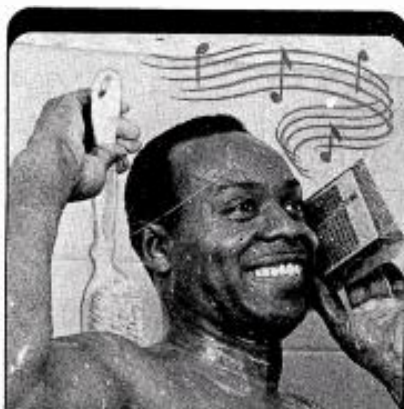
INFORMATION  
and  
ENTERTAINMENT



AM 610 KC  
FM 97.3 MC  
MIAMI  
FLORIDA

Represented  
by  
George P.  
Hollingbery  
Company

ASSOCIATED WITH WSB ATLANTA;  
WHIO DAYTON; WSOC CHARLOTTE;  
KTVU SAN FRANCISCO-OAKLAND



Aren't you glad you listen to

## WVON

(don't you wish everyone could?)

DIAL 1450 radio in Chicago..

\*

Sorry...we do wish that the folks in  
San Francisco, Atlanta, New York, etc.  
could hear us...but radio station  
WVON only covers all of  
Chicagoland's listeners.

(WITH THANKS—ON APPLUSES (17)—TO DIAL DRAP  
AND ANDRUS & CO.)

ing of Reeves Broadcasting Corp., New York.

May 14—Annual stockholders meeting of Cowles Magazines and Broadcasting Inc., Waldorf Astoria, New York.

May 14—Spring managers meeting of New Jersey Association of Broadcasters, Wood Lawn, Rutgers University, New Brunswick, N. J.

May 14-15—Illinois Broadcasters Association, Wagon Wheel, Rockford.

May 14-16—Iowa Broadcasters Association, Congress Inn, Iowa City.

May 15—Debate on pay TV between Sylvester L. (Pat) Weaver, president of Subscription Television Inc., and Vincent T. Wasilewski, executive vice president of National Association of Broadcasters. STV plans to launch a closed-circuit pay-TV system in Los Angeles and San Francisco, starting July 1. The NAB has gone on record as opposing any form of pay TV. Commonwealth Club, San Francisco.

May 15—New deadline for filing comments on Federal Trade Commission's proposed rule to require cigarette labels and advertising to carry health hazard warnings.

May 15—Arizona Broadcasters Association, Skyline Country Club, Tucson.

May 15-16—Annual spring meeting of West Virginia Broadcasters Association. Included will be association's second annual engineering exhibit. Charleston Press Club, Charleston, W. Va.

May 16-17—Spring convention of the Illinois News Broadcasters Association, Bloomington.

May 19—Radio Day at the Advertising Club of Washington. Guest speaker will be Edmund C. Bunker, president of the Radio Advertising Bureau. 12 noon, Presidential Arms.

May 19-21—Annual convention and exhibition of Armed Forces Communications & Electronics Association. Sheraton-Park hotel, Washington.

May 20—Broadcast Pioneers, Los Angeles chapter, luncheon meeting. Harry Witt, chairman of the nominating committee, will submit a slate of officers to be elected for a year, beginning June 1. John Guedel will discuss "Surprises in the Hollywood Museum." Hollywood Roosevelt, starting at 11:45 a.m.

May 20—Annual stockholders meeting of The Outlet Co., Providence, R. I.

May 21—Los Angeles Advertising Women, presentation banquet to award "Lulu" trophies to winners in the 18th annual achievement awards competition for ads and related material created by western advertising and pub-

licity women, used between April 22, 1963 and April 21, 1964. Entry blanks, and information available from LAAW, 4666 Forman Avenue, North Hollywood, Calif. Banquet to be held at the Hollywood Palladium.

May 21—Annual Emmy dinner and telecast (WGN-TV) of the Chicago chapter of the National Academy of Television Arts & Sciences, Great Hall, Pick-Congress hotel.

May 21-22—Spring convention of the Ohio Association of Broadcasters. Speakers include Sherril Taylor, vice president-radio at National Association of Broadcasters; Dr. Seymour Banks, vice president of Leo Burnett Co., Chicago, and Pat Higgins of Carling Brewing Co. Commodore Perry hotel, Toledo.

May 21-22—Spring conference of Washington State Association of Broadcasters. Included on program will be management seminar on budgeting executive time and time-saving techniques and organization, and address by Robert F. MacLeod, executive vice president of Subscription Television Inc., on pay TV. Hilton Inn, Seattle.

May 21-23—Spring convention of the Alabama Broadcasters Association. Program participants include Representative Walter Rogers (D-Tex.) and Max Paglin, former FCC general counsel and now partner in Washington law firm of O'Bryan, Grove, Paglin, Jaskiewicz, Sells, Gilliam & Putbrese. The Broadwater Beach hotel, Biloxi, Miss.

May 23—Tenth annual program on entertainment law by University of Southern California and the Beverly Hills Bar Association. Four attorneys who are specialists in entertainment law and will speak are Herman F. Selvin, privacy in motion picture and TV production; Daniel A. Weber, "Practical Considerations in 'Entertainment' Litigation"; Victor S. Nettekville, the problems of insurance coverage for privacy, plagiarism and related problems, and Robert A. Schulman, impact of recent tax legislation on motion picture and TV production. Judge Macklin Fleming of the Los Angeles Superior Court will be luncheon speaker at Town and Gown, Beverly Hills, Calif.

May 24—Communion breakfast of the Catholic Apostolate of Mass Media. Speakers include Danny Thomas, motion picture and television personality; FCC Chairman E. William Henry, and Commissioner Robert E. Lee. Willard hotel, Washington.

■Indicates first or revised listing.

WASHINGTON TYPES #5

## the hostess

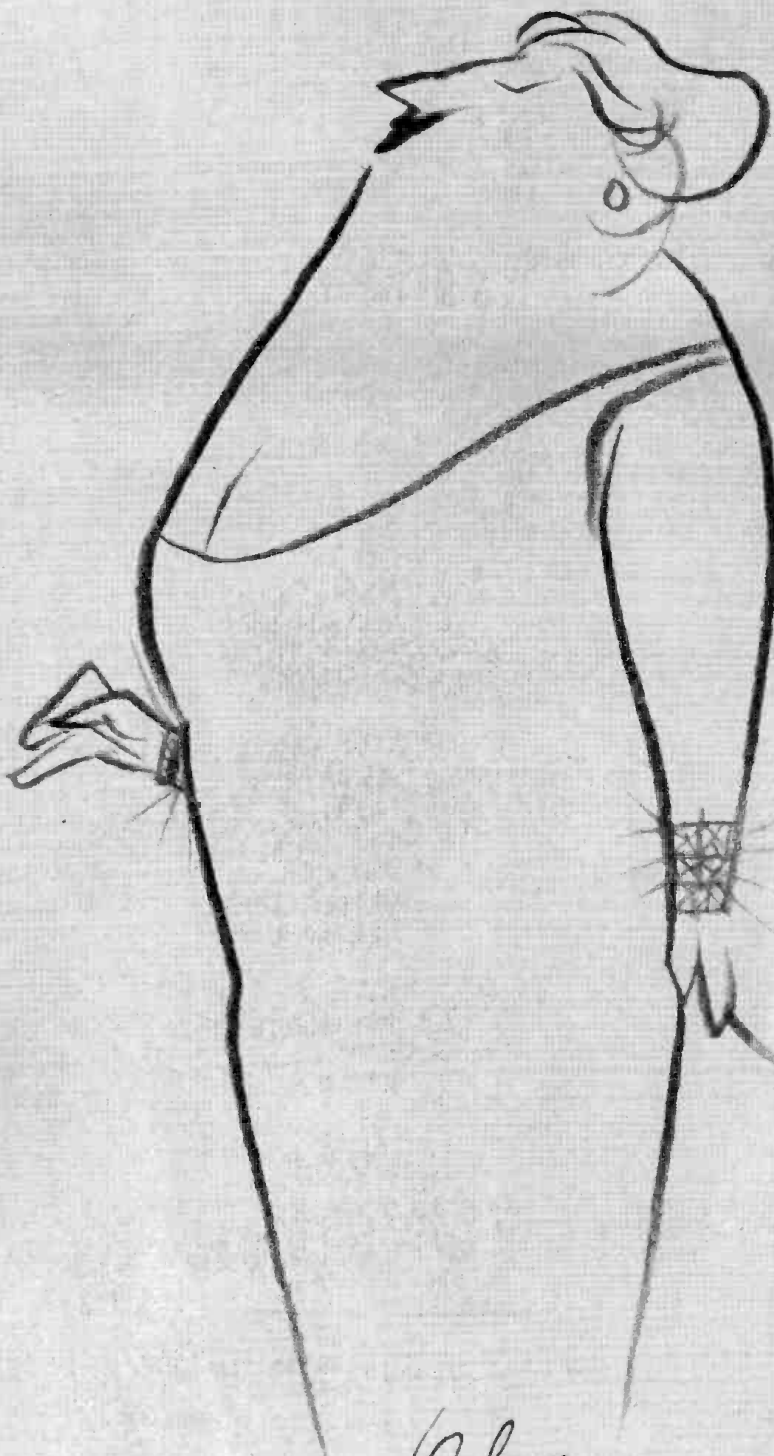
*Thinks nobody is really anybody until she invites them to a party. Has to listen to the radio each morning to find out if she had a good time. Suffers from recurring nightmare: nobody shows up but the caterer. Devoted, of course, to WTOP RADIO, the important station in Washington, D.C. that's many things to many people.*

# WTOP RADIO

Washington, D.C.

Represented by CBS Radio Spot Sales

**POST-NEWSWEEK  
STATIONS** A DIVISION OF  
THE WASHINGTON POST COMPANY



Osborn



# MONDAY MEMO

from F. Ellsworth Fish, Campbell-Ewald, Detroit

## An agency's best talent may be in the lobby

Agency talent hunters cry about the shortage of good creative people. But too often they are turning away their most qualified applicants without even the courtesy of a legitimate interview.

These people are turned away because many of them do not fall into the stereotyped pattern of recognition in vogue today and because the agencies show little creativity of their own in seeking out new people.

Take copywriters. Many agencies fail to recognize a good one when he is squarely in their sights, and they have the same trouble recognizing a bad one.

**Survival** ■ All of us have known writers who got on the payroll despite their shortcomings. They survive because they have never made any really big mistakes. On the other hand they would never come up with any really big ideas.

Sooner or later time and lack of talent catch up with them and we find them working in department stores or selling house trailers.

While these people were making a precarious living at their ill-chosen specialty, other people were seeking out agency personnel offices because they "knew they could write advertising."

They were individuals like the short order cook who was six weeks short of his college degree in education; the tire salesman who somehow had become a food chain advertising manager and who wrote musicals as a labor of love; and newspapermen and law students, and secretaries with a burning urge to do more than just type or take dictation.

**Oversight** ■ We found ourselves bewailing the lack of bright people with ideas and the ability to write. Then it occurred to us perhaps we were not looking hard enough at the people visiting the personnel office.

We began to wonder just what does it take to make a good copywriter? What does it take to recognize one?

We began to experiment gingerly with some arbitrary standards for measuring the dimensions of a good writer. Taking a hard look at some of the really good people in this business we found many common denominators.

The most important of these was the capacity to think and the ability to think in many dimensions. For instance, it takes imaginative, exploratory thinking—a sort of free association that's still subject to the transcendent discipline of the problem—to help develop interesting advertising ideas.

It takes still another kind of thinking to marshal the logical, consecutive

thoughts that lead a listener, viewer or reader from a reasonable premise to a favorable conclusion about whatever you're advertising. It takes disciplined thinking to develop the clear, quick and concise message—the message that is clear and not merely clever.

**Showmanship** ■ We also found that a good advertising man has many of the instincts of a good showman. He has a showman's feeling for his audience. This quality is vital in view of the hysterical competition of today's media. You can't attract an audience unless the presentation is interesting.

Another important asset is a talent for persuading. A good writer understands the psychology of selling and he acquires a product knowledge. To this he adds a hard-earned, hard-learned knowledge of what will sell his audience.

How can we separate this rare individual from the parade that visits the personnel office? Where the individual has established no track record in the business we often employ a carefully prepared test assignment. We probe for the specific talents that seem to be common property of good copywriters.

As a beginning we look for the ability to interpret and distill a communication, without destroying its soul.

We look for the salesman. If he has a product advantage to talk about we want a writer who knows people well enough to speak in terms that will be most meaningful to them.

We look for the strategist who knows what is and isn't essential in a selling argument.

**Hopping the Hurdles** ■ We also build a few traps into the hypothetical cases used in our test assignments and we observe how they are dealt with. Whatever happens gives us another dimension of a writer's capacity to be an advertising man.

It has been our practice to make this

test assignment easily available to anyone who believes he has what it takes. We have interviewed hundreds of people who subsequently took the assignment home with them. Some of them we never heard from. The majority who did submit their solutions failed to measure up as writers.

On the other hand there were an important few who did measure up. We found there were three or four, perhaps, out of every hundred people we interviewed. We've found places for just about all of those who qualified.

Among them is the former tire salesman who wrote musical shows that were never produced. He has more good ad campaigns to his credit in two years than some writers have in ten. Another of our good campaign producers was writing off-beat greeting cards before he saw us. Still another was selling shoes a year ago.

In case you are beginning to think we wouldn't employ anyone with a background in writing, let me add that we've made some welcome additions to our staff from these ranks. But a disappointing majority of employed writers who seek us out for interview are those who seem to have no rationale for their presence in the business. They have attained a certain seniority and are "ready to accept a bigger challenge" if given the right opportunity—and the right money.

If I find myself looking for a writer tomorrow, I can afford to wait a couple of weeks to see who might turn up in our lobby and ask about the test. We've found some real winners out there; in fact over half of our present staff and we haven't had a real failure yet.

Moreover, I'm sure some of our writers wouldn't be in advertising today if we had been careless at the first interview and let them get away.

Checked your lobby lately?



F. Ellsworth Fish, associate copy director for Campbell-Ewald Co., Detroit, joined C-E as a copywriter on the agency's Chevrolet account in 1953. He spent 10 years in retail advertising prior to his joining C-E, six of them as art director and then copywriter for the J. L. Hudson Co. department store in Detroit. At C-E Mr. Fish is also group creative director on Marathon Oil, Boeing, Firestone, Rockwell-Standard and other accounts.

**WKNR**  
**FAR AND AWAY**  
**THE PEOPLE'S CHOICE IN 1964!**

|                                    |              |  |
|------------------------------------|--------------|--|
| Monday thru Friday<br>7 AM-12 Noon | WKNR<br>15.2 | <b>*SECOND IN THE MORNING</b><br>4.7 points behind first station     |
| Monday thru Friday<br>12 Noon-6 PM | 22.8         | <b>*FIRST IN THE AFTERNOON</b><br>8.1 points ahead of second station |
| Sunday<br>10 AM-6 PM               | 24.9         | <b>*FIRST ON SUNDAY</b><br>11.1 points ahead of second station       |
| Saturday<br>10 AM-6 PM             | 27.1         | <b>*FIRST ON SATURDAY</b><br>13 points ahead of second station       |
| Sunday thru Saturday<br>6 PM-10 PM | 29.2         | <b>*FIRST AT NIGHT</b><br>12.3 points ahead of second station        |

**VOTE EARLY  
AND OFTEN!**

SEE YOUR PAUL RAYMER MAN

**WKNR**

THE STATION THAT  
**KNOWS DETROIT**

\*See Haaper Radio Audience Index, March-April, 1964. The data used are estimates only, subject to errors and limitations inherent in indicated sources. WKNR does not assume responsibility for the accuracy, completeness or validity of such original data.

**KNORR**

BROADCASTING CORPORATION

Mrs. Fred Knorr,  
President

Walter Patterson,  
Ex. V. P. & Gen. Mgr.

Represented nationally by the Paul H. Raymer Co.



# WWDC<sup>radio</sup> salutes Washington's finest



In July of 1963, Dallas sent Washington, D. C. a banker of great distinction, L. A. Jennings, who, prior to his Dallas experience, had been First Deputy Comptroller of the Currency for many years. Elected Chairman of the Board and chief executive officer of Riggs National Bank, Mr. Jennings brings us a world-wide banking skill, alive with the kind of leadership which has been a part of Riggs Bank thinking since 1836. We are proud that this largest bank in Washington, Riggs, has chosen WWDC Radio as an important way in which to talk to the people of this community about full banking services. Our thanks to them, and their advertising agency, Kal, Ehrlich & Merrick, for the confidence they've shown in WWDC, "the station that keeps people in mind."

Represented nationally  
by Blair Radio



WWDC RADIO WASHINGTON D. C.

## BROADCASTING PUBLICATIONS INC.

PRESIDENT ..... SOL TAISHOFF  
VICE PRESIDENT ..... MAURY LONG  
VICE PRESIDENT ..... EDWIN H. JAMES  
VICE PRESIDENT ..... WINFIELD R. LEVI  
SECRETARY ..... LAWRENCE B. TAISHOFF  
TREASURER ..... B. T. TAISHOFF  
COMPTROLLER ..... IRVING C. MILLER  
ASST. TREASURER ..... JOANNE T. COWAN

# Broadcasting

THE AUTHORITY OF TELEVISION AND RADIO

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

EDITOR AND PUBLISHER  
Sol Taishoff

### Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR  
Edwin H. James

EDITORIAL DIRECTOR (New York)  
Rufus Crater

MANAGING EDITOR  
Art King

SENIOR EDITORS: Bruce Robertson (Hollywood), Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Leonard Zeidenberg, David Berlyn (New York), Rocco Famighetti (New York); ASSOCIATE EDITORS: Sid Booth, Sherm Brodey, George Darlington; STAFF WRITERS: Gary Campbell, Barry Crickmer, Jim deBettencourt, Larry Michie; EDITORIAL ASSISTANTS: Sonya Lee Brockstein, Tani Oman, Victor Rossi; SECRETARY TO THE PUBLISHER: Gladys Hall.

### Business

VICE PRESIDENT AND GENERAL MANAGER  
Maury Long

VICE PRESIDENT AND SALES MANAGER  
Winfield R. Levi (New York)

ASSISTANT PUBLISHER  
Lawrence B. Taishoff

SOUTHERN SALES MANAGER: Ed Sellers; PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; ADVERTISING ASSISTANTS: Robert Sandor, Richard LaFero, Carol Ann Cunningham, Claudette Artini; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

### Publications and Circulation

DIRECTOR OF PUBLICATIONS  
John P. Cosgrove

Milton Adams, William Criger, David A. Cusick, Christer Jonsson, Edith Liu, Natalie D. Lucenko, James Williams.

### Bureaus

New York: 444 Madison Avenue, ZIP code 10022. Telephone: 212 Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti; STAFF WRITERS: Jerry Beigel, John Gardiner, Charles E. Karp, Ellen R. McCormick; ASSISTANT: Francis Bonovitch.

VICE PRESIDENT AND SALES MANAGER: Winfield R. Levi; INSTITUTIONAL SALES MANAGER: Elleanor R. Manning; ADVERTISING REPRESENTATIVE: Robert T. Fennimore; ADVERTISING ASSISTANT: Beryl W. Stern.

Chicago: 360 North Michigan Avenue, ZIP code 60601. Telephone: 312 Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Rose Adragna.

Hollywood: 1880 North Vine Street, ZIP code 90028. Telephone: 213 Hollywood 3-3148. SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Gail Leitman.

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

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
Copyright 1964: Broadcasting Publications Inc.

## OPEN MIKE

### A Todd Storz memorial?

EDITOR: Sometimes we can't see the trees for the forest.

Such is the case with the passing of Todd Storz. You, of course, know that I was with Todd when he first started the company in Omaha, Neb., 15 years ago. As a matter of fact, I was working with KOWH, as a sports announcer, when Todd and his father purchased the property from the *Omaha World Herald*. Therefore, I was in good position to see what Todd accomplished, how he accomplished it and, most important of all, and the point that everyone in the broadcasting industry has missed, the residual effects of Todd Storz's impact on the radio industry.

Competitors were quick to follow the Todd Storz formula, and today you have the McLendons, Metromedia, and who knows how many other companies around the country, all using the idea originally conceived by Todd Storz 15 years ago.

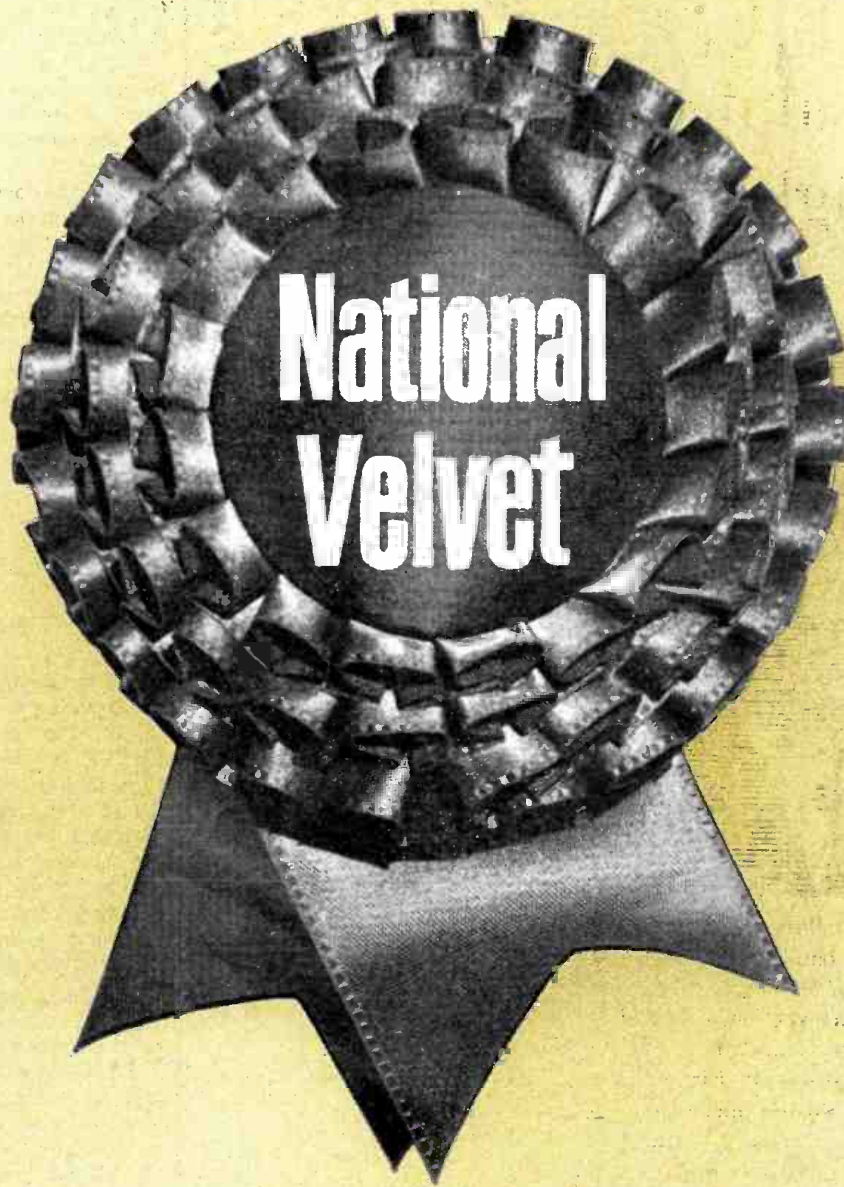
Now comes the most important part of this letter. Every time a modern music station came into a market it accomplished a number of things. In the first place, it made a lot of people aware that radio was not dead—that radio was entertaining, informative and immediate. This in itself opened up avenues which stimulated advertising.

It didn't take too long for other radio operators in the markets where these format stations were operating to come to one of several realizations. Many of them used exactly the same type of format in the same market in a sort of carbon copy effort to steal the thunder of the original station, whether it was Storz or not. With the format stations taking control of the dollars, the remaining stations in each of these markets were faced with a real problem—what could they do to combat the financial inroads of the modern music stations so that they could stay solvent? They had only one thing they could do and that was to come up with programing ideas that would be amenable to other segments of the radio audience, and whatever programing they chose had to be presented equally as well or better than the format stations. The net result of all this around the U. S. A., and Canada too, was the beginning of specialization by radio operators.

Who benefitted from all this—only one person, the listener. The competition in each market forced all radio stations to deliver a better product which could be enjoyed by all.

Thus, the efforts of Todd Storz, in





**The winning television series  
stations have been waiting for**

*Now available for market-by-market sale*

- a winner on the NBC-TV network—two strong seasons
- a winner with the whole family—tops in viewers-per-set
- a winner with the critics—nationwide awards and high praise

*58 half-hour episodes that will be a sure winner of  
audiences and advertisers on your station*

**For the full story, contact any MGM-TV salesman today**  
New York • Chicago • Culver City • Charlotte • Toronto





## TIGHT DEADLINE

KCBS Radio News Director Don Mozley brings 20 years' worth of cool judgment, calm nerves to his task of distilling the day's news for San Francisco listeners. From bomb tests at Bikini to Chessman in San Quentin, Mozley's list of exclusives would fill a fat yellow roll of wire-copy paper. Seven major awards last year testified to the excellence of his toughminded team of top newsmen. KCBS is the brand-name news in San Francisco. People are sold on it. So are savings banks, clothing stores, motor oils, autos and airlines.

## LIVE NIGHTLINE

For an opinionated hour each weeknight, the KCBS nightline becomes San Francisco's hot line. *Viewpoint* listeners grind axes on such free-wheeling topics as "What's Happening to Morality?" Whether they'd rather ban the bomb or bomb the banners, *Viewpoint* moderator Al Douglas gives each caller three minutes to tell San Francisco why. This high-impact programming is two-way radio. It involves listeners, creates dynamic interaction—and delivers quality response to advertisers.

Foreground programming molds opinions, delivers adult response. In San Francisco, the talk of the town is the buy of the town. **KCBS RADIO**

A CBS Owned Station represented by CBS Radio Spot Sales

Omaha 15 years ago like a snowball gathered momentum and developed into an avalanche of great radio programming everywhere.

Todd died at the age of 39, which means he started at the age of 24. It would seem to me to be only right that somewhere in the broadcasting industry, a fitting memorial be awarded annually to the outstanding man or woman in radio under 39 years of age, who has done most for the improvement of this medium during the ~~past~~ year. Let's properly acknowledge the greatness and the effect of a man who did the most for radio.—*Jack L. Sandler, vice president and general manager, WQAM Miami.*

## Final draft

EDITOR: I am enclosing a copy of my letter to Erwin H. Ephron, press relations director of A. C. Nielsen Co., replying to his comment in Open Mike (BROADCASTING, April 27). (Letter follows)

"I have noted your letter to the editor regarding the magazine's April 20th report of my April 13th speech to the SMPTE convention. You are quoting from a press release containing excerpts for an early draft of my remarks. My researchers had reported the division of the Nielsen sample between daytime and nighttime ratings. Upon personal checking I found this to be inaccurate, as you state, and promptly eliminated this reference from the final draft. . . .

"Similarly, however, my researchers reported the disproportionate placement of your audimeters in rural areas. This, upon personal checking, I was able to verify. If the sources of my verification were inaccurate, I apologize to the House of Nielsen. Even Nielsen accepts the theory of 'standard error.' I did, however, give Nielsen the edge by using the round figure of 1,200 audimeters in use, rather than the exact total of 1,119. So aren't we even?

"I make no claim to being a 'ratings expert,' as you infer in your letter to BROADCASTING. On the basis of the testimony in Washington before the Harris committee, it would appear there really is no such animal."—*William Dozier, president, Greenway Productions Inc., Beverly Hills, Calif.*

## Good reception

EDITOR: Many thanks for the excellent wrap-up on the society's 95th technical conference (BROADCASTING, April 20). —*Michael Denson, director of information services, Society of Motion Picture and Television Engineers, New York.*





Photo by Bob Gilberg

Only the sunshine covers South Florida better than WTVJ

*Going to the New York  
World's Fair? Be sure to visit  
Wometco's fabulous porpoise show  
in the Florida exhibit!*



South Florida's Largest Daily Circulation

**WTVJ**



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ  
WLQS-TV

WOMETCO  
ENTERPRISES  
INC.

KVQS-TV  
WFGA-TV  
(Affiliate)





# ELIZABETH MONTGOMERY IS A WITCH

*She's a nice witch. A pretty witch. A charming witch. But she is a genuine house-haunting, cauldron-stirring, broom-riding witch! And that's what keeps the laughs brewing on "Bewitched," one of the bright new comedies coming to ABC this Fall.*

Bewitched is the show with *everything*. It has a fresh, hilariously funny situation. (What if your wife were a *real* witch?) It has a top-flight cast. (Elizabeth Montgomery, Agnes Morehead and Dick York.) It seems a sure bet to be among next year's top favorites. We pulled out all the stops to bring it to ABC.

Why?

Because we have a lot of faith in Bewitched as a show and even more in situation comedy as a format. Situation comedy has been good to us—and to our advertisers.

Take Thursday nights. Our three-show block of The Flintstones, Donna Reed and My Three Sons was seen in 20,000,000 different American homes at the peak of the viewing season. Donna has been grabbing huge audiences for six years now. The Flintstones and My Three Sons for four.

Wednesday night's marathon hit, The Adventures of Ozzie & Harriet, is now in its twelfth year. Since January, The Patty Duke Show has ranked among the top twenty-five programs in every single report. Viewers voted Inger Stevens, star of The Farmer's Daughter,

the 1964 *TV Guide* Award for Favorite Female Performer. These successes with situation comedies are practically routine. Every one of this year's ABC situation comedies will be back next season.

But we're not resting on our laurels. Bewitched is just one part of the solid new crop of comedies coming to ABC this Fall. Bing Crosby, Mickey Rooney, Walter Brennan, George Burns and Connie Stevens will all bring new comedies to ABC. The delightful cartoon ghouls of Charles Addams will be brought to life on The Addams Family. No Time for Sergeants and Broadside will take pot shots at the lighter side of life in the service.

Every one of these new shows is a standout. That's our secret. We don't want just *any* situation comedy. We try our darnedest to come up with the good ones. Original, well produced, well directed, well acted.

It pays. We've got a line-up of smiling sponsors to prove it.

ABC Television Network 



## BILLION DOLLAR BABIES

By the time you've heard of it, they've marked it passé. They can't wait for a fad to wear itself out. They're on the way to take over the future. And they know just where they're going to stop along the route... at college, that good job, the home in the suburbs. But they're not stopping anywhere right now.

They're on the move. But wherever they are they're tuned to WABC. At the

beach it's the bright sound of Bob Dayton or Dan Ingram. Evenings are livelier with Scott Muni and Bruce Morrow. And without Charlie Greer weekends just wouldn't be.

But don't let these teen-agers fool you. They may look as if they're only half listening but when you talk to them on WABC you register... for the \$15 billion they'll splurge this year on everything

from soft drinks to convertibles, from next year's college spending to the young-homemaker-buying they'll soon be doing. But they haven't made up their minds which brands to buy... yet!

Got the picture? Give them the word on...

**WABC**

●● ABC OWNED RADIO STATIONS ●●

Represented by Blair Radio



## TV SPOT SELLS AT RECORD PACE

### Some stations are nearly sold out in prime periods; minutes are in greatest demand with other lengths in short supply

Spot television business is moving toward summer at a record pace, with good commercial availabilities in short supply and with many stations approaching sold-out status in high-audience periods.

Choice one-minute availabilities, historically in greatest demand among agencies, are scarce on the "average" station for long stretches of the day, and the supply of availabilities to accommodate other commercial lengths appears to be shorter than ever before in television history.

The demand thus far this year, following better-than-usual business in 1963, is pushing current national sales totals for three out of every four stations beyond the levels attained at this time a year ago. Almost nine out of ten are doing at least as well as in May 1963.

**Annual Spring Report** ■ These conclusions emerged last week from BROADCASTING's annual spring TV spot business survey of stations and were supported by an informal sampling of

leading station representation organizations.

The station survey found the most consistent—and in many cases dramatic—increases in spring TV sales levels among broadcasters in one-station markets and in markets with four or more stations.

In three-station markets, gains were evident in sales of some commercial lengths in some day parts, but on the average their business appeared to be clinging close to last spring's levels rather than moving ahead with the consistency noticeable in reports from other markets.

With only occasional exceptions, the stations appeared confident that their 1964 full-year sales would exceed 1963's, although many expected temporary "soft" periods to develop between now and the end of December.

**First Week of May** ■ Sales for the first full week of May, the survey found, were running higher than at the same time a year ago on 75% of the stations and were maintaining year-ago

levels on another 11%, leaving 14% who reported drop-offs.

Among stations who estimated the extent of their gains, the average increase was 22%. Among those describing slower sales, the average decline was 8%.

The pattern of gains and drop-offs varied from market to market and also, as sales representatives emphasized, in some cases from station to station within the same market.

The level of sales of the principal commercial lengths similarly varied from station to station, with some stations reporting as little as 15 or 20% of their availabilities sold in some time periods while other stations indicated 95 to 100% saturation of their peak sales levels.

One station reported it was completely sold out of all availabilities, all lengths, in all time periods. A number of stations in markets of all sizes reported no one-minute availabilities left in early-evening and prime-time hours and relatively few in afternoon and

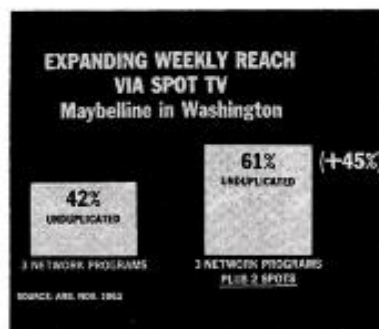
## It doesn't take a fat wallet to go steady with spot TV

The small-budget advertiser—and the big spender—are advised to take a closer look at spot television as a selling tool in a new sales presentation developed by Television Advertising Representatives.

Of more than 1,200 regional and national accounts using spot TV more than half spent less than \$100,000 in the medium and over one-third spent under \$50,000. These statistics and case studies of advertisers who have used spot TV to face special marketing situations lead the TvAR report.

Spot is also recommended as a valuable supplement to network television.

Robert McGredy, managing di-



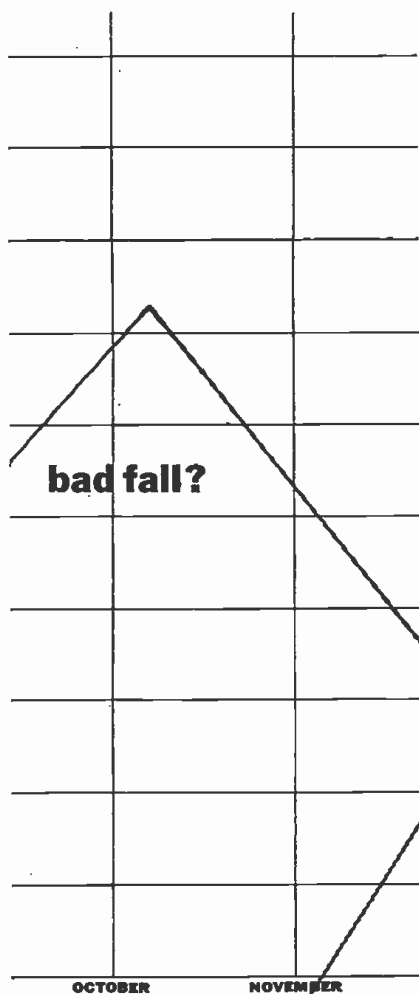
This TvAR chart from the demonstration indicates that Maybelline Co. increased its reach in Washington, D. C., by 45% in the course of a week by adding two nighttime spots to network schedules.

rector of TvAR, described the new report, "How To Be A Giant," as less sophisticated than previous presentations by TvAR ("Twenty's Plenty" and "Tilt") and intended primarily for advertisers not yet active in spot TV.

The presentation which employs a voice-over film clip technique will be offered to advertisers, agency groups and sales associations throughout the country.

TvAR, headquartered in New York, represents WBZ-TV Boston; WJZ-TV Baltimore; WTOP-TV Washington; WBTV(TV) Charlotte; WJXT-TV Jacksonville; KDKA-TV Pittsburgh; KYW-TV Cleveland and KPX(TV) San Francisco.

## TV SPOT SELLS AT RECORD PACE continued



**Metro Radio Sales**

**not us!**

During the last three months of 1963, our stations posted increases of up to 63% in national revenue.

Media billings were supposed to be down that quarter, but Metro Radio Salesmen hate generalities, love facts.

Their presentations are complete, thoroughly researched...and as those figures show, effective. Because we represent a short list, our men really know their stations and their markets. Time buyers and advertisers like the way we sell: WNEW, NEW YORK; KLAC, LOS ANGELES; WIP, PHILADELPHIA; WHK, CLEVELAND; WCBM, BALTIMORE; KMBC, KANSAS CITY; WDRC, HARTFORD.

OFFICES: NEW YORK, CHICAGO, BOSTON, PHILADELPHIA, ST. LOUIS, DETROIT, LOS ANGELES AND SAN FRANCISCO.

late-night periods.

**Supply of Twenties** ■ The supply of 20-second availabilities also was reported to be substantially shorter now than a year ago in practically all time periods in both multiple-station and single-station markets. Sales of ID's and 10-second announcements similarly showed gains of several percentage points in most markets.

Broadcasters' comments on the sales outlook for the full year were overwhelmingly optimistic but showed some differences in degree of optimism, ranging from "favorable" to "booming."

There were conflicting views on the effect that this summer's political campaigns may have on sales, with some stations fearful that political business may have an overall braking effect while others said they are counting on it to carry sales totals higher.

Apart from the political business influences, several stations said they were uncertain about maintaining their current pace through the summer but felt that even if there is a hot-weather slump business will rebound in the fall. Others volunteered that "early summer," at least, looks promising and in some cases "strong," and anticipated no unusual dropoff.

**Autumn Outlook Good** ■ There were some reservations, but the consensus appeared to be that autumn will prove strong.

The stations were uniformly agreed that the availabilities in greatest demand among agencies—and consequently in shortest supply among stations—are the one-minute lengths, particularly in fringe and prime-time periods. This has long been the case, but the current survey found signs of an upsurge of buyer interest in 20-second positions as well. Some stations reported 20-second availabilities in relatively short supply along with minute positions.

Station representation firms queried by BROADCASTING were almost unanimous in reporting sales gains thus far this year and in anticipating advances for the full year.

Among those willing to indicate the extent of their billings gains thus far the average increase was about 17%. For 1964 as a whole, the average anticipated gain—among the few reps who offered full-year percentage estimates—was about 10%.

Some station representatives felt that summer spot business may feel the effects of a "holdback" by normally substantial advertisers who have made major investments in New York World's Fair exhibits and then cut back, at least temporarily, on advertising.

**Cigarette Advertisers** ■ They speculated that even if spot TV loses some business in this way, however, it may

gain some from another source—increased outlays by cigarette advertisers.

They reasoned that with the cigarette industry's new emphasis on avoiding appeals to youthful viewers, cigarette advertisers may find it more convenient to use spot than network to concentrate on hours when the audience is primarily adult.

One representative suggested that, although he expected spot business for the year to show a gain, a number of stations might be headed for trouble in their current plans to raise rates. It was his view that some stations might find their rate increases had diverted rather than attracted business.

The reps as a group appeared to be less inclined than stations to see a real "shortage" of availabilities. Most agreed that minutes in particular are in heavy demand generally and are in short supply in some or even in many markets, and some called the supply "very short" on most of the stations they represent. But in many cases they also took pains to note that the shortage is "not general" or represents no "serious problem" or, in some cases, "is not really a shortage."

## Midwest rep firm expands and reorganizes setup

Leonard F. Auerbach, president of Ohio Stations Representatives Inc. and board chairman of Penn State Reps



Mr. Hays

Inc., has announced several major changes in the combine. A new office will be opened in Cincinnati, operations will be expanded into Indiana and Kentucky, and the organization's name will be changed to Regional Reps Associates with Ohio Stations,

Penn State Reps, New York State, Indiana and Kentucky divisions).

Don O. Hays has been appointed a vice president of the firm and regional manager of its new Cincinnati office. He has served as general manager of WKAZ Charleston, W. Va., since 1959, and has been in the broadcasting field for 18 years.

Ohio Stations Representatives has also started the Ohio Radio Network, a group of over 30 large and small market radio stations which can be purchased with one order and one invoice and, according to Mr. Auerbach, deliver a population of more than 10 million.

# Mack and Myer for Hire



© MCMLXIII  
Trans-Lux  
Television Corp.

**TELEVISION'S FIRST & ONLY ALL-NEW,  
ALL-LIVE, SLAPSTICK COMEDY SERIES.**

Produced by SANDY HOWARD  
Productions Corp.

**200 PROGRAMS...11½ MINUTES EACH  
IN SPARKLING BLACK AND WHITE**

**RECIPE FOR SUCCESS** Take 370 pounds of nuts (Mickey Deems & Joey Faye); add 2,162 sight gags, 1,078 prat-falls & 296 custard pies. Mix well with a dash of hysteria, stir in plenty of comedy guest stars & add a case of showmanship. Spread generously across the board & enjoy 200 comedy shows for kids . . . for adults . . . for anybody who likes to laugh.

## TRANS-LUX

TELEVISION CORPORATION

NEW YORK, 625 Madison Avenue, PLaza 1-3110  
CHICAGO • LOS ANGELES • MIAMI BEACH • ZURICH, SWITZERLAND





## Glass makers promote bottled beer on TV

The Glass Container Manufacturers Institute, New York, will spend approximately \$600,000 for a saturation spot schedule on all six commercial TV stations in New York City this summer.

Running from May 17 to Sept. 5, the campaign will include at least

350 minute-length announcements in addition to 20-second spots and ID's.

The announcements will promote "compact no-return" beer bottles. Pictured is a scene from one of the commercials. The campaign is being handled by Benton & Bowles, New York.

## Codes with teeth show good faith

If self-regulation in advertising is better than government regulation then it is something worth fighting for, James S. Fish, vice president and director of corporate advertising, General Mills Inc., told the annual meeting of the Public Utilities Advertising Association Friday (May 8) in Minneapolis.

Mr. Fish said one good way of showing belief in self-regulation is the development of voluntary industry codes which are more than mere paper philosophies. Codes must have teeth in them and be enforced, he said.

Citing the recent steps of the cigarette industry to develop a code with teeth, Mr. Fish said he hoped the tobacco manufacturers are not too late with their remedy. He noted that they have seen the issue developing for at least two or three years and might have moved much sooner to forestall government intervention and demonstrate their good intentions.

On Thursday (May 7) the PUAAs announced its annual advertising awards,

including those for the best radio and TV advertising of the year by member utilities. The "best copy" award in radio went to the Hawaiian Electric Co. for institutional advertising and to the Indiana-Michigan Electric Co. for direct merchandising-sales promotion.

The top television commercial awards went to Southern California and Southern Counties gas companies, for firms with over 400,000 customers; Montana-Dakota Utilities Co., for 150,000-400,000 customer category, and to Hope Natural Gas Co., Clarksburg, W. Va., for under-150,000 customer category. Laclede Gas Co., St. Louis, was winner in its category for TV advertising programs.

Ken Nordine, president of K-Arts Inc., Chicago, demonstrated successful radio commercials to the PUAAs to prove that radio can command attention as you "stare with your ears."

## Salada moves account

Salada Foods Inc., Woburn, Mass., last week assigned advertising for all its products to Carl Ally Inc., New York. The entire account, estimated at \$3 million, is expected to allot a large portion of its budget to spot and net-

work TV this summer.

The Ally agency was named to handle Salada's Junket Rennet Custard last November. In January the agency picked up Salada's True Fruit Drinks and in February was assigned Salada's Iced Tea Mix.

The remaining products assigned last week are: the complete Junket line, Salada's Tea and Tea Bags and Instant Salada Tea.

## NAB's happier about Falstaff's 'Laughter'

Two 30-second Falstaff beer radio commercials, ruled as unacceptable by the National Association of Broadcasters' radio code authority (BROADCASTING, March 23) have been satisfactorily revised, Howard H. Bell, director of the NAB's code authority, announced last week.

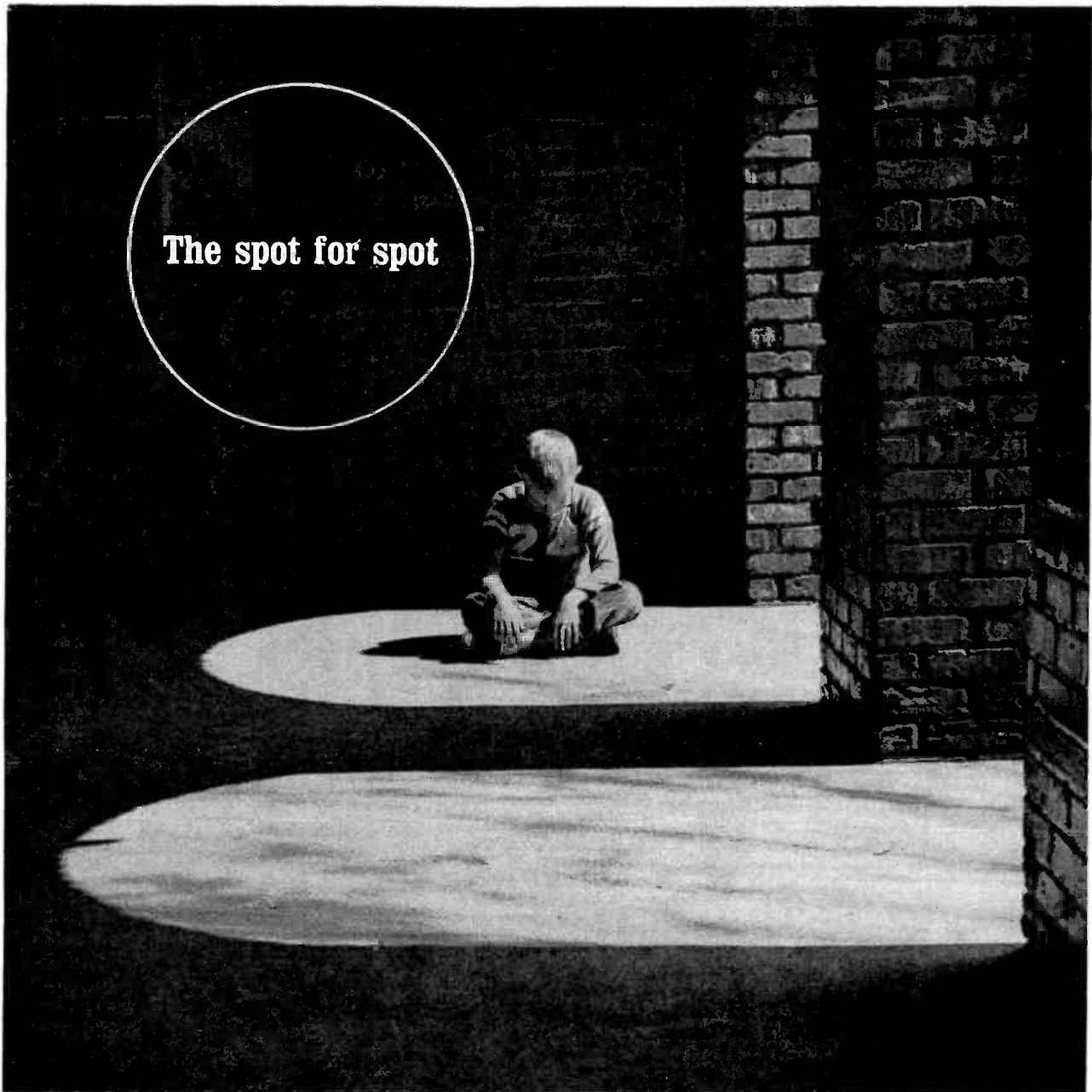
Placed exclusively on the West Coast by Wade Advertising, Los Angeles, the "Sound of Laughter" spots were revised, Mr. Bell said in a memorandum to radio code subscribers, in a spirit of cooperation by Wade, a "splendid example of self-regulation in action." Other commercials in the Falstaff campaign are being changed, Mr. Bell said.

The code authority had objected to the original spots because they gave "the impression of intoxication in both laughter and dialogue." In the new commercials, NAB said, the laughter has been altered slightly and the copy has been changed so that the dialogue appears to motivate the chuckles. Wade at first was reluctant to change the spots, it was said, but relented when code subscribers began to drop the advertising.

Mr. Bell emphasized that the commercials involved are only those scheduled for Falstaff Brewing Co.'s West Coast Division.

## Rep appointments . . .

- KGB-AM-FM San Diego: George P. Hollingbery Co., New York.
- WMAS-AM-FM Springfield, Mass., and WEXT West Hartford, Connecticut: Vic Piano Associates, New York.
- WTOP Toledo, Ohio: Venard, Torbet & McConnell Inc., New York.
- KFDI Wichita, Kan.: Mid-West Time Sales, Kansas City, Mo., as regional representative.
- WSUN-AM-TV St. Petersburg, Fla.: Bomar Lowrance & Associates Inc., Atlanta, as regional representative.
- WPEN-FM Philadelphia: Roger Cole Inc., New York.



The spot for spot

**If community service is a criterion** *in your weighing of a station's influence on people, WSOC-TV will score highly. Outstanding among recent staff-produced documentaries was "Pick Up the Pieces". This program on rehabilitation of emotionally disturbed children at Alexander Children's Center in Charlotte earned high acclaim for WSOC-TV throughout the Carolinas.*

**Charlotte's WSOC-TV**

NBC-ABC affiliate. Represented by H-R



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland.



# Agencies planning more buys in radio

## CBS Spot-sponsored study shows programing considered more important than ratings

A study commissioned by CBS Radio Spot Sales in seven major markets indicates that media and timebuying executives in those areas plan to buy more radio in 1964 than in 1963.

This conclusion was one of the highlights of a survey conducted by Charles Harriman Smith Associates Inc., among local agency personnel in St. Louis, San Francisco, Boston, Philadelphia, Los Angeles, Chicago and New York. The study, based on a 54% return of 608 questionnaires within the seven cities, was designed to ascertain the opinion of local agency buyers on the advertising values and audience make-up of radio stations in their markets.

Other significant points to emerge from the study were: 55% of the respondents felt that programing is more important than ratings when buying a

station, 4% felt it was less important, 31% about the same, and 10% had no opinion. Also, 53% felt there was more radio listening in their markets this year than last year, 46% said it was about the same and 1% felt there was less listening.

**Two Areas** ■ The Smith study covers two broad areas—overall viewpoints on radio, and individual market evaluations of radio stations serving each area. Copies of the study have been sent to CBS Radio Spot Sales offices in New York, Philadelphia, Detroit, Los Angeles, Chicago, Atlanta, San Francisco and St. Louis. Agency presentations will begin later this week.

Additional markets in which CBS Radio Spot Sales has stations are under study and data will be released soon.

Maurie Webster, vice president and

general manager, CBS Radio Spot Sales, said some top media and research officials at major agencies had been provided with a preview of results of the study and their reactions were "uniformly enthusiastic." Mr. Webster noted that these major agency officials agreed on the value of the approach because it provides agency buyers as a whole with "information from a panel of local buyers in each market who have first-hand knowledge of the local radio stations."

Among the agency executives who endorsed the approach were Herbert Maneloveg, vice president and media director, BBDO; Thomas J. Lynch, assistant director, media relations and planning, Young & Rubicam; Harry Waller Daniels, director of research, MacManus, John & Adams; Jules Fine, associate media director, Ogilvy, Benson & Mather, and Vincent J. Rafti, manager, media operations, McCann-Marshalk.

The study sought to ascertain information in each market on the most-bought station; audience demographic characteristics; stations preferred for a mass consumer product; formats of stations; effect of production devices on commercials; best stations for news; stations most mentioned for outstanding community services and for programs most favorably talked about; stations mentioned most for editorial effectiveness and believability.

---

## Radio reaches the right ears

### Unimart, California chain of department stores, able to directionalize message

Most advertisers use radio because of a conviction that it is the most widespread mass medium, reaching almost everybody at almost any time of day or night at the lowest cost per individual. But that generalization doesn't apply to Unimart, a California chain of 10 membership department stores.

"We use radio because it enables us to talk directly to a particular segment of the population," Jack Caanan, director of public relations for Unimart, explains. "Our commercials are all institutional, designed to obtain members at \$2 per family. We aim them at individual groups, such as blue-collar workers, Negroes, Spanish-speaking people, residents of a particular area,

and radio does a fine job of delivering each message directly to the group we want it to reach."

**Good Music Appeal** ■ Currently, Unimart is using radio to reach the "longhairs," Mr. Caanan said. The chain is sponsoring the Sunday afternoon concerts of the New York Philharmonic Orchestra, broadcast live from New York's Lincoln Center, on KRHM(FM) Los Angeles. The concert series, which started last November and will continue to the end of the concert season this month, has more than paid for itself already, delivering some 400 new memberships to Unimart in the first three months.

Unimart now has over 300,000 members, Mr. Caanan reported, from all walks of life and all socio-economic sections of the California population. Last year, Unimart's fourth, the stores had a total business volume of \$100 million. The chain's advertising appropriation is \$600,000 a year, slightly over one-half of 1% of the sales total, the public relations executive noted, with 90% going into direct mail and 10% into radio. The direct mail budget is spent largely for a monthly tabloid newspaper, *The Unimart Messen-*

*ger*, contents of which are chiefly ads for the current merchandise specials, ranging from frozen orange juice to TV sets and diamond rings.

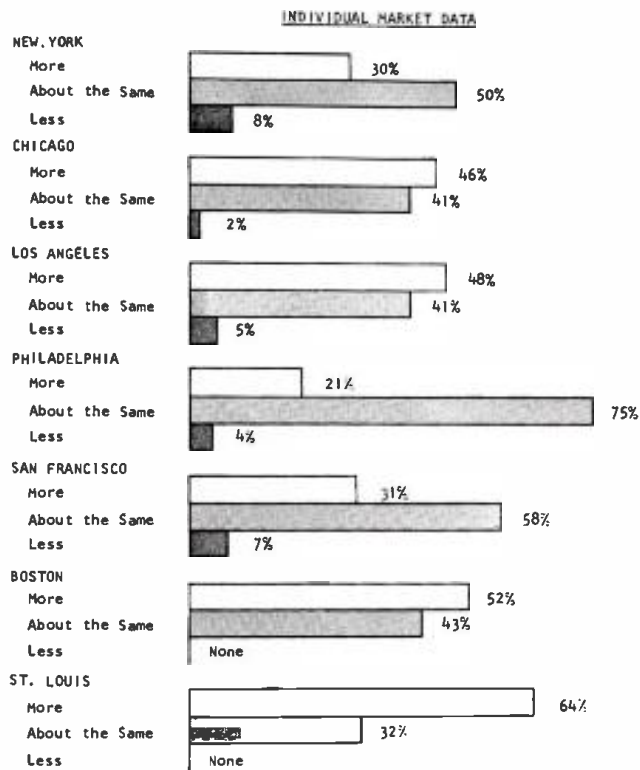
**Advantages Stressed** ■ In contrast to the product advertising in the mailing pieces, Unimart's radio advertising is devoted to selling the advantages of membership to the particular population segment that is the target of a campaign. By matching the appeal to the needs of the group and by choosing the station with the largest following among the members of that group, Unimart has found radio an ideal medium, he said.

"It's inexpensive, it produces immediate results and it's so flexible that we can change copy at a moment's notice. And that's almost the literal truth. I can dictate new copy to the station by telephone and have it on the air within 10 minutes."

Furthermore, radio seems to work well with all types of listeners. "We started with Edward P. Morgan's evening newscasts, and while the spots cost us \$90 apiece, which was expensive for us, they got us over the hump. Since then we've gone after the country-and-western music fans, the Negro and

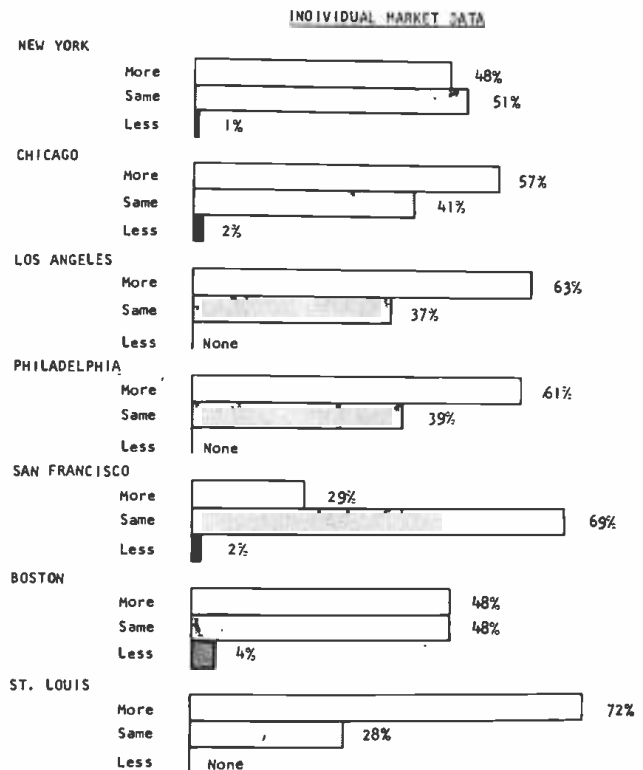
## Radio buying outlook 1964

In 1964 are you planning to use radio—more, about the same, less—than in 1963?



## Time spent listening to radio

Compared with a year ago do you feel that people in your market are listening to radio now—more, the same, less?



Spanish groups, the symphony lovers and other special-interest groups with equal success. In San Diego, we tried our first FM broadcasting, over KITT there. In less than an hour 30 Navy families had visited the store and the flow kept up. It surprised us but it sold us on FM."

## Bunker cites success of 2 RMP campaigns

Two advertisers—Delta Air Lines and Best Foods—have increased their radio budgets after participating in Radio Advertising Bureau's Radio Marketing Plan campaigns.

Edmund C. Bunker, RAB president, told the Phoenix Advertising Club on May 4 that Delta's test in New Orleans and Best Food's test for Skippy peanut butter in upstate New York were "typical" of results RAB has been able to achieve for more than 20 national and regional advertisers under the plan.

In RMP, radio's effect on the consumer is measured by the advertisers. Research and surveying are selected by advertisers and their agencies, and RAB

underwrites the research bill in most cases, and also consults on the strategy.

The Delta and Skippy radio testing was detailed publicly in an RAB presentation in Philadelphia (BROADCASTING, March 16).

Delta aimed for the 6% of businessmen who do most of the commercial flying in jets—the radio campaign seeking to reach the regulars among patrons while enhancing in specific terms the airline's image. Mr. Bunker reported that Delta has substantially increased its budget in radio because of the test campaign.

Best Foods' Skippy, unlike Delta which focused on a select group, sought the young homemaker with children. The radio test increased brand awareness, and buying levels went up in areas where the peanut butter's sales had been slipping. Mr. Bunker said the tests proved radio impact so conclusively that Best Foods is now testing radio "extensively" for three more of its products.

Mr. Bunker cited Dixie beer in New Orleans, Dade National Bank in Miami and the MG dealers in Los Angeles as examples of local advertisers scoring dramatic successes with radio on relatively limited budgets.

## ANA's spring meeting opens today in New York

The annual spring meeting of the Association of National Advertisers will be held in New York today (May 11) and tomorrow with discussion centering on such subjects as an evaluation of advertising, government activities in consumer affairs and the implications of the "population explosion."

The sessions, scheduled for the Grand Ballroom of the Waldorf-Astoria hotel, will cover "Management Evaluates the Role of Advertising" by a panel of advertising executives; "Government Activity in Consumer Affairs," by Mrs. Esther Peterson, assistant secretary of labor; "The Directions of Government Regulation," by Gilbert H. Weil, ANA counsel; "The Future of Media in the Light of the Population Explosion," by Marion Harper, chairman and president of Interpublic Inc.; "A Planned Program of Advertising Evaluation and Its Value to Advertisers and Agencies," a presentation of the Monsanto Chemical Co.; "How to Know How Much to Spend on Advertising," by Thomas B. McCabe Jr., vice president, Scott Paper Co.



# There's no escaping the 'Dodge Boys'

## 13-WEEK DETROIT BLITZ IS NOW COAST-TO-COAST REGIONAL PUSH

The "Dodge Boys" managed to whip up quite a fuss in the Detroit area last year as their local radio-TV shenanigans drew crowds to Dodge dealer showrooms and sent them home again with lots of nice new cars.

In fact the sales figures that were piled up underneath all the froth of their noisy, neighborly or sometimes down-to-earth hard sell commercials attracted the attention of other Dodge dealer groups. The result:

This year 17 out of the 20 Dodge (dealer) Advertising Associations throughout the country are deep in "Dodge Boys" promotions and are making heavy use of radio and television plus newspapers. The broadcast schedules are now on several hundred stations from coast to coast.

BBDO, Detroit, is coordinating agency, although the dealer groups are autonomous and place their local or regional buys through the BBDO offices in their areas which regularly represent them. The Detroit office of BBDO also places Dodge factory advertising which is apart from the dealer group buys as is each local dealer's own advertising.

Last year's initial promotion which attracted so much attention and imitation was the campaign of the Tri-County Dodge Advertising Association in Detroit using the theme "The Whole Town's Talking about the Dodge Boys." The first 13-week blitz included varied spots on three TV stations and 150 weekly spots on nine area radio stations.

**Great Boost** ■ This drive was credited with helping produce a record 154.6% increase over the same sales period of the previous year for the participating Dodge dealers. During the same period Dodge jumped from eighth to fourth place against industry competition in what the automotive trade considers one of the world's toughest car markets.

Earl E. Orr, chairman of the sales and merchandising committee of the nation-

al Dodge Dealer Advisory Conference, observed that the "all-time sales records compiled by Dodge during the 1963 model year and during the present model year may be attributed at least partially to the dealer ad groups and to the favored 'Dodge Boys' theme."

Mr. Orr said that "through heavy use of broadcast media and newspapers our ad group campaigns have inspired increased public regard for our dealers and excited keener interest in our products."

Although exact budget figures for each of the dealer associations were not available, Mr. Orr estimated these appropriations to be "considerable." He explained that media selection varies

### A typical radio spot

MAN 1: Friends . . . Romans . . . countrymen . . . lend me your ears. We come not to bury Ford and Chevrolet . . . but to praise the Dodge Boys.

MAN 2: Oh come off it, Clyde. The Dodge Boys don't need an act. Folks know the Dodge Boys . . . our own Dodge dealers are setting new sales records every day . . . because they're straight-talking guys . . . who have a friendly down-to-earth way of doing business. The Dodge Boys are . . .

MAN 1: That's absolutely amazing. Completely extraordinary. Say . . . would you mind moving your foot.

MAN 2: What's wrong?

MAN 1: You're standing on my toga.

with the dealer group and the budgets generally appear to be split about 50-50 between broadcast and print although in some areas radio-TV may have the larger share.

"Dealer association advertising is an added source of revenue to broadcasters and other media," Mr. Orr noted, because it is a supplemental third source in addition to local dealer advertising and national factory billings. In many cases

the success of the dealer group efforts has encouraged the dealers to substantially increase their own local budgets, he indicated.

Some of the associations like Detroit's Tri-County, Minneapolis Region DAA and the Greater Chicago DAA are completing their third campaigns during the current quarter. Others are in phase two. Many have been award winners from their respective local advertising clubs.

The dealer groups have freely exchanged "Dodge Boys" campaign ideas which have helped increase the overall advertising impact. For example, the Mid-Atlantic and Philadelphia Region DAA groups brightened their campaigns with a one-minute radio spot using a march tempo. The commercial included a 20-second live bridge for local messages. It was quickly incorporated in radio drives elsewhere throughout the eastern half of the country.

When the Philadelphia region (including Washington and Baltimore) introduced this spot on a saturation basis, the "Dodge Boys" marching song was on the air more than 1,000 times weekly there.

**To Each His Own** ■ Each regional campaign is suited to its own local area, from Spanish-language copy in the Southwest to pure Yankee in the New England states. Last week a new series of 20 and 60-second cartoon TV commercials began in the Dallas region. On radio "Los Muchachos Dodge" is becoming a familiar phrase in border towns like Laredo, and radio spots in western New Mexico have been translated into Navajo.

In New England the dealers use a regional TV network of nine stations for a weekly quarter-hour sports series plus a heavy buy of radio and TV spots. Some of these have successfully won over to Dodge new customers who had been driving other brand cars. Chiefly in radio, this portion of the drive in-



The Dodge Boys back their cars with service and famous Dodge dependability



## Why KABC-TV bought Volumes 7, 8, and 9 of Seven Arts' "Films of the 50's"

### Says Elton Rule:

ABC Vice President and General Manager of KABC-TV, Los Angeles, California.

"Early in 1964, we were determined to build the largest weekend movie following in Los Angeles, no easy task against established opposition. We programmed 'The Saturday Night Movie,' 10:30 PM Saturday, and 'Theatre 7 Premiere,' Sunday at 10:00 PM, and went out

## TO ACQUIRE THE BEST FILM LIBRARY AVAILABLE IN THE COUNTRY!

Our only criteria: the features must be first-run and first-quality! The end result was our purchase of Seven Arts' Volumes 7 and 8 plus the newly released Volume 9 which includes in its four parts 215 Universal Post-'50 films... the largest and most important movie buy in the station's history.

Sponsors immediately agreed with our choice, for such blue chip advertisers as Toni, Clairol, P & G, Listerine, Gallo, L & M, Lever Bros., Anheuser-Busch and Helene Curtis requested and bought spots in our new movie programming time.

We at KABC-TV are pleased with the acceptance of the Seven Arts' 'Films of the 50's' by both sponsors and public and we are well on our way to establishing a new pattern of weekend viewing in Los Angeles."



**SEVEN ARTS  
DISTRIBUTING  
CORP.**

A SUBSIDIARY OF SEVEN ARTS ASSOCIATED CORP.

CONTACT YOUR NEAREST SEVEN ARTS OFFICE FOR MARKET AVAILABILITY

NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105

DALLAS: 5641 Charleston Drive, ADams 9-2855

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276

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

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data).



volves clever but hard-hitting spots dubbed "Courtin' Chevy" or "Wooing Ford" owners. There's a "Rambler Roundup" too.

In the Pacific Northwest the dealer groups are using radio in most of the cities where the dealer members are located as well as TV in major markets. Another example might be the Pittsburgh Region DAA which has committed a record budget to introduce the "Dodge Boys" in the three-state region of western Pennsylvania, eastern Ohio and West Virginia. The 127-member group is using spots on 68 radio stations and 10 TV outlets.

Arnie Thompson, manager of passenger car advertising for Dodge, described the "Dodge Boys" campaign as "one of the most effective merchandisings of a success story in memory." He felt the "total effect has done much for divisional and product identity" as well as dealers and their businesses.

## Another proposal for anticigarette drive

The president of a large New York advertising agency last week said it would be "an irresistible challenge to any agency and all media, particularly broadcast," to try making smoking unfashionable through an anticigarette advertising campaign.



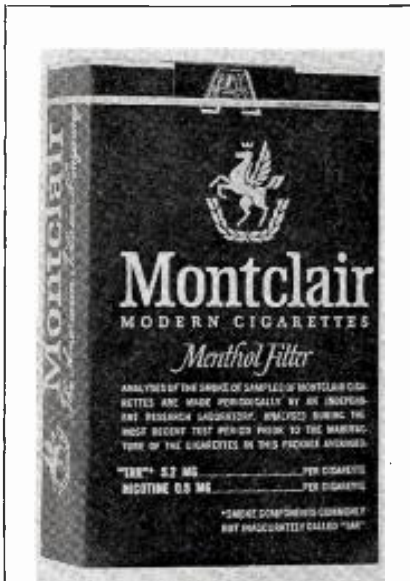
Mr. Jones

Ernest A. Jones, president of MacManus, John & Adams Inc., said if such a campaign was successful "then cigarettes within the generation now in its teens well might become about as popular as betel nut." Giving the keynote address at a meeting of the Kentucky Broadcasters Association in Louisville, Mr. Jones said current cigarette advertising "is more boring than sinning."

David Ogilvy, chairman of Ogilvy, Benson & Mather, New York, also has suggested such an anticigarette campaign (BROADCASTING, April 20). Neither the Ogilvy nor the Jones agencies have cigarette accounts.

Mr. Jones also touched on several other inflammable issues now confronting broadcasters. "I think," he said, "that eventually liquor advertising of an innocuous-reminder type will be carried by broadcast media in selected hours after the teen-agers have gone to bed—which in my experience means about five in the morning."

He admitted he was puzzled that li-



### Entry No. 2 in tar derby

The American Tobacco Co. which reintroduced nicotine and "tar" content claims in cigarette packaging and advertising in January, last week furthered the practice, adapting it to its Montclair menthol cigarette.

Following the method it adopted for its new Carlton brand, American Tobacco will submit the Montclair to periodic laboratory tests for tar and nicotine content and print the findings on the cigarette packages and use them in advertising.

The "new" Montclair was introduced in New York, Los Angeles, and Chicago last week. Robert Walker, American Tobacco president, said further markets would be opened as soon as production permits. Spot television is being used in the introductory campaign. The agency is Sullivan, Stauffer, Colwell & Bayles, New York.

For the Montclair, the company is initially claiming 5.2 mg of "tar" per cigarette and 0.5 mg nicotine. This compares to original claims for the Carlton of 2.5 mg of "tar" and 0.4 mg of nicotine in each cigarette.

quor advertising is allowed in other media and not in broadcasting.

Mr. Jones also told the Kentucky broadcasters that their industry is in sore need of deeper and more thorough research. Demographic profiles are essential, he stated, for the media planner "may even shy away unconsciously from the media having the most unknowns." And he said that cases of an

individual station's "documented effectiveness" are the "kind of information that is remembered and acted upon by the smart agency media people." He suggested that station managers could supply agencies with this information with "a simple newsletter."

The "Mike" awards of the KBA were presented at the meeting to Nathan Lord, secretary-treasurer of WAVE Inc., and Bert Combs, former governor of Kentucky. Mr. Lord's award cited in part "his role in founding the KBA in 1945." Mr. Combs, whose term ended last December, was honored for "his support of legislation favorable to broadcasting."

### Business briefly . . .

**Colgate-Palmolive Co.**, New York, through Ted Bates, that city, has purchased sponsorship in nine NBC-TV programs: *Sing Along With Mitch*, *The Richard Boone Show*, *Eleventh Hour*, *Temple Houston*, *International Showtime*, *The Jack Paar Show*, *The Lieutenant*, *Saturday Night at the Movies* and *Moment of Fear*. The Colgate order runs until fall.

**Colgate-Palmolive Co.**, New York, through D'Arcy Advertising, that city, plans a summer campaign on NBC-TV and ABC-TV as well as a heavy schedule of spot television. The drive will be aimed at the complete line of Halo shampoos and hair sprays.

**Zenith Radio Corp.**, through Foote, Cone & Belding, both Chicago, **United Air Lines**, Chicago, through N. W. Ayer, Philadelphia, and **Kaiser Jeep Corp.**, Toledo, Ohio, through Compton Advertising, New York, have purchased sponsorship of NBC-TV colorcast of the third annual \$75,000 *World Series of Golf* Sept. 12-13 (4:30-6 p.m. EDT).

**Humble Oil & Refining Co.**, Houston, through McCann-Erickson, that city, has purchased full sponsorship of two NBC-TV one-hour specials: *Sikkim and Its Yankee Queen*, in color, June 17 (9-10 p.m. EDT) and *The French Army*, June 9 (10-11 p.m. EDT).

**Beech-Nut Life Savers**, Canajoharie, N. Y., through Benton & Bowles, New York, plans this month an introductory campaign featuring heavy use of network and spot television for new Frosty Mint chewing gum. The drive will include buys in several day and evening programs over ABC-TV and NBC-TV.

**Maxwell House division, General Foods Corp.**, White Plains, N. Y., plans to introduce new soluble coffee with campaign featuring heavy radio and TV. New Product, Maxim Concentrated instant coffee, will be test marketed in Albany, N. Y., area this month.

**Buick Motor division of General Mo-**

**New York City  
has more psychiatrists and  
more mental health clinics  
than any other city on earth.**



**So, what's the problem?**

The problem is: one out of every four New Yorkers has serious mental problems. And in New York City, one out of four is 2 million people.

WNBC-TV explored New York's mental health problem recently, in a full-hour special program entitled *The Island Within*. The emphasis on the program was not hospital treatment, but the community's responsibility to help its mentally ill.

The New York Times called *The Island Within* "a quietly reassuring

report of the progress that can be made if a community provides sufficient facilities and personnel." The New York Daily News called it "an exceptionally worthwhile program." The New York Herald Tribune said the broadcast "effectively underscored the human responsibility of all of us, the entire community, for our ills and their treatment." The New York City Community Mental Health Board officially commended the program.

Regularly coming to grips with community responsibilities in the New York area is the formidable task we have set for WNBC-TV's programming. When we succeed, we get notices like those above. And we know of no better recipe for a station's emotional well-being than that sort of encouragement.

NEW YORK'S COMMUNITY MINDED STATION  
**WNBC-TV**  **4**  
OWNED  
STATION



## February network TV billings

NETWORK TELEVISION NET TIME AND PROGRAM BILLINGS  
by day parts  
(Source: TvB/LNA-BAR)

|           | February   |            |          | January-February |             |          |
|-----------|------------|------------|----------|------------------|-------------|----------|
|           | 1963       | 1964       | % Change | 1963             | 1964        | % Change |
| Daytime   | \$23,066.3 | \$25,436.2 | +10.3    | \$ 50,039.7      | \$ 53,984.6 | + 7.9    |
| Mon.-Fri. | 17,351.6   | 17,684.5   | + 1.9    | 38,345.8         | 39,206.0    | + 2.2    |
| Sat.-Sun. | 5,714.7    | 7,751.7    | +35.6    | 11,693.9         | 14,778.6    | +26.4    |
| Nighttime | 65,719.2   | 73,146.1   | +11.3    | 134,674.8        | 147,976.9   | + 9.9    |
| Total     | \$88,785.5 | \$98,582.3 | +11.0    | \$184,714.5      | \$201,961.5 | + 9.3    |

NETWORK TELEVISION GROSS TIME BILLINGS BY NETWORK  
MONTH-BY-MONTH 1964

|          | ABC        | CBS        | NBC        | TOTAL      |
|----------|------------|------------|------------|------------|
| January  | \$18,556.1 | \$29,117.7 | \$26,801.0 | \$74,474.8 |
| February | 18,350.1   | 27,716.2   | 25,822.4   | 71,888.7   |

\*ors, Detroit, through McCann-Erickson, that city, and Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam, New York, will sponsor the ABC-TV telecast of the Buick Open golf tournament June 13-14.

Best Foods Division of Corn Products Co., New York, through Guild, Bascom & Bonfigli, that city, plans this week to launch an extensive spot TV campaign for Bosco chocolate-flavored syrup. The drive, which will feature 10- and 60-second spots over 40 stations in 18 markets, will run for three weeks.

## Commercials in production ...

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

Ed Graham Productions Inc., 516 Fifth Avenue, New York 36.

General Foods, White Plains, N. Y. (Post cereals); twenty-six 60's, 40's, 20's and 10's for TV, animation on film. Harry Love, production manager. Agency: Benton & Bowles, New York. Lou Hanousek, agency producer.

Sylvania Electric, New York (Blue Dot bulbs); three 20's for TV, animation on film, color. Mike Smolin, production manager. Agency: Kudner Agency, New York. Bob Lehman, account executive. Ed Kahn and Walter Cooper, agency producers.

John LoBuono and Associates, 4565 DeTonty Avenue, St. Louis 10.

Mrs. Allison's Cookies, St. Louis (cookies); one 60 for radio, musical. John LoBuono and Beas-

ley Smith, directors. Placed direct.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Koch Brewing Co., Buffalo (beer); one 58 for radio, jingle. Charles Barclay, production manager. Agency: Weil, Levy & King Inc., Buffalo. Peter King, agency producer.

Associated Brewing Co., Detroit (Pfeiffer beer); jingle for radio. Agency: Simons-Michelson Co., Detroit. Mort Zieve, agency producer.

Sandler Film Commercials Inc., 6926 Melrose Avenue, Hollywood 38.

Richard Hudnut, Morris Plains, N. J. (Tres Flores brilliantine); three 60's, three 30's for TV, live on film, color. William Heske, production manager. Agency: Glenn Advertising, San Antonio. Bob Berry, account executive. John Hicks, agency producer.

Southern California Dodge Dealers Association, Los Angeles (Dodge cars and trucks); fourteen 60's, fourteen 20's for TV, live on film. William Heske, production manager. Agency: Cole, Fisher, Rogow Inc., Beverly Hills. John Cody, account executive.

## Computer session in Chicago

How advertisers and agencies can use computers to improve advertising efficiency and increase profit margins will be explored at an all-day seminar in Chicago May 26 at the Drake hotel, sponsored by the Broadcast Advertising Club. Among the speakers are Joe St. Georges, Young & Rubicam; Paul Vanderheiden, Kimberly-Clark Corp.; Wilson Swigert, A. C. Nielsen Co.; Thomas A. Wright Jr., Leo Burnett Co., and John L. Rigotti, Foote, Cone & Belding.

## West Coast reps merge

William L. Simpson and Associates, Seattle, and H. S. Jacobson and Associates, Portland, Ore., have announced a merger that will enable the two re-

gional rep firms to develop research, establish a sales development program and install a centralized billing system through which agencies can pay for all time on all stations represented by these firms with a single monthly check. Each of the firms will retain its own name.

## FCC drops complaint against WKY-AM-TV

The FCC apparently is not planning to investigate further the complaint by the National Council for Industrial Peace that WKY-AM-TV Oklahoma City, Okla., refused to carry spot announcements against proposed right-to-work legislation in that state in an effort to censor the opposition campaign (BROADCASTING, April 27).

The commission has written the council informing it that further action by the FCC doesn't appear to be warranted. The commission explained that WKY-AM-TV refused to carry the spots because they were not accompanied by releases from the persons whose voices and statements were used. The commission told the council WKY-AM-TV's attorneys had informed the stations that such releases were necessary under Oklahoma law.

## Ad Council asked to back 'war on poverty'

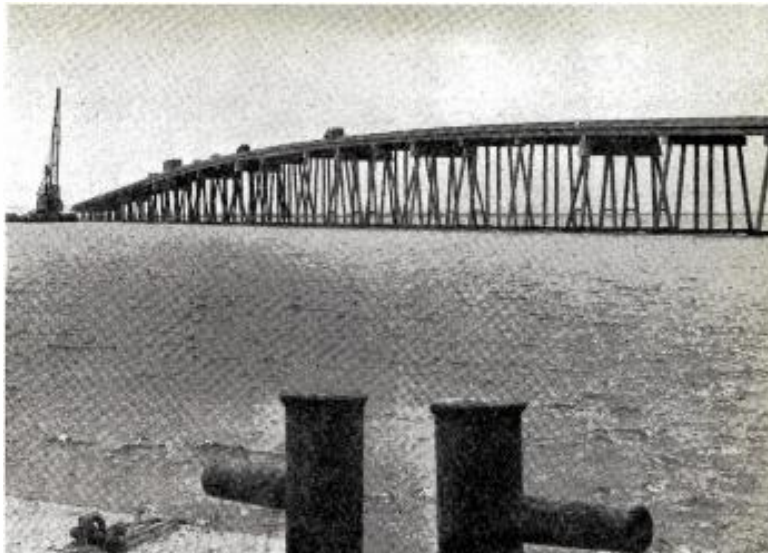
Some 200 members of the Advertising Council at its annual meeting in Washington last week heard President Johnson ask for their support for his "war on poverty" and the civil rights bill now pending before the Senate.

"You are the great communicators of our country," he said. "Help us to communicate the urgency of these programs to all America." The country can successfully combat poverty, President Johnson asserted, "only if people like you are in the front line."

The council also heard six cabinet officers and several other government officials.

## Metro Radio gets KIMN

Metro Radio Sales, New York, announced last week that on June 1 it will start representing KIMN Denver, which will be the second Metro-represented station not part of the six-station Metromedia group. The other nongroup station is WRDC Hartford, Conn. Metro Radio Sales is a service of Metropolitan Broadcasting, a division of Metromedia Inc.



New bridge to Assateague under construction

# "SHADOW OF THE BOARDWALK"

**A WMAR-TV Documentary**

**The Assateague Island Controversy.**

**Private or Public Ownership? What do the people think?**



Annual wild pony round-up on Assateague

Assateague Island, a low-lying strip of Maryland territory on the Atlantic Ocean, has been a year-long subject of controversy. The question: Should Assateague Island be preserved as a national seashore park, as proposed by Secretary of the Interior, Stewart L. Udall, and seemingly approved by Maryland's Senators and Governor or should its wild, rugged beauty be left to private hands for development into another Ocean City?

The nearing completion of a bridge, making Assateague more easily accessible, threatens to open up the area for private development and, by raising real estate prices, thwart federal acquisition.

Recently, WMAR-TV presented SHADOW OF THE BOARDWALK, an updated study of the problem, and recommended editorially that the island be acquired by available Federal funds and preserved for all time for all the people.

Unsolicited letters poured in by the hundreds. While the actual totals change daily, the mail count shows a 40-to-1 ratio of viewers agreeing with WMAR-TV.

SHADOW OF THE BOARDWALK is another in the continuing series of WMAR-TV documentary films on subjects affecting Baltimoreans—and Marylanders.



A film clip . . . young "hunter" on Assateague

In Maryland Most People Watch



CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by THE KATZ AGENCY, INC.



# It's full steam ahead at RCA

**Stockholders told NBC had record high earnings in 1963; color set sales this year are up 65%; quarterly profits up for 12th period in a row**

The outlook for NBC and its parent company, RCA, is for record profits during 1964, RCA stockholders were told May 5 at the company's 45th annual meeting.

In 1963, NBC sales topped \$400 million and earnings were at an all-time high, Robert Sarnoff, chairman of the network, reported to the stockholders. So far this year, Mr. Sarnoff continued, first-quarter revenues and profits "substantially exceeded the comparable period a year ago for our 10th consecutive record quarter." TV network sales, he said, are currently ahead of last year's pace, and all other divisions are in sound position for increased sales and profits, he stated.

NBC also expects to set a new record for public service this year, Mr. Sarnoff said. The political conventions, campaigns and elections, he declared, "will present a major test of our news leadership not only in terms of performance and prestige but also in the very practical direction of attracting commercial support. . . ." He reminded that Gulf Oil Corp. has purchased 15 months in advance full sponsorship of NBC's TV and radio coverage of the conventions and elections and renewed sponsorship of the "instant specials" to be produced by NBC News in 1964.

The 43 special broadcasts of the primaries, pre-convention and pre-election activities will also be sponsored by major advertisers, Mr. Sarnoff said. He cited Humble Oil Co.'s multi-million-dollar commitment to 26 actuality specials, and noted that the "fully sponsored" *Huntley-Brinkley Report* continues to "draw the biggest audience of any regular news series."

With TV rights to NCAA football games regained for two years and "already sold out" for 1964, plus five-year rights to the American Football League pro games and "exclusive sold-out coverage of the 1964 summer Olympics from Tokyo," NBC has "solidified our front-running position in every area of sports broadcasting," Mr. Sarnoff told the RCA stockholders. He added four football bowl games, the World Series and top golf, tennis and

other sports events to the NBC line-up.

**Coast-to-Coast** ■ Held in Burbank, Calif., the first time an RCA meeting has taken place outside New York, the three-hour session was also unique in that stockholders in New York could not only watch and hear proceedings in Burbank, but could join in the questions via a closed circuit color TV hookup connecting the two groups. The meeting also set a record high for attendance, with 1,200 present in NBC's Peacock Studio in New York and 925 at the Burbank studio. RCA board chairman David Sarnoff conducted the West Coast meeting, at which most of the company's board was also present. Robert L. Werner, executive vice president and general attorney as well as a



General David Sarnoff, RCA board chairman is pictured with RCA's newest stockholder, 6-month-old Barbara Jo Williams of Buena Park, Calif. Barbara Jo was the youngest person to attend the RCA stockholders' meeting and was presented one share of RCA stock by General Sarnoff. Her mother brought her along when she was unable to find a babysitter.

board member, served as moderator in New York.

RCA had the best first quarter in its history in the opening three months of this year, General Sarnoff reported. This was the 12th consecutive quarter with profits better than those of the same period of the previous year. April earnings, substantially above a year ago, indicate a 13th better quarter coming up. RCA's earnings for 1963 were 86% higher than for 1961, with an average annual rate of profit increase during the two-year period nearly triple that of American manufacturing as a whole, General Sarnoff stated. He added that management expects profits for 1964 will be "substantially higher than they were last year" and "set another new record for RCA."

Sales to government have declined in the past few years, from 38% of RCA's total business in 1961 to just over 30% last year, Elmer W. Engstrom, RCA president, told the stockholders. But, he said, "during the same period our consumer and commercial product sales have risen from 38% to 44% of RCA's total volume. Since profit margins are substantially greater in consumer and commercial than in government areas, there has been a sharp increase in our ratio of earnings to sales."

**Color TV Booming** ■ TV set sales will amount to about \$2 billion this year for the whole industry, with RCA getting about a quarter of that sum, the RCA president declared. Black-and-white set sales continue to rise, he said, and "color television has reached boom proportions and is now earning more for us than all the rest of our home instruments combined."

W. Walter Watts, group executive vice president, said that distributor-to-dealer sales of color TV sets are running 65% ahead of a year ago, with black-and-white business 21% ahead.

Component sales were up 15% in the first quarter of this year over the same period a year ago, with profits up 25%, Mr. Watts stated. He credited increased sales of color tubes for a major part of the increase. He predicted a 50% increase in RCA's color tube production this year, with a scheduled output of 1.3 million color tubes. A new 25-inch 90-degree rectangular color tube, which he called the largest size practicable for home use, is now in limited production and ready for sampling to set manufacturers for inclusion in next season's color sets.

The multi-million dollar design and

“Public sentiment is everything.  
 With public sentiment, nothing can fail;  
 without it, nothing can succeed.”  
 Ottawa, Illinois-21 August, 1858



WGN proudly announces another special service to the world of broadcasting. During the 1964-1965 World's Fair in New York, WGN has exclusive radio and television rights to the daily programs honoring Abraham Lincoln from the Lincoln Theatre of the Illinois "Land of Lincoln" pavilion. Special events in the theatre may range from

*The WGN Award to contributing speakers at the Illinois-Lincolnia exhibit, New York World's Fair.*

addresses by world-famous Lincoln scholars or distinguished members of our government to the reading of an eighth grade Lincoln essay by its youthful author. For availability of newsfilms and audio tapes of these exclusive programs write: Tradition of Lincoln, WGN, Inc., 2501 West Bradley Place, Chicago, Illinois 60618.

A NATIONWIDE SERVICE OF

**WGN**

RADIO • TELEVISION • CHICAGO



## March stock trading reported by SEC

The Securities & Exchange Commission has reported March stock transactions by officers and directors of broadcasting and allied companies in its April issue of *Official Summary* (all common stock unless otherwise indicated):

**American Broadcasting - Paramount Theaters**—Martin Brown exercised option to purchase 270 shares, now holds 651; Jerome B. Golden, 878 on option, now holds 1,496; L. H. Goldenson, 13,530 on option, bought 27, now holds 70,000;

Simon B. Siegel, 4,059 on option, now holds 10,819; Mortimer Weinbach, 676 on option, now holds 1,353.

**Capital Cities Broadcasting Corp.**—Gerald Dickler sold 500, now holds 17,268; Donald A. Pels bought 500, now holds 3,750; Daniel H. Smith bought 1,000, now holds 1,000.

**CBS Inc.**—Kenneth W. Hoehn sold 200, now holds 3,278.

**MCA Inc.**—Taft B. Schreiber sold 2,000, now holds 230,000.

**Metromedia Inc.**—Thomas T. Goldsmith Jr. bought 200, now holds 400; John C. Griswold bought 100, now holds 100.

**Taft Broadcasting Co.**—Roger B. Read bought 300, now holds 1,862.

development program of RCA's broadcast and communications products division "is in full swing," Charles M. Odorizzi, another group vice president said, "and will result in more than 50 new and, in many instances, revolutionary products that we will announce over a period of 18 months. These new products feature maximum use of solid-state components for greater reliability and include an entirely new generation of UHF transmitters, FM transmitters, live color cameras, color film cameras, video-tape recorders, microwave equipment and many other new products for broadcasters, for industry, for education and for the government."

With the boom in color TV, RCA Service Co. revenues for the installation and maintenance of color sets are now larger than those from black-and-white set service, Mr. Odorizzi said. The growing interest in color abroad has resulted in the sale of color broadcast equipment for experimental use in England, Italy and Germany. RCA Victor Co. Ltd., a Canadian subsidiary, has been assembling color sets for the past two years and within 90 days will begin delivering color tubes.

Asked about the California initiative petition to outlaw pay TV in that state, General Sarnoff declined to comment, "as it is a local affair." However, he stated that "as a matter of principle, I am not in favor of outlawing competition." Robert Sarnoff, NBC board chairman, also questioned about pay TV, expressed the view that it can succeed only by outbidding free TV for program material and performers, which could seriously affect all TV broadcasters. Should that happen, he said, NBC will have to get into pay TV too.

The NBC board chairman, asked about cigarette and cigar advertising, said there has not been much change in the amount of cigarette advertising on NBC's radio and TV networks, but there has been some increase in the cigar ad volume.

## Time Inc. 1st quarter sets revenue record

Record revenues for the first quarter have been reported by Time Inc., publishing firm with broadcast holdings. The report noted that advertising revenues from the firm's magazines and broadcast stations are generally lower in the first and third quarters and higher in the second and fourth quarters.

Three months ended March 31:

|                                   | 1964       | 1963        |
|-----------------------------------|------------|-------------|
| Earned per share (loss)           | \$ 0.11    | \$ (0.40)   |
| Net revenues                      | 83,764,000 | 74,763,000  |
| Income (loss) before income taxes | 422,000    | (1,497,000) |
| Net income (loss)                 | 232,000    | (862,000)   |

\*Prior to three-for-one stock split of April 16, 1964.

## 3M's first quarter up 10%

Minnesota Mining and Manufacturing Co., which owns the Mutual Broadcasting System, has reported increases in first quarter sales and earnings over the same period last year. Sales were up 10%, the St. Paul firm said, with all major operating groups gaining in volume.

First three months:

|                  | 1964        | 1963        |
|------------------|-------------|-------------|
| Earned per share | \$ 0.40     | \$ 0.37     |
| Sales            | 192,079,000 | 174,495,000 |
| Net income       | 20,878,000  | 19,460,000  |

## Motorola sets new record

Motorola Inc., Chicago, reports first quarter sales this year have set a 36-year record, exceeding last year's first quarter by 12%.

Robert W. Galvin, president, told stockholders last week that earnings for 1964 should top 1963's when the company earned a record \$12.9 million.

Three months ended March 31:

|                         | 1964       | 1963       |
|-------------------------|------------|------------|
| Earned per share*       | \$ 1.05    | \$ 0.34    |
| Sales and other income  | 90,325,927 | 80,590,096 |
| Net income before taxes | 8,612,168  | 3,199,148  |
| Net income              | 4,229,877  | 1,356,687  |

\*Based on 4,030,282 shares outstanding on March 31 in both periods.

# Comsat files stock plan

Offering calls for 10 million shares at \$20 a share

The Communications Satellite Corp. filed its long-awaited prospectus with the Securities & Exchange Commission last week. It proposes to offer 10 million shares at \$20 a share. Half of the shares will be reserved for purchase by common carriers; the other half by the general public.

The offering contemplates raising \$200 million, with distribution to be handled by 11 major underwriters and over 1,000 sub-dealers.

The corporation states that it hopes to have an experimental synchronous satellite in operation over the Atlantic Ocean by mid-1965, capable of transmitting television, telephone, and teletype messages on a commercial basis.

It warns throughout the prospectus that although its potentials are sky high, the possibilities of making a profit are fraught with uncertainties.

Under a tentative list of programs, Comsat says it plans to spend from \$14 to \$20 million on the 1965 Syncom; from \$55 to \$65 million for design and development, from \$75 to \$90 million manufacturing and placing in orbit satellites to provide a full service in the latter half of 1967, \$9 to \$10 million for the construction in the U. S. of a command and control center; \$17 to \$20 million for the construction of terminal stations; \$20 to \$25 million for research and development and administration. This adds up to between \$190 and \$230 million.

The corporation explains that it has made proposals to foreign countries to join in the ownership and to help underwrite the cost of the satellite system. Comsat, however, will retain control of the U. S. portion of the system, it emphasizes.

After the stock is sold, the new owners will elect directors to supersede the present board appointed by President Kennedy two years ago. Public shareholders will choose six, common carrier shareholders will choose six, and the President will name three "public" directors.

The public will become eligible to purchase stock in Comsat next month, it's believed. Carriers wishing to buy stock must receive the approval of the FCC. Already over 200 carriers (AT&T, IT&T, etc.) have asked for this permission.

*Created by the hand of experience*



## **RCA-4415 AND 4416 IMAGE ORTHICONS**

### **Living color with only black-and-white studio lighting**

With this 3-tube set in the TV camera, the studio lighting you now use for B&W pickup is all you need to transmit superior color pictures. At the same time, you air high resolution pictures having normal tone rendition for B&W receivers. You avoid many of the lighting costs normally associated with high-quality studio color pickup...as well as the high scene-lighting temperatures and need for extra air-conditioning.

Precision construction, field mesh, and closely matched tube characteristics assure excellent registration and color uniformity over the entire scanned area.

**RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.**



**The Most Trusted Name in Electronics**

High signal-to-noise ratio and signal output, and excellent life expectancy are additional features of the RCA-4415 and -4416.

This factory-matched set consists of two RCA-4415's and one RCA-4416 with a high blue sensitivity which increases over-all camera sensitivity by as much as a factor of two. For quick identification, each image orthicon is marked for its particular color channel.

Write or call your local distributor of RCA broadcast tubes for information on these orthicons that enable you to air living color with only B&W studio lighting.

**AVAILABLE THROUGH YOUR LOCAL RCA BROADCAST TUBE DISTRIBUTOR**

FOR NAME AND ADDRESS OF YOUR LOCAL DISTRIBUTOR WRITE OR CALL YOUR NEAREST RCA DISTRIBUTOR PRODUCTS SALES OFFICE—NEW YORK, NEW YORK: 36 W. 49th St., [212] MU 9-7200; NEEDHAM HEIGHTS 94, MASSACHUSETTS: 80 "A" St., [617] HJ 4-8480; WASHINGTON 6, D. C.: 1725 "K" St., N.W., [202] FE 7-8500; ATLANTA, GA.: 134 Peachtree St., N.W., [404] JA 4-7703; CLEVELAND, OHIO: 1621 Euclid Ave., [216] CH 1-3450; CHICAGO, ILL.: Merchandise Mart, [312] 467-5900; DALLAS 7, TEXAS: 7901 Carpenter Freeway, [214] ME 1-3050; KANSAS CITY 14, MO.: 7711 State Line, [816] EM 1-6462; HOLLYWOOD, CALIFORNIA: 6363 Sunset Boulevard, [213] 461-9171; SAN FRANCISCO 2, CALIFORNIA: 420 Taylor St., [415] PR 5-5135-6-7.

## At last—CBS sees period of healthy growth for color ahead

Color television is "out of the doldrums and gives every evidence of having entered a period of healthy growth," William B. Lodge, CBS-TV network vice president for affiliate relations and engineering told the general conference of CBS-TV affiliates in New York last Wednesday (see page 76).



Mr. Lodge

Mr. Lodge's appraisal was regarded as the most optimistic that CBS has officially given to color. He emphasized, however, that while CBS-TV is prepared to move into color "when the time is right," it does not plan to make a precipitate plunge.

He said it would be a mistake to move too late with too little but that it could also be disastrous—conceivably dropping a network into third place in a three-way race—to concentrate too much on color while most viewers are looking at black-and-white receivers.

**Color Investment** ■ Explaining

that CBS-TV believes color will be "important" at "some time in the future," Mr. Lodge reported that the network has invested more than \$13 million in color. Two of CBS-TV's studios in Hollywood are equipped for live color and Broadcast Center in New York is "designed from the ground up with color in mind," he continued. He estimated that \$9 million worth or more than 90% of the initial technical installation at Broadcast Center will be used for color.

Mr. Lodge told affiliates that CBS-TV was "completely aware" of the trend toward color and cited statistics compiled by David Blank, CBS economic advisor, placing the number of color sets now in service at 2 million and projecting that the total will reach almost 3 million by the end of the year.

According to the CBS estimates, annual color set sales have grown from 95,000 in 1958 to 700,000 in 1963 and are expected to reach a record high of 1.2 million in 1964.

Mr. Lodge estimated current color-set ownership at about 4% of all TV homes and thought it would reach about 6% by the end of the year—and might approach 10% by

the end of 1965.

**Ready to Move** ■ CBS-TV is prepared to move into color programming on a substantial scale when the time is appropriate, Mr. Lodge asserted. He said the network has concentrated on black-and-white programs because "only 4% of the homes" are able to receive color, but added: "we are completely flexible on this and we are ready to spend just as much or more than anyone else on color when the time is right."

He said CBS-TV considers it "poor business to give color away free." He noted that CBS-TV offers advertisers the opportunity to have their programs and commercials broadcast in color, but said few advertisers are willing to "pay for producing their programs in color transmission on the network."

He summarized CBS-TV's views on color in this way: "Despite a natural reaction to jump on the color bandwagon for fear of being left behind, we think that a flexible, conservative approach is the wisest for us and for you. We don't intend to get caught at the starting gate when color becomes a significant factor. And we are willing to go all out on color when this seems necessary."

## Senators give homework to nominee

### SHOULD DEFENSE DEPARTMENT BE COMSAT CUSTOMER?

James D. O'Connell, nominated to advise the President on telecommunications policy, was given homework assignments on two communications problems by the Senate Commerce Committee during a hearing on his qualifications for the post last Tuesday (May 5).



Mr. O'Connell

The committee did not vote, but there was no sign of opposition to Mr. O'Connell, former chief of the Army Signal Corps and a retired lieutenant general. It was expected the committee would approve his nomination in an executive session tomorrow (May 12).

The senators asked Mr. O'Connell to report back on (1) the advisability of the Defense Department leasing channels from Communications Satellite Corp. and (2) how the U. S. should

form its space communications policy.

Senator John O. Pastore (D-R. I.), chairman of the Communications Subcommittee, said, "I don't think the military ought to be used to bail out the private corporation . . . but if it's more economical to use private facilities . . . then it is only amenable and compatible with our way of life." Comsat Corp. and the Defense Department have been discussing this question for months and are reported to have reached an impasse. Earlier plans called for Defense to build its own satellite system.

The questioning did not touch on the broadcasting area.

### Lee wants FTC to look into anti-UHF ad

An anti-all-channel receiver advertisement has so disturbed FCC Commissioner Robert E. Lee he may ask that the matter be referred to the Federal Trade Commission.

The ad, taken by an RCA distribu-

tor in Oklahoma City, says all-channel sets will cost \$25 more than VHF-only but will be of no use to the consumer. It asserts there are no UHF stations in the area.

However, an educational TV station, KOKH-TV, is operating on channel 25, in Oklahoma City, and an application is pending for a commercial station on channel 19 there.

Commissioner Lee, who is the FCC's most vigorous supporter of UHF, said he probably will ask the commission this week to bring the matter to the attention of the FTC, which has jurisdiction over misleading advertising.

A member of Commissioner Lee's staff expressed concern over the potential spread of anti-all-channel set ads now that the law requiring the manufacture of only those sets is effective.

He said dealers who have stocked up on VHF-only receivers might be tempted to campaign against the all-channel set. He said this would harm UHF's all over the country.

An RCA official in Washington said the Oklahoma City ad had not been submitted as a co-op ad and wouldn't have been approved if it had. "It doesn't represent RCA," he said.





## International Language

Music needs no translation. Its magic transcends boundaries of time and place to speak with universal meaning to all people everywhere.

This month, "International Hour: Music from Hollywood" inaugurates the fourth annual international program exchange. A unique adventure in global television, the exchange was created by the CBS Owned television stations to bring audiences in five major U.S. communities fine cultural programs from abroad. And at the same time, to make possible the free exchange of

International Hour programs among all of the participating nations. (This year, by special arrangement with the CBS Owned television stations, the series will also be seen on ten stations of the Eastern Educational Network.)

"International Hour: Music from Hollywood," the American contribution to the exchange, presents a concert of memorable music composed for motion pictures, performed at the famed Hollywood Bowl by Mel Torme and the 100-man Hollywood Bowl Symphony Orchestra. Academy Award-winner

Ray Milland hosts this special hour-long program produced by CBS Owned KNXT in Los Angeles. In weeks to come, the distinguished actor E. G. Marshall will introduce programs of music and dance originated by broadcasters in such diverse nations as France, Peru, Canada, Argentina, Italy, Australia, Japan, Yugoslavia and West Germany. Thus, once more, International Hour will serve to sound a chord of understanding among people of manylands. Plan to be watching each week during the series. And let the music speak for itself.

**CBS TELEVISION STATIONS** © A Division of Columbia Broadcasting System, Inc., operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, and WCVB-TV St. Louis. "International Hour: Music from Hollywood" will be broadcast as follows (times listed are local): Channel 2, WBBM-TV Chicago, 7 pm, Thursday, May 14; Channel 2, KNXT Los Angeles, 9 pm, Sunday, May 17; Channel 4, KMOX-TV St. Louis, 9 pm, Monday, May 18; Channel 10, WCAU-TV Philadelphia, 8 pm, Wednesday, May 20; Channel 2, WCBS-TV New York, 8 pm, Thursday, May 21.

# SAG wants TV film residual fees doubled

Proposal calls for 280% in residual payments;  
Guild also offers new plan for overtime pay

An increase of 100% in residual payments for actors, singers and stuntmen employed in TV films is the major request of the Screen Actors Guild for a new collective bargaining agreement to succeed the one expiring June 30. SAG proposals were served Wednesday (May 6) on the Association of Motion Picture and Television Producers, with whom negotiations are to commence next Thursday (May 12).

SAG is not asking for any increase in basic minimum rates, but it proposes that overtime rates be raised from the present time-and-a-half for the ninth and tenth hours and double time beyond that, to time-and-a-half for the ninth hour, double time for the 10th and triple time over that. The guild also proposes that the six-day work week for on-location filming be reduced to five eight-hours days, as in the studio.

For residual fees, the present SAG formula for reruns in the U. S. and Canada is a minimum of 35% of applicable minimum rate for the second run (first rerun), 30% for the third run and 25% each for the fourth, fifth and sixth runs, with no payment to performers for runs beyond the sixth. The proposed plan would boost residuals to 100% for the second run, 75%

for the third, 50% for the fourth, 30% for the fifth and 25% for the sixth run. This formula totals 280%, double the 140% total under the present system. The SAG proposal also calls for the elimination of free broadcasts by forbidding more than the paid-for six runs of any TV film.

For foreign reruns, SAG proposes that worldwide rights can be obtained for 60% of the total applicable minimum, except in Great Britain, where the 60% fee would cover only one run, with minimums of 33⅓% apiece for second and third runs. This is roughly equal in dollars to the domestic rerun policy of British Equity, whose limit of three runs would also be applied. The present agreement, which went into effect July 1, 1960, does not call for any pay for performers for foreign use.

SAG is also proposing new terms for many other items, such as trailers.

George Chandler, past president of SAG, will head its negotiating committee, with Dana Andrews, current president, as an ex-officio member. Other members are: Ann Doran, Steve Forrest, Charlton Heston, Frank Ferguson, MacDonald Carey, Gilbert Perkins, Walter Pidgeon, Don Randolph and the SAG executive staff and legal counsel.

**BROADCAST  
EXPERIENCE  
AT YOUR  
COMMAND!**

**RCA  
SERVICE . . .**

## FROM REPAIRS TO COMPLETE OVERHAUL

- Video tape recorder service
- TV camera overhaul
- Antenna inspection measurements
- Microphone & pick-up repairs
- Transmitter performance measurements
- Custom fabrication
- Installation supervision
- Console repairs
- TV projector service
- Microwave service

Broadcasters have selected RCA for dependable service over the past 30 years.

To guard performance of all your equipment . . . simply telephone one of the following field offices: Atlanta (phone 355-6110), Chicago (WE 9-6117), Phila. (HO 7-3300), Hollywood (OL 4-0880). Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden, N. J. 08101.



The Most Trusted Name  
in Electronics

## House salutes radio-TV gallery, newsmen

Leaders of the House of Representatives offered bipartisan praise for the House Radio-TV Gallery and broadcast newsmen on the 25th anniversary of the resolution that established the gallery in May 1939.

Special attention was focused on Robert M. Menaugh, who has been superintendent of the operation since its inception and also helped establish a Senate radio gallery later in 1939.

Congress's recognition of the importance of broadcast news was em-

phasized when, coincident with the establishment of the galleries, the radio networks assigned outstanding Washington newsmen fulltime to the Capitol: Fulton Lewis Jr. of MBS, a key behind-the-scenes mover for the galleries; Al Warner of CBS and H. R. (Buck) Baukhage of NBC (BROADCASTING, May 1, 1939).

Until then, radio reporters were denied correspondent credentials and could obtain accreditation only by working parttime for one of the print media.





Sold to 5  
Metromedia  
Stations -  
1st Week!

Time-Life Broadcast announces  
**"The American Commitment: Viet Nam"**  
a one-hour television special  
in the March of Time tradition

*"What the United States is doing in this country is something of which every American can be proud, and is a lasting contribution, way beyond the daily ups and downs and fluctuations of politics and diplomacy."*  
Henry Cabot Lodge, Jr.

Future Time-Life Broadcast specials will explore the kaleidoscope of America's world commitment through such films as: The Ubiquitous Diplomats; Business Tyros and Tycoons; The New Cosmopolites; and Angels on the Amazon. Other Time-Life Broadcast programs now available for sponsorship or station sale: Men of Fortune; Women of Affairs; World's Fair Highlights.

For full details call Bill Arnold, LL 6-4205, Time-Life Broadcast, Time & Life Building, N.Y. 20, N.Y.





# A code of ethics for newsmen?

Bandwagon for guidelines piles higher and higher with lawyers and media newsmen; decision expected soon by Brookings on Stanton's suggested study

The rights and responsibilities of newsmen in covering court proceedings occupied the attention of broadcasters, newspaper reporters and editors and lawyers last week from Massachusetts to Wisconsin.

Possible solutions to the problem of conflicting rights of defendants and free journalism ranged from the establishment of a code of ethics for newsmen, to out-and-out legislation telling the news media what they may or may not report.

One concrete idea, that a study of the whole problem be undertaken by the renowned Brookings Institution in Washington (first made last month and iterated last week by Frank Stanton, CBS president), was slated to be voted upon by the institution's board of trustees last Friday (May 8). There were indications that Brookings may be interested (see AT DEADLINE, this issue).

The topic of news media and court proceedings was discussed in New York, in Boston, in Columbia, Mo., and in Madison, Wis. The subject was the principal or a major portion of speeches by, in addition to Dr. Stanton, Don McGannon, president of Westinghouse Broadcasting Co.; LeRoy Collins, president of the National Association of Broadcasters; W. Theodore Pierson, Washington communications lawyer; Robert J. Manning, assistant secretary of state for public affairs; Dean Erwin N. Griswold, Harvard Law School, and Richard A. Cheverton, news director of WOOD-AM-FM-TV Grand Rapids, Mich.

Television is making progress in some areas of its problems of access to and coverage of major news events but needs to make much more, Dr. Stanton told the opening-day luncheon of CBS affiliates last week.

**Brookings Study** ■ He said the outlook is "most promising" that the Brookings Institution will undertake a study of the basic issues involved in media coverage of police cases and judicial proceedings along lines he suggested a few weeks ago (BROADCASTING, March 30).

He said Brookings had "reacted with interest"—along with leaders in many fields—and planned to submit

recommendations to its board of trustees Friday (May 8).

Robert D. Calkins, president of Brookings, said that the Stanton proposal would be submitted to the board of trustees, who will be asked if the study should be undertaken.

"So far," Dr. Calkins said, "the institution is uncommitted." He also emphasized that any study would result in a document analyzing the issues of conflicting rights in TV and press coverage of court proceedings. It would not, he added, formulate or recommend a code for news media.

Dr. Stanton also reported on plans for a million-dollar permanent television studio in the White House, to be set up by the networks and maintained by them on a "ready basis" 54 hours a

week at an annual cost of \$200,000 to \$250,000.

"When this advance in television's ability to bring the President to the people is brought about," he said after describing the hazards and difficulties in getting President Johnson to a TV studio for a quick announcement of the settlement of the railroad strike (BROADCASTING, April 27), "we will have overcome one of the most troublesome problems we had with regard to television's access to White House news."

Dr. Stanton also called for development of less bulky TV equipment to minimize "the harassment that large and conspicuous equipment produces" when television covers news events. He said CBS had been experimenting, and voiced hope that "before long we will have significant contributions to make toward the elimination of the physical vexations television sometimes occasions in covering news events."

He said TV news has been "on a technological plateau" since the introduction of the TV tape recorder. He added: "We are seriously short-changing our medium and the public by neglecting R&D [research and development] for news-gathering equipment. We must apply ourselves to the development of effective, miniature, mobile equipment, for this is one of the most productive ways to open new horizons for television news."

The "behavior of news personnel" must also be improved, he said, "relying upon common sense, common courtesy and common respect for the rights and feelings of others as our guidelines" to overcome the lapses, barbarities and stupidities that sometimes mark the on-air work of a minority of TV newsmen.

Mr. McGannon volunteered Westinghouse Broadcasting's "utmost cooperation" with the proposal that an independent study be made on setting up a voluntary inter-media code of fair practices to guide coverage of legislative and judicial proceedings as well as pre-trial and detention periods.

Mr. McGannon told a Boston seminar that such a study "is the only way to effectively determine all legal and legitimate rights and interests." He said that journalists must find a way to exercise voluntary restraints in their

## Pollster gets blamed

Representative Durwood G. Hall (R-Mo.) attacked the CBS and NBC news departments last week for their reports that between 10 and 11% of the votes Alabama Governor George Wallace won in Indiana's presidential primary was from Republican crossover.

Not only was this "absurd," Representative Hall said in separate speeches on the House floor, but the source for the reports was a "former employe of the Democratic National Committee," Lou Harris, head of a public opinion research firm now under contract to CBS News for election analysis.

He criticized NBC as "no less blameless" for broadcasting the same figures and said, "I understand our major wire services also used the figures. . ."

Insult was added to injury, Representative Hall said, when CBS News filmed an interview with him on his complaints but failed to use it and repeated the "allegation of a cross-over." Excerpts were on CBS Radio May 6, said William Small, Washington bureau manager. He and Mr. Harris defended the data and said it was obtained directly from voting records in Indiana.

coverage of crime news "if for no other reason than to preclude the imposition of other solutions, more dogmatic and—in my mind—less reasonable."

Mr. McGannon took the position that radio and television provide an opportunity for "greater public understanding, awareness, interest, stimulation, response and appreciation" of public events and activities. Therefore, he said, a code should be formulated that would allow for unhampered coverage of such activities without violating anyone's constitutional rights.

**Code and Accreditation** ■ The Boston meeting also heard Mr. Pierson recommend the adoption of a code-accreditation formula for news coverage of both out-of-court and in-court activities.

News media, he advocated, should adopt a code of ethics to be followed in reporting on a crime and its adjudication and also on the conduct of representatives inside a courtroom. But before journalists are admitted to a court for the purpose of reporting its proceedings to the public, they would have to be accredited—and that accreditation would be granted or withdrawn by the court only upon the recommendation of the voluntary association or professional societies within each medium.

He also recommended that courts should follow the Colorado rule where judges use their discretion on coverage of trials—including limitations on number of reporters, pooling arrangements, type and location of equipment, arrangements for judicial control of live broadcast matter through switching mechanisms, etc.

A voluntary and self-administered code, Mr. Pierson concluded, "ought to contribute significantly to the dignity and decorum of court proceedings . . . [and further] media coverage of crime would tend to conform more to the needs of justice than is currently possible in view of the constitutional restrictions upon the judicial power of contempt."

**Is There a Right?** ■ A frank question mark about the people's right to know in all things was put before the Boston meeting by Mr. Manning.

Questioning the principle of the right to know when it can compromise the nation's security, Mr. Manning said:

"The occasionally mindless devotion of the press to exposure for exposure's sake can put us at a disadvantage. . . . The press wants to know a great deal more than do the people in whose name it acts."

The freedom to print "without reprisal or fear" can, Mr. Manning added, run contrary to "an equally basic part of the public interest, namely the

## Those computers will hum election night

Critics to the contrary, television networks should carry national election results as early as possible, even if the polls have not closed in some parts of the country. And CBS, for one, intends to do just that in November's presidential election.

This was the first of many points made by Richard S. Salant, CBS Inc. vice president and assistant to the president, at a meeting of the network's affiliates in New York last week (see pages 60, 72, 76).

CBS News' use of computers in vote analysis means that the network may know the winner before the polls close in the western states, Mr. Salant said, and some have protested that such early reporting could lead voters in the West to vote for the winner or stay away from the polls because their man has come a cropper. Mr. Salant said, however, that CBS research has shown "there is absolutely no conclusive evidence that broadcasting of election results does or does not affect the subsequent vote" and that "it is most improbable that broadcasting election results have any significant effect on the subsequent vote."

He expressed deep opposition to any legislation or regulation to silence reports on voting until the polls close. It is far better, Mr. Salant said, to give early reports than to

allow the proliferation of misleading rumors among the electorate of the nation.

**More Business** ■ CBS's vote analysis methods, meanwhile, picked up another newspaper subscriber. The *New York Times* some weeks ago contracted to use the network's results, and last week the *Washington Post* subscribed, it was announced jointly by Fred W. Friendly, president of CBS News and J. R. Wiggins, editor of the *Post*.

Under the agreement, the newspaper has exclusive rights in the Washington, D. C., area to CBS News' Vote Profile Analysis, a body of voting information and analysis which provides data on voting performance among ethnic, religious, demographic and other groups and permits early determination of the outcome of races on a statewide basis throughout the nation. The agreement also permits the Los Angeles Times-Washington Post News Service to provide its subscribers with news stories based on information included in Vote Profile Analysis data.

In addition, the agreement last week stipulated that a *Post* affiliate, *Newsweek* magazine, will be permitted to utilize the data contained in the CBS News service.

ability of the government to carry out the people's business of defending our interests abroad and guarding the nation's security."

To illustrate this point Mr. Manning described a recent newspaper story which "by dint of shrewd reportorial enterprise" reported disarmament proposals the United States was about to submit at the Geneva conference. The story not only gave the Soviet negotiators at Geneva knowledge of what the U. S. was going to say but also "important clues on the priorities in which we ranked our proposals," Mr. Manning said. He did not name the newspaper.

Mr. Manning questioned whether the American reader really felt it necessary that he know the details of the U. S. position in such specific detail.

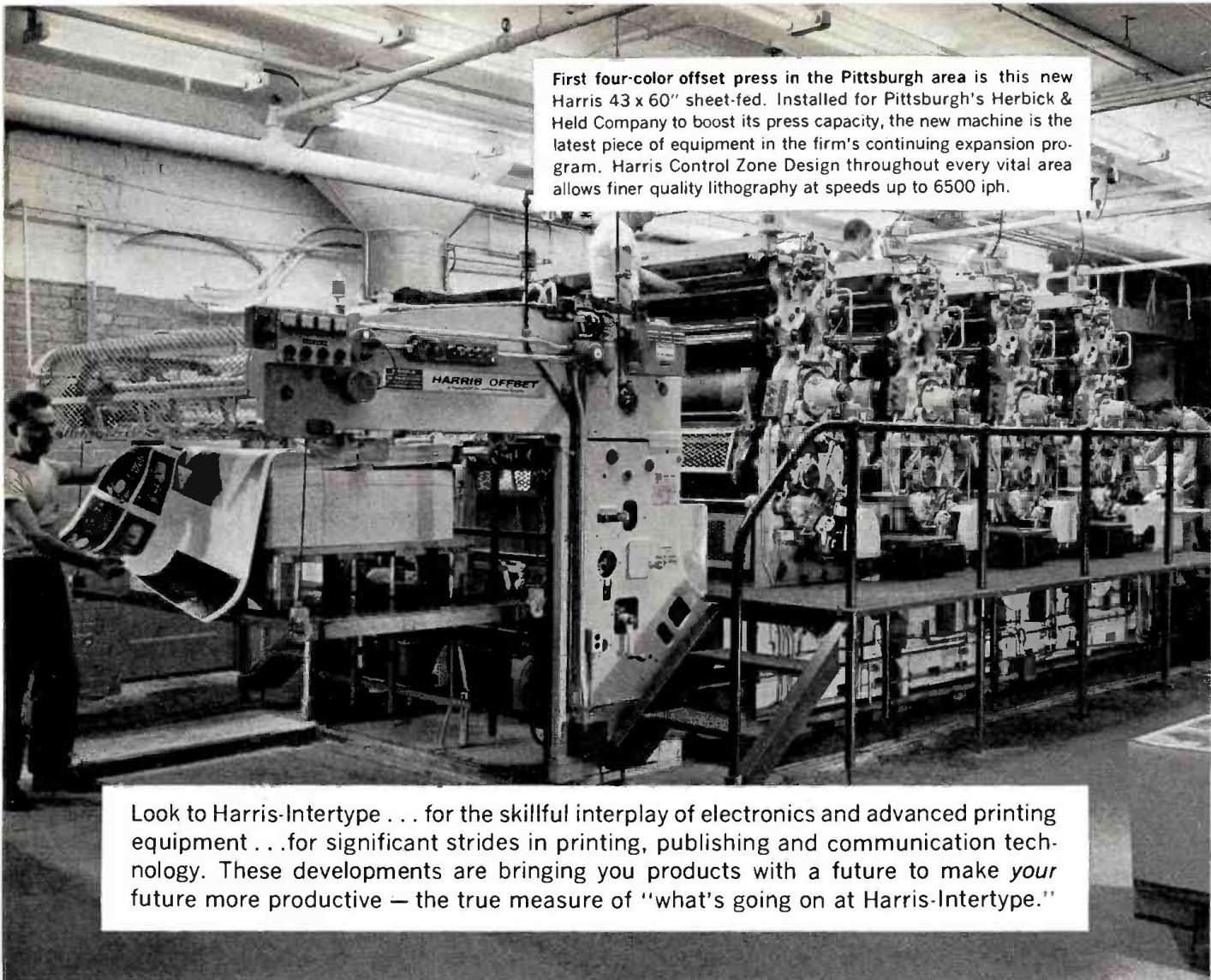
But Representative John E. Moss (D-Calif.) took issue with the Manning position. Mr. Moss, who heads a

House subcommittee on government information, said that his mail reflects a lack of understanding and information about foreign affairs. "Anything we do to contribute to more public discussion," Mr. Moss said, "aids in the achievement of the foreign policy objectives we have."

Dean Griswold denounced radio and TV reporters for pushing microphones before suspects in criminal cases and demanding answers to incriminating questions. He also sharply criticized Dallas officials for releasing evidence they had gathered on Lee Oswald, accused slayer of President John F. Kennedy, before the case was presented to a jury.

Edward L. Wright of Little Rock, Ark., representing the American Bar Association, urged newsmen to establish a code and called on lawyers to follow the code already established. He said the climate for action is better now





First four-color offset press in the Pittsburgh area is this new Harris 43 x 60" sheet-fed. Installed for Pittsburgh's Herbig & Held Company to boost its press capacity, the new machine is the latest piece of equipment in the firm's continuing expansion program. Harris Control Zone Design throughout every vital area allows finer quality lithography at speeds up to 6500 iph.

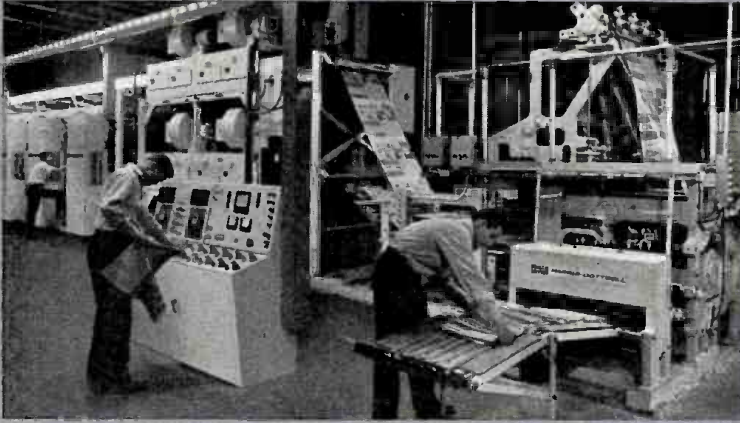
Look to Harris-Intertype . . . for the skillful interplay of electronics and advanced printing equipment . . . for significant strides in printing, publishing and communication technology. These developments are bringing you products with a future to make *your* future more productive — the true measure of "what's going on at Harris-Intertype."

## *What's going on at . . .*



The first line of digital computers specifically designed for automatic operation in type composing rooms has been introduced by our Intertype division. Electronic decisions on word hyphenating and line justifying accelerate the processing of copy for typesetting in the newspaper, book, magazine and commercial printing industries. The transistorized computers are shown here being presented at a New York news conference by Richard B. Tullis, president of Harris-Intertype.



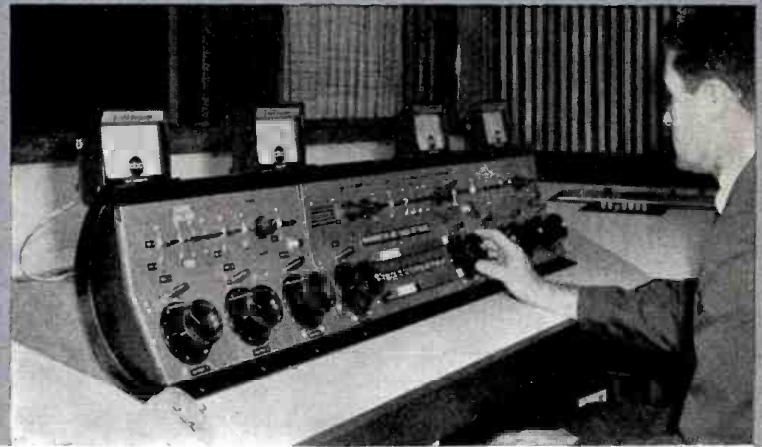


A new and exciting concept in web offset press design enables this Harris-Cottrell Model 1000 press to prove that fine print quality can be consistent with exceptional print/fold speeds — up to 32,000 signatures per hour. Speed, register and other operations are controlled from the electronic console. This five-unit Model 1000, installed at Medallion Printers in Los Angeles, is shown producing a multicolor 24-page magazine.



A new presensitized grained plate has been developed by our Lithoplate division specifically for use on web offset newspaper presses. One of the major advantages of the new Harris plate is its grained surface, which gives the plate excellent water-retention properties needed for offset newspaper printing.

The latest advances in communications technology are incorporated in ABC's new Television and Radio Control Center in Washington, D. C. This fully transistorized Solid Statesman President Console, a key factor in this advanced center, was built by our Gates Radio division. It handles all incoming and outgoing audio on ABC's round-robin East Coast network.



# HARRIS-INTERTYPE



**HARRIS  
INTERTYPE  
CORPORATION**

## 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 • Scriber Business Forms Presses • Lithoplate Chemicals and  
Sensitized Plates • Gates Broadcasting Equipment • PRD Microwave Instruments

These instrument packages are used in "mobile microwave laboratories" made by our PRD Electronics division for testing checkout and guidance systems at Army missile sites. The test equipment is shown here being prepared for shipment.

than ever before.

Opposed to all suggestions that newsmen establish and follow a code of ethics in reporting criminal cases was Judge Bernard S. Meyer, New York, who called for legislation that would enumerate what news media could and could not repeat before a trial.

The two-day Boston seminar on "Do the People Have the Right to Know?" was sponsored by the Massachusetts Association of Broadcasters, the Massachusetts Newspaper Information Service, and the state and city bar associations.

**Tool of Court** • NAB's Mr. Collins, told a Missouri Association of Broadcasters meeting that the day is not far distant when the official records [of the court] will be made on tape or film or both. Then, of course the presence of the broadcast reporter will be accepted by those participating just as easily as the present day stenographer making her shorthand notes."

Mr. Collins was echoing a suggestion made last month by U. S. District Judge William Becker of Kansas City at a conference on crime and the courts at the University of Missouri (BROADCASTING, April 13). Judge Becker predicted that TV tape facilities in a courtroom will eventually be used to make available to appeals courts the demeanor of the witnesses which can't be determined from the "cold, written stenographic record."

Because so many people still feel that the introduction of TV into a courtroom or a legislative hearing means "messy" cables, lights and "high commotion," Mr. Collins said he has personally called upon representatives of each house of the Congress to select a special hearing room which broadcasters can equip at their own expense to prove that TV can report without interference to the proceedings underway. These requests, the NAB president said, are still under advisement.

"Many of our problems," Mr. Collins said, "stem from the absence at times of simple good manners. Sometimes newsmen in the competitive jostling to get a story have been arrogant, loud, dictatorial and unmannered. They have no right to be any of these."

But, Mr. Collins added, public officials not only have the right but the duty to impose legitimate restraints on newsmen. "Judges have the right and duty to determine when a man's constitutional rights may be imperiled and they also have the right and duty at times to say 'no.'" And, Mr. Collins went on, every reporter should have a sound understanding of and a respect for the rights of parties and witnesses in courts and in other governmental proceedings.

Mr. Cheverton upheld the right of

newsmen to print what they are given. Such news may very well improve the chance of a fair trial, he was scheduled to tell an audience at the University of Wisconsin's Journalism Institute May 9.

Suppression of legitimate information available before a trial would be reckless, he said. It presupposes there never would be police brutality or denial of rights of the accused.

Speaking of pre-trial publicity, Mr. Cheverton emphasized that "news media exist to provide a means of communicating information about all aspects and activities of our society."

The reporter cannot be a censor, Mr. Cheverton said. "If a reporter is given information and he is certain it is legitimate, and if he writes his story objectively and accurately, he is pursuing a responsibility. . . . If he ignores the information or suppresses it, he is an advocate rather than a reporter."

Newsmen should be aware, Mr. Cheverton said, that although pre-trial information can be legitimate it should be measured against the constitutional rights of the accused. "In the final analysis," Mr. Cheverton concluded, "the determination as to whether pre-trial information is damaging has to be made by the legal experts."

## Senator pushes candidate guide

Yarborough says McLendon's campaign conduct is type he would investigate

Gordon McLendon's conduct of his radio and television campaign for the Texas Democratic senatorial nomination would be investigated by the Senate Special Freedom of Communications Subcommittee if its chairman hadn't been Mr. McLendon's opponent.

So said Senator Ralph Yarborough (D-Tex.), subcommittee chairman, who won renomination in a primary election May 1 following a bitter campaign against Mr. McLendon of Dallas, president of McLendon stations. The senator said he could not properly head such an investigation himself, but would not rule out the possibility another subcommittee member might.

However, Senator Yarborough said, he has ordered the subcommittee staff to rush to completion its work on a candidate guide to political broadcasting which has been in preparation more than a year (CLOSED CIRCUIT, Sept. 30, 1963).

Discussing the campaign Tuesday (May 5), Senator Yarborough said he

thought most Texas broadcasters and the FCC had treated him fairly. But he warned that the general elections this fall would probably create so many political broadcasting problems that the FCC should be staffed to provide program monitors.

His requests for monitors were denied during the Texas campaign, but the commission ruled favorably for the senator on two crucial complaints:

One was his demand for equal time on three McLendon owned radio stations (KLIF Dallas, KILT Houston and KTSA San Antonio) on which Mr. McLendon had been broadcasting as a candidate since February (BROADCASTING, April 27).

Following the ruling, each of the McLendon stations played 54 Yarborough minute spots daily in the last four days of the campaign. They also played a half-hour program supplied by the senator. This added up to about half the time the Yarborough forces thought the senator had accumulated. The stations received no further time demands.

Another issue was the senator's telegraphed warning to 39 television stations serving Texas that they were not immune from libel suits if they carried a McLendon campaign film because actionable statements were made by persons other than Mr. McLendon, who is protected by Section 315. A tentative declaratory ruling requested from the FCC supported the senator.

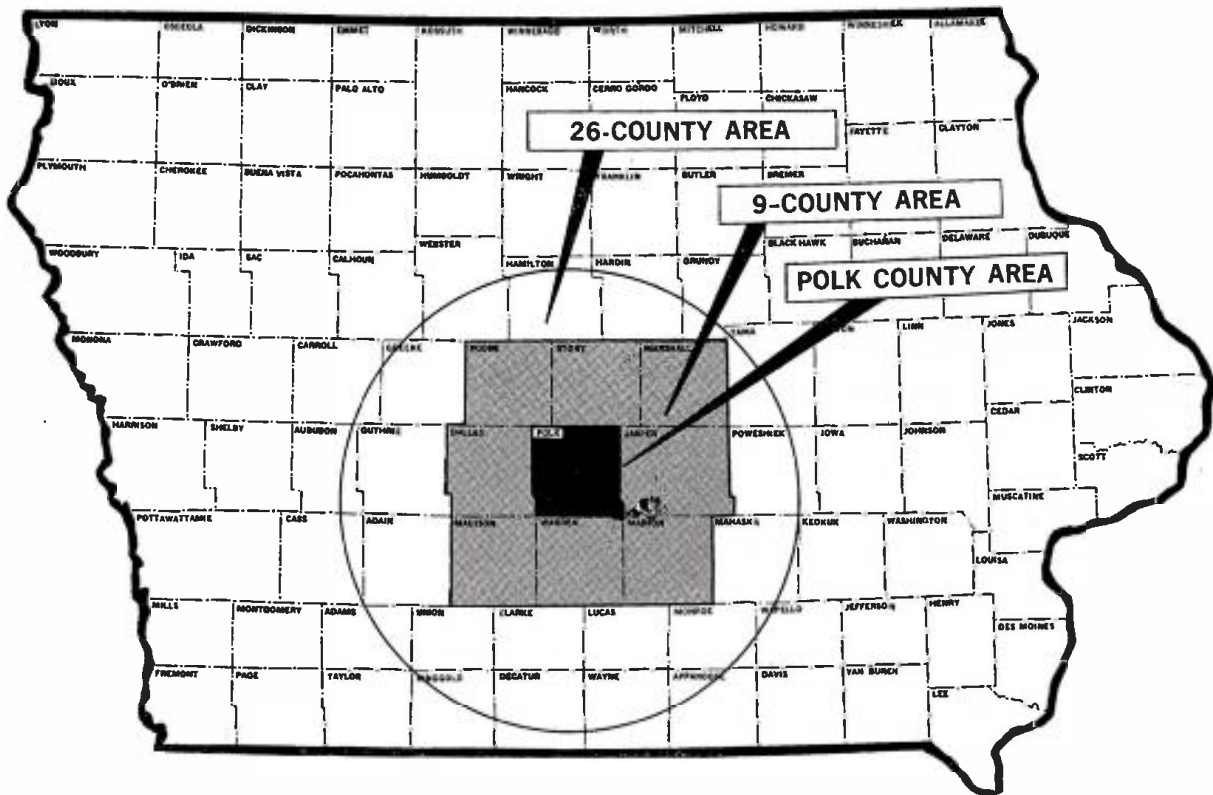
**Protecting 'Rights'** • Although he has ordered no probe by his subcommittee, Senator Yarborough has engaged three law firms to see what his "rights" are and whether they were abused during the campaign. He would not elaborate, but the senator has labeled as an "infamous lie" the controversial film Mr. McLendon introduced in the last two weeks of the race. It depicts two men discussing an alleged \$50,000 contribution to the senator in 1960 by Billie Sol Estes.

The senator commented that the recent Supreme Court decision in a *New York Times* libel case that public officials are subject to even normally libelous criticism if it is not malicious had complicated his lawyers' task.

Senator Yarborough said he considered his victory "a complete repudiation of this electronic smear." Returns from Texas late last week gave the senator about 58% of the vote, 895,127 to 667,454.

Asked whether, in view of his experience, he thought broadcasters should be permitted to run for office, Senator Yarborough said, "Well, they're free citizens." But he added that the "greater danger than the licensee himself" is the practice of "putting someone on the air" as a weathercaster or newscaster to build him up about a year before an election.





# Ya Gotta Know the Territory!

Iowa-born Meredith Willson was talking about Iowa when he wrote "The Music Man." But Professor Harold Hill lived in another day. We're talking about NOW.

Look what's happened to our booming Industrial-Agricultural Economy here. And look where the lion's share of that expansion has happened . . . right here in our Central Iowa Area blanketed by KRNT RADIO and KRNT TELEVISION.

| <u>1952-1962 Percentage of Gain in:</u> | <u>State Increase</u> | <u>26 County Increase</u> | <u>9 County Increase</u> | <u>Polk County Increase</u> |
|---|-----------------------|---------------------------|--------------------------|-----------------------------|
| Population . . . . .                    | 6.1%                  | 6.7%                      | 13.9%                    | 19.5%                       |
| Effective Buying Income . . . . .       | 34.2%                 | 40.8%                     | 45.2%                    | 43.6%                       |
| <b>And what's your line?</b>            |                       |                           |                          |                             |
| Food Sales . . . . .                    | 37.1%                 | 37.8%                     | 45.0%                    | 48.3%                       |
| Drug Sales . . . . .                    | 56.9%                 | 67.3%                     | 72.4%                    | 67.5%                       |
| Automotive Registration . . . . .       | 27.4%                 | 29.8%                     | 40.5%                    | 50.9%                       |
| Furniture-Appliance Sales . . . . .     | 10.7%                 | 14.7%                     | 24.2%                    | 24.1%                       |

The big increases, all around, have been in our KRNT Radio/TV Area. Here's where you get the most for your advertising dollar. You can build your Iowa sales faster, greater, with the station that most people believe in and depend upon.

Nearly  $\frac{3}{4}$  of the local television business in this 3-station market is on KRNT-TV, and our local radio business is not far behind.

For testing or regular schedules, the KRNT stations in Des Moines are the choice of knowledgeable sponsors and agencies.

# KRNT RADIO and KRNT TELEVISION

An Operation of Cowles Magazines and Broadcasting, Inc.  
 Represented by the Katz Agency, Inc.

# Equal time suspension closer

Procedural questions seen only possible barrier to congressional approval for coming campaign; face-to-face debates are still a question mark

House and Senate conferees cleared the way last week for final congressional approval of a measure to suspend equal time requirements in this fall's presidential and vice presidential campaigns.

Whether this action actually would result in a confrontation of the candidates on radio and television as in 1960 is up to the men who will head the Democratic and Republican tickets. But it is intended to at least remove legal barriers.

Agreement reached Thursday (May 7) only ironed out technical differences in House and Senate-passed versions of HJ Res 247, the suspension resolution which lay idle for seven months since initial congressional approval last year (BROADCASTING, Oct. 7, 1963).

Both houses have yet to accept the reports of their conferees, which are expected to be available today (Monday). No substantive objections to final

action were apparent last week and only procedural obstacles, if any, seemed likely to add further delay.

**The Last Time?** ■ A group of congressmen who participated in Thursday's 30-minute House-Senate conference said they thought Congress should not again permit an experimental suspension of Section 315 at the national level. It was learned they gave their support to HJ Res 247 with the understanding that they would not do so in 1968.

They said this for different reasons. Representative John E. Moss (D-Calif.), long a defender of Section 315, said so many major races involve only two candidates in the general elections that broadcasters do not need protection from equal time demands of splinter candidates.

Senator Hugh Scott (R-Pa.) opposed similar action again because he, like a growing body of senators, believes that

other major races should be considered for exemption from equal time requirements.

And there was also concern that the Communications Act should not be manipulated so that the Democratic and Republican parties can receive free network time.

In the form approved Thursday, the resolution provides that the suspension of Section 315 shall occur during the 60-day period prior to the general election Nov. 3. The House had once preferred 75 days, but since the Democratic convention ends Aug. 28, it was agreed only 60 days would be necessary.

**More Reports to the FCC** ■ The resolution has a reporting provision, however, that affects more than just the top national races. It requires broadcasters, including the networks, to provide the FCC with sufficient information to report to Congress by May 1, 1965 on the suspension's effect on the presidential and vice presidential campaigns and "the role of broadcast stations and networks in other political campaigns during 1964."

The reporting requirement was subject of considerable discussion which included FCC staff following Thursday's conference because of a change in wording from reports on "rates" to "overall schedule of rates." Even the new wording (requested by the FCC) is conceded to be ambiguous, but conferees clearly did not want to burden broadcasters and the FCC with the chore of gathering and presenting rate information "because of the many possible combinations of numbers, length, and frequency of broadcasters which are sold at different rates," as the Senate's initial report said last year.

What concerned the conferees, they explained, was that broadcasters be careful to heed a requirement of Section 315 that charges assessed for political broadcasts "shall not exceed the charges made for comparable use of such station for other purposes."

The Democratic chairmen of the commerce committees have been under increasing pressure from broadcasters, Republican politicians and recently some newspapers to move ahead with the resolution.

**CBS Poll Favors Debates** ■ Only two



After a meeting for which broadcasters waited seven months: Representative Oren Harris (D-Ark.) (l), chairman of the House Commerce Committee, and Senator John O. Pastore (D-R.I.) (facing, right), chairman of the Senate

Communications Subcommittee, explain details of an agreement by House and Senate conferees on HJ Res 247, a bill to suspend Section 315 for the presidential and vice presidential campaigns this fall.





Questioning Newton N. Minow (r) on WABC-TV's 'Page One' were (l to r) John McPhee, 'Time' magazine show business editor; Richard K. Doan, 'New York Herald-

Tribune' TV editor; Barbara Delatiner, 'Newsday' TV editor-critic, and Bob Williams, 'New York Post' TV editor. Moderator was Bill Beutel (second from r).

## Now Minow finds a 'few oases' in the wasteland

Newton N. Minow, former FCC chairman who once characterized television as a "vast wasteland," said last week that there has been some improvement in the content of TV programs.

On WABC-TV New York's *Page One* program May 3, Mr. Minow told a panel of TV columnists that the wasteland has "a few oases here and there" because of the heavier use of news and informational programming on network television.

Mr. Minow also said he felt that the trend by local stations to editorialize on national and international affairs was desirable and he hoped it would be emulated by networks.

Mostly, however, Mr. Minow was still critical of commercial television. He said that during the past 15 years television has been instrumental in

raising the public's tastes and standards, yet continues to underrate the public and to "talk down" to it.

On other issues, Mr. Minow favored "a good fair try" for pay TV; some government "ground rules" for community antenna television; more independence by broadcasters from ratings services; enforcement by the National Association of Broadcasters of its own commercial code, and generally more competition for the three existing commercial TV networks so that the public could have a "better choice" of programs.

He also said that if he were still with the FCC, he would be inclined to vote against renewal of broadcast licenses for any owner that did not serve a substantial part of the community. His statement was in reference to a petition recently filed

with the FCC by the United Church of Christ, which charged that two Mississippi TV stations discriminated against the Negro population in the community.

Now executive vice president and general counsel of Encyclopaedia Britannica, Mr. Minow said he had no plans to run for public office but would use such opportunities as being a judge of the Peabody awards and becoming a director of educational television to exercise his right as a citizen to "attempt to influence public policy" according to the way he believes it ought to be.

Mr. Minow's complimentary observations on TV followed another public appearance in New York five days earlier in which he also commended television (BROADCASTING, May 4).

days before the conference Dr. Frank Stanton, CBS president, reported that a Gallup poll survey initiated by CBS found that 71% of the American people would like to see TV debates between the two major-party nominees again this year. This compares with 64% of eligible voters who participated in the 1960 balloting, Dr. Stanton told CBS affiliates in New York (see pages 60, 72, 76). He said the Gallup study, conducted during the week ended May 2, found 20% of the people

did not want debates, while 9% had no opinion.

It has been widely thought that the Democratic chairmen of the commerce committees, both personally close to the President, have been delaying a conference either at the wish of or in the unsolicited behalf of President Johnson.

In apparent reference to this, Dr. Stanton said: "The test should not be, it cannot be, what potential candidate these debates might hurt or help. The test must be whether it is in the public

interest—in terms of what the public, not any potential candidate—wants. Surely on these criteria there ought to be a conference and prompt enactment of this legislation which is now so near and yet so far away."

Representative Harris was careful to point out to the conferees that he heard no expression of the President's wishes, either from the White House or the President himself. Senator Pastore indicated he had had no word from that level either.

# 7 in radio-TV get SDX honors

Editorializing, spot news reporting, documentaries earn praise from national professional journalism society

Broadcast journalism figured prominently in the 1963 Distinguished Achievement Awards presented May 2 in Phoenix, Ariz. by Sigma Delta Chi, professional journalism society. Radio-TV won seven awards.

Radio awards were received by Elmo Ellis, WSB Atlanta, for the station's editorial campaign on traffic control, and by Jerry Landay, WINS New York news director, for the station's coverage of a Welfare Island bus accident.

James A. Byron, news editor of WBAP-TV Fort Worth-Dallas, and former SDX national president, received a citation for the station's comprehensive coverage of "President John F. Kennedy's only visit to Texas."

Jerome R. Reeves, general manager of KDKA-TV Pittsburgh, accepted a citation for a documentary on unemployment in Pittsburgh and western Pennsylvania. This award was shared with NBC for its program, *The American Revolution of 1963*, dealing with civil rights, with the award

accepted by Robert Northshield, NBC News general manager.

Louis H. Murray, executive vice president, WRTA Altoona, Pa. received the distinguished service award for editorializing on radio in a campaign which led to removal of the name of a mayoral candidate and his subsequent indictment.

The television editorializing award was won by Tom Martin, formerly of KFDA-TV Amarillo, Tex., for a series of five editorials exposing hate propaganda. Mr. Martin, in accepting the award, said that the impact of television editorials was far greater than that of the printed word and predicted a new "golden day" of journalism with television competing effectively in the area of opinion with the newspapers in their communities.

In accepting an award to the *Chicago Daily News* on slum clearance, Lawrence Fanning, executive editor, said the campaign was actually a joint venture with the news department of WBBM-TV Chicago. He said that while

he still regarded television as a competitor, when maximum impact becomes more important than exclusivity "newspapers and television can combine into an awesome communications force."

Other awards went to Jimmy Breslin, *New York Herald Tribune* columnist; H. G. Davis Jr. of the *Gainesville (Fla.) Sun*; Jerry Landauer, *Wall Street Journal*; Malcolm W. Browne, Associated Press Saigon correspondent; photographer Bob Jackson of the *Dallas Times Herald*; cartoonist Bill Mauldin, *Chicago Sun-Times*; Theodore H. White, free-lance magazine writer; Dr. David P. Forsyth, research director of the Chilton Co., Philadelphia, and *Look* magazine.

Ted Koop, Washington vice president of CBS Inc. and national president of Sigma Delta Chi, who made the presentations, also presented fellow plaques and keys to James Copley, president of Copley Press Inc., and Sol Taishoff, editor and publisher, *BROADCASTING* and *TELEVISION* magazines, Paul Miller, president of Gannett newspapers (and stations) and president of the Associated Press also elected a fellow, was absent. Buren McCormack, vice president and editorial director of the *Wall Street Journal* and past national president, was given a special award.

## KAET(TV) finds a way to beat video baseball blackouts

KAET(TV) Tempe, Ariz., has developed its own system for beating sportscast video blackouts. Prevented by conference regulations from telecasting live a May 2 doubleheader between the Arizona State University and University of Arizona base-

ball teams in Tucson, the Arizona State educational station visually recreated the action for its Phoenix area viewers. While normal play-by-play audio was fed from the field, station personnel in the studio provided the video using a facsimile

field, scoreboard and photographs of players.

Conceived "as something of a lark" by station manager Sheldon P. Siegel and executive producer Chuck Allen, the process was first used for an April 11 doubleheader.



Technician runs re-creation board



Scene as it appears on TV



**A  
TELEVISION  
EXCLUSIVE**

THE NEWEST MOST EXCITING  
HOME AUDIENCE GAME

# WIN-O-H<sup>®</sup>

W-I-N-O-H (pronounced WIN-O)

**~~FAST 'N' VERSATILE~~**

WINOH is a fast, pulsating game which takes just minutes to reach a fever pitch and just seconds to play. WINOH's versatility is proven in its widespread audience excitement and its adaptability to every local sponsor imaginable. WINOH can be programmed for 5—15—or 30 minutes.

## BROADCASTERS SERVICE BUREAU . . . . .

a division of Al Petker Publicity has developed, created, designed this fascinating game to help you "lock up" your viewing audience and close those "Hard-to-close" local retail accounts . . .

morning, noon or night. We supply everything. Auto-optic machine, printed cards, prizes, jackpot and the largest viewing audience ever imagined — you supply the car to carry the money to the bank — unbelievable, but true.

**WINOH** is tailored to fit every market budget

**WINOH** name is trademarked

**WINOH** cards are copyrighted

**WINOH** auto-optic device is patented

**WINOH** is franchised to only one station in each market and fully patented for your exclusive protection. Easy to play all day long —

Make your own deal

**CASH  
OR  
TRADE**

Let **WINOH** lock-up your market

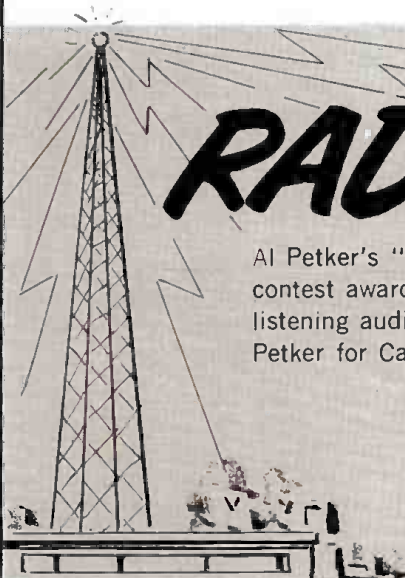
write to Al Petker, President

BROADCASTERS SERVICE BUREAU

8730 Wilshire Blvd., Beverly Hills, Calif.

Phone: Area Code (213) 657-2350

Please don't phone, write for info on station letterhead.



. . . and for

# RADIO STATIONS

Al Petker's "GIFTS FOR TIME" used by over 2000 radio stations. Executive gifts, contest awards and engraved sales builders . . . Contest formats to build larger listening audiences . . . Patented and copyrighted approved games . . . Write Al Petker for Catalogues and "No Cash" Package Plans

**BROADCASTERS SERVICE BUREAU**

a division of Al Petker Publicity

8730 Wilshire Blvd., Beverly Hills, Calif.



# More ASCAP fee cases

ABC Radio, MBS ask court for lower fees for music on their programs

ABC Radio and Mutual last week filed papers with the southern district court in New York asserting the changed pattern of their programming entitles them to reduced fees for the use of music in the repertory of the American Society of Composers, Authors & Publishers.

ABC Radio claimed that its yearly fees to ASCAP increased 120% from \$60,409 to \$132,820 between 1960 and 1963, while receipts from the sale of network time have gained by only 60% and while operating losses have increased.

ABC Radio asked the court to determine reasonable ASCAP fees for both a blanket and a per-program license.

ASCAP has offered the radio networks an extension of their current

blanket licenses or a per-program license in which fees for commercial programs using ASCAP music would be based on a percentage of "the aggregate highest one-minute rate for all stations broadcasting the program."

ABC contends that if the per-program method is effected then percentage fees ought to be based on amounts received from sponsors, or in the case of sustaining programs, on the rates that would have applied had the programs been sponsored.

The network argues that although TV has become the major factor in the broadcasting industry, ASCAP fees are still higher for radio than for television.

The ABC statement further asserts that music's value to radio networks has decreased as recording techniques have improved and local stations have become the major originators of music programming. The network claims its only sponsored musical program, *Breakfast Club*, contributes less than 10% of its commercial program receipts.

Papers filed by Mutual said the network would urge that it be granted a blanket license for commercial and sustaining program use of ASCAP music which would "substantially reduce" its commitment to the organization and

which would reflect a reduced dependence on music programming by the network for its revenues.

Mutual indicated that its use of ASCAP music has dropped by 35% since 1959. From 1960 to 1963, the network says its ASCAP fees grew from \$34,492 to \$68,169. The musical content of its overall programming declined during that 3-year period by more than 25%.

Mutual requested that the court view its position as different from the other radio networks in light of the fact that it neither owns stations nor is affiliated with a TV network and thus "cannot gain 'relief' in other co-pending proceedings."

**Metromedia in Appeal** - The Metromedia radio stations, which were denied a contempt motion against ASCAP in the same district court in March, last week appealed that decision to the circuit court.

Metromedia had asked Judge Sylvester Ryan of the district court to hold ASCAP in contempt for refusing to offer a license based on the gross receipts of Metromedia stations.

Metromedia vice president and general counsel Robert Dreyer has argued that its stations' costly news operations ought to be deducted from the figure on which ASCAP fees are based. The argument was echoed by CBS-owned radio stations in another petition to the court for lower ASCAP fees (AT DEADLINE, May 4).

Mr. Dreyer said briefs in the appeal would be filed in the circuit court in June.

An RKO General statement in behalf of its owned and operated radio stations, also filed in the district court last week, said the group associates itself with the position set forth by the All-Industry Radio Committee in support of lower payments to ASCAP. In addition the RKO General group charges that ASCAP's demands on local radio are "directed to maintaining a 'windfall' rather than adjusting ASCAP's compensation to the contribution made by ASCAP to the group's revenues.

## TV documentaries planned

Filmvideo Releasing Corp., New York, announced last week it plans to produce 12 documentaries of 60- or 90-minutes in length for release to television and theaters.

Maurice H. Zouary, president of Filmvideo, said the company will use its stock film library of more than 15 million feet to produce the programs. The titles of the planned documentaries, he said, include *The Story of the Reformation*, *When Vaudeville Was King*, *The History of Weapons*, *When Radio Was King* and *Fifty Years of Royalty*.

## Attention! All Agency and Media Time Buyers!

YOU ASKED FOR IT . . . **We've Got It!**

THE COMPLETE  
**DATA** Inc.  
IN DEPTH  
SURVEY FOR HOUSTON

YOU'VE NEVER HAD IT SO GOOD FOR MAKING YOUR HOUSTON RADIO DECISION NOW

**KATZ**  SOLD IN COMBINATION WITH KAY-C. BEAUMONT

THE KATZ AGENCY, INC. — NATIONAL REPRESENTATIVE  
IN HOUSTON CALL DAVE MORRIS • JACKSON 3-2581





## Do you sell toothpaste in Boston?

Whatever *you* sell, brush up on the facts about what's new in Boston radio and prevent sales decay! WMEX delivers the largest share of the five-county Boston mass market — the audience of big, young, growing families — at a far lower cost per thousand! Get the full story from your McGavren-Guild man. It's a story with real teeth in it!



# \$1 million a night on the table

Successful formats have to be tinkered with if shows are to stay on top, CBS-TV affiliates told; network sports formula to be expanded this fall

"Gambles" and "tinkering with success" are essential for staying in front in the program audience race, CBS-TV network officials told the tenth annual meeting of their affiliates last week (also see pages 44, 72)—and then offered examples of both in unveiling the CBS-TV schedule for the 1964-65 season.

President James T. Aubrey Jr. said that despite Nielsen ratings figures showing CBS-TV with "nine out of the top ten nighttime shows and all of the top ten during the daytime," the competition among TV networks "has never been as rough as it is today—and it is getting rougher all the time" because "the stakes are getting bigger all the time."

He said CBS-TV has "gambled 170 million on our programming for the coming season" with total program costs running to "more than a million dollars a night every night of the year." Moreover, he said, "we can never be willing to let well enough alone."

Michael H. Dann, programming vice president, pointed out instances of "tinkering with success" in his run-through of next fall's schedule. Among them:

- Two male leads will be added to the cast of *The Nurses* (Tues., 10-11 p.m.), and a further innovation may see occasional two-part stories—starting on *Nurses* and ending two nights later on *The Defenders*, which moves to the Thursday 10-11 p.m. period next fall.

- Occasional "name star specials" may be introduced into the *Rawhide* series (Fri. 7:30-8:30 p.m.).

- Tinkering extends to the schedule as well as to individual shows. Mr. Dann made plain as he announced that *The Joey Bishop Show* will move from NBC-TV to CBS-TV and go into the Sunday 9:30-10 p.m. period next September. He said plans for the *Bill and Martha* comedy series, which had been scheduled for that period, had been abandoned "for contractual reasons" that he did not otherwise describe.

- In the CBS-TV daytime schedule, repeats of the nighttime *Andy Griffith Show* will be carried Monday through Friday at 11-11:30 a.m. while repeats of Jack Benny's nighttime CBS-TV pro-

grams—Mr. Benny himself is moving to NBC-TV—will be presented Sundays at 5-5:30 p.m. The Griffith daytime series will move *The Real McCoys* to the 11:30 a.m.-noon period, replacing *Pete and Gladys*.

- The daytime schedule tinkering a year from now may include the introduction of repeats of nighttime *Candid Camera*, *Petticoat Junction* and *Beverly Hillbillies* series. Officials said plans were being made for probable insertion of these into the 1965-66 daytime schedule.

In presenting his rundown on new



Mr. McPhail

CBS-TV programs, Mr. Dann reviewed the standards which, he said, CBS uses in selecting new entries: (1) Creative control of the programs must rest with CBS; (2) they must feature stars that are "recognizable and well known" and (3) they must represent "new and refreshing" forms and formats.

**Two at a Time** ■ Mr. Dann also reported that on all its new programs this year CBS-TV will make two episodes and then close down production for some six weeks to make sure approaches are right and flaws kept to a minimum. This, he explained, is intended to avoid making a number of episodes and discovering too late that the show needs doctoring.

Among the new entries for 1964-65—many of which were presented to

the affiliates in pilot or expected form—are *Many Happy Returns* (Mon., 9:30-10); *Slattery's People* (Mon., 10-11); *World War I* (Tues., 8-8:30); *Cara Williams Show* (Wed., 9:30-10); *The Munsters* (Thurs., 7:30-8); *The Baileys of Balboa* (Thurs., 9:30-10); *The Entertainers* (Fri., 8:30-9:30); *Gomer Pyle, USMC* (Fri., 9:30-10); *The Reporter*, formerly titled *Yours Truly*, *Danny Taylor* (Fri., 10-11); *Gilligan's Island* (Sat. 8:30-9) and *Mr. Broadway* (Sat., 9-10).

President Aubrey said the network's willingness to take risks is evident in many forms, from its \$28.2 million purchase of two-year rights to National Football League games and \$3.6 million acquisition of two-year rights to the NFL championship games (see page 76), to the rescheduling of existing shows. During 23 nighttime periods next fall, he said, CBS-TV will be



Mr. Dann

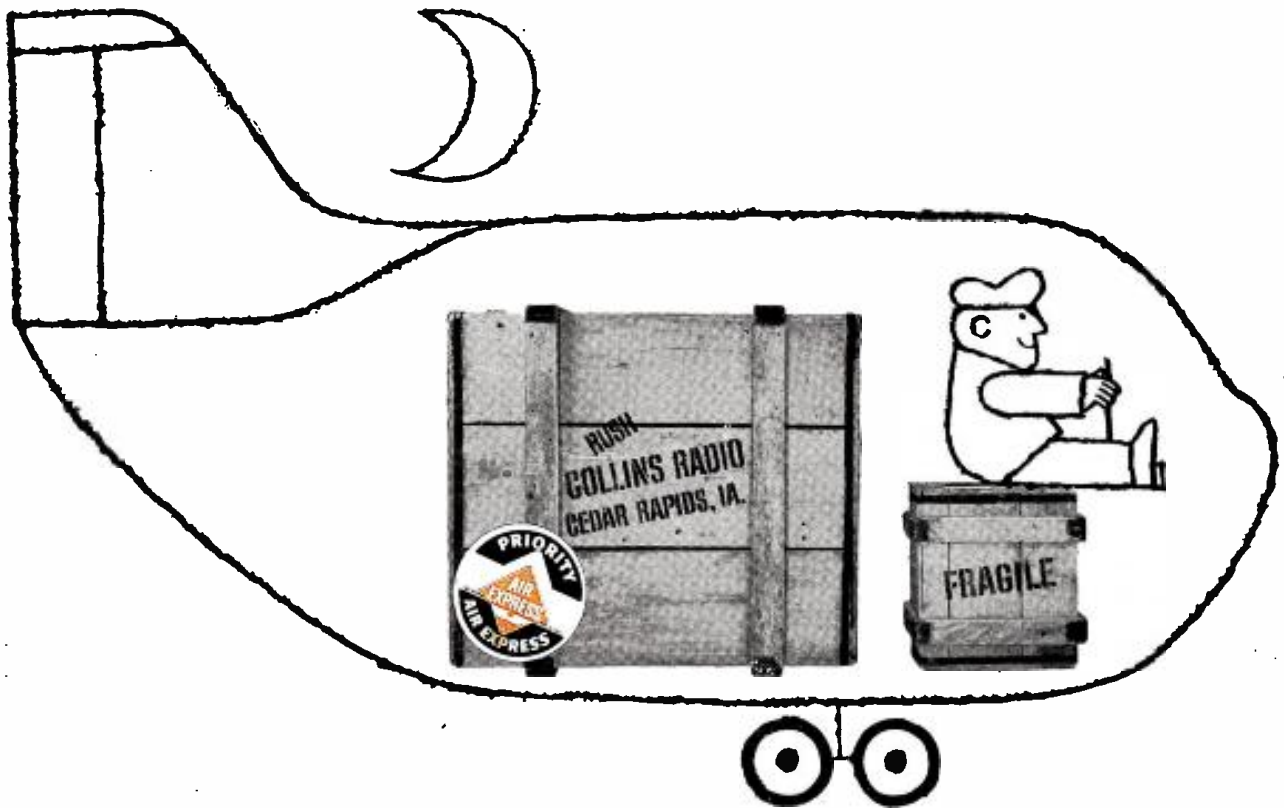
presenting "either new programs or old ones in new time slots."

**Prices Climbing** ■ Rising program costs and rising station rates, he said, have brought the average price for a half-hour program to about \$150,000 and put "an enormous burden" on the advertiser by making it "more and more difficult for him to spread his television appropriation."

The advertiser, he said, "must concentrate his investment on the network that consistently delivers him the biggest audiences. This means we cannot relax. We must stay as lean and hungry as our competitors if we are to maintain our leadership."

CBS-TV, Mr. Aubrey said, will continue to take "great risks even at the cost of an occasional failure," because

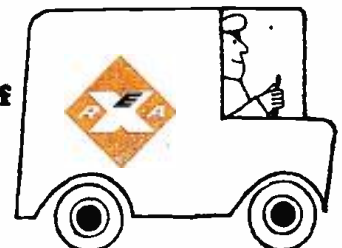




**In a typical month,  
Air Express made overnight  
delivery of 97% of 1675  
shipments to Collins Radio,  
Cedar Rapids, Iowa.**

**Air Express overnight deliveries help speed production ...  
cut inventory...step up customer service...beat tough  
shipping problems. Whatever you make! Wherever you are!  
Even if you're miles from any scheduled airline service.  
Rates are low...security maximum...even armed surveillance  
is available for valuable cargo. Only Air Express can offer  
this kind of expedited delivery between 21,000 points in the U. S.  
Call REA Express for Air Express Service.**

**Air Express** division of



"to play it safe would be still riskier." He added:

"We can never be willing to let well enough alone. We must continually keep tampering and tinkering with success. No matter how good a track record a program has, we must keep trying to make it better. By adding a new production element. By introducing a new star. By moving it to a different time period. Or, if necessary, by having the guts to drop a program in spite of its successful record, if another one comes along that looks even more promising. The fact is that this principle pays off. And because we keep tinkering with success we have a lower program casualty rate than any other network."

**Need Support** ■ Mr. Aubrey said CBS-TV was "not taking these risks entirely in a vacuum," because "we are counting on your support, on your faith in the network's programming philosophy—in a word, on your clearances."

Leadership, he continued, "requires nationwide circulation—maximum station clearance. A single station in a single market that fails to provide clearance for an advertiser can make the difference between whether he buys the program or doesn't. Furthermore, a single station by failing to provide clearance can adversely affect the leadership and prosperity of every other station on the network."

William C. MacPhail, vice president for sports, told the affiliates that the *CBS Golf Classic*, which ran for 15 weeks last season, would return on Saturday afternoons next winter. The half-hour version of *CBS Sports Spectacular* will continue on Sunday afternoons through Sept. 20, when professional football takes over.

Some innovations in the network's production plans for the NFL games, Mr. MacPhail said, include keeping an isolated camera on downfield receivers during long pass plays. After the play, the tape from this camera will be run while the players are huddling and will show the pass pattern run by the pass receiver.

Mr. MacPhail said that taped interviews with coaches and players would be shown during the 15-minute program before the game; taped highlights of the first half's action would be shown during half-time; and highlights of the second half would be carried during the 15-minute show following the game, at which time efforts also would be made to obtain comments from the winning coach and players.

**Big Sports Schedule** ■ Mr. MacPhail told the affiliates that CBS-TV's sports department last year produced more than 500 hours of programming, more than any other network. He assured

## Cannes winner

*Making of the President—1960*, made by Wolper Productions and aired on ABC-TV last December, was awarded the grand prize at the International Television Festival in Cannes, France, May 1. *Naked City*, syndicated series also originally shown on ABC-TV, won special mention.

them that sports would continue to be a major part of the network's programming plans.

Richard W. Golden, director of CBS-TV market planning, outlined the approach used in attempting to convince advertisers they should buy CBS-TV programs.

He said that CBS-TV expects to retain its No. 1 rating position because experience shows that popular programs from previous years tend to retain their popularity the next year. Since CBS-TV had 21 of the top 40 programs this year, Mr. Golden said, the question next year will not be "which network," but rather "by how much" CBS will lead the two other networks.

He cited figures to show that CBS-TV this past season had substantial leads over ABC-TV and NBC-TV in the number of programs with a share of audience over 35 and 40%, in the number of evenings attracting the most viewers, and in the later evening hours when the viewing audience consists mostly of adults.

Since CBS-TV had the largest audience in 28 of the 49 half-hours of prime time programming during the week, Mr. Golden said, momentum should help the network to continue as the ratings leader for the 1964-65 season.

## 'Theater 5' to start in June

ABC Radio has 78 'firm' commitments for across-the-board drama schedule

ABC Radio now expects to offer Monday through Friday dramatic programs to affiliates in late June.

The network's president, Robert Pauley, said last week, ABC already has 78 "firm" commitments, many of these representing "the key markets." The service has the potential of the 406

ABC interconnected stations, all of which can receive the feed.

ABC Radio's drama series is titled *Theater 5* and production probably will begin this week. Ed Byron, who created *Mr. District Attorney* on radio, is executive producer in charge of the drama series and has been assembling writers. ABC also announced last week the appointment of Frank Maguire, head of Special Program Features Service and co-producer of *Flair Reports*, as manager of program development (see page 91). Mr. Maguire's unit also will include what John A. Thayer Jr., the network's national director of programming, called "syndicated programming" that supplements regular network service.

Both *Theater 5* and another program, *Dr. Joyce Brothers Show*, are produced for stations to offer for local sale, and are broadly considered as "syndicated programming." The dramas are to be 25-minutes in length and *Dr. Joyce Brothers* programs five-minutes long. The new dramas will be repertory, though without a stock company of actors, and scripts will be originals.

**A Concept** ■ The network indicated that it will sell selected markets to an advertiser but that a main interest is in having the radio drama concept succeed. If a national advertiser buys into the programs, the stations' national representatives will receive commission as they would in any spot buy.

First refusal will be given ABC affiliates in all markets but if over a period of time the programs are not accepted, the network doesn't intend to withhold them indefinitely from the market.

Stations will pay for each dramatic program on the basis of their highest one-minute rate. The *Dr. Joyce Brothers* programs work similarly but on a lower rate scale. Similar feeds to stations include *Paul Harvey*, *News* and parts of other news shows though they are on a nonpayment service basis to affiliates.

Cost of the dramatic shows is estimated at approximately \$10,000 per week, and Mr. Pauley said it would probably be "a while" before the network breaks even. Their commercial success, he believes, will depend to a great extent on the larger markets programming the shows and selling them to advertisers. He indicated that once the series were successful, the network would be in a position then to invest in additional program product.

Mr. Pauley saw the drama series as an opportunity to advertisers to "get a jump on their competitors." He contended the drama concept may prove to many advertisers that not only should they be back buying radio—and more and more advertisers have returned—but that it's also "smart to buy nighttime" radio.

# GET YOUR PITTSBURGHERS HERE!

In the food field, Kellogg does. They buy WIIC exclusively in the Pittsburgh market. There's just no better TV spot buy in the market. Check the figures and availabilities with Sales Manager Roger Rice or your Blair-TV man.

CHANNEL 11 **WIIC** NBC IN PITTSBURGH





PREDICTION FOR 1964:

**This will be the local TV station's  
most popular program!**



# 3M announces the first comprehensive program to help TV stations, advertisers, agencies create new profits with video tape!

Now, for the first time, local tv stations, tape producers, advertisers and agencies can receive real assistance in creating and producing better-selling commercials on video tape.

Here is a complete program that includes both professional demonstration and reference materials from 3M, maker of SCOTCH® BRAND Video Tape. Local tv stations and tape producers will be able to offer expanded production counsel and services. They can provide practical materials to help advertisers take full advantage of video tape's production convenience and versatility, "live" picture quality, and the speed, certainty, flexibility that only tape can provide.

A few of the new materials: A 25-minute demonstration tape shows production techniques, actual commercials, explains tape's

benefits. The "Comparator," a pocket-size quick reference guide to the relative advantages of tape, live and film production for tv commercials. "The Television Producer," a deluxe 50-page encyclopedic workbook of how-to tape production information. The program includes industry achievement recognition, many additional pieces of helpful literature.

If you operate a tv station with video tape recording equipment, and haven't received full details on this program, please contact us. Call or write 3M Magnetic Products Division, Dept. MBX-54, St. Paul 19, Minn.

SCOTCH® IS A REG. TM OF 3M CO., ST. PAUL 19, MINN. ©1964, 3M CO.

Magnetic Products Division 

## THEY DON'T MAKE ONE BIG ENOUGH...



A briefcase to hold all the Crosley Broadcasting patents.

Since the day WLW Radio went on the air in 1922, the men of Crosley have contributed outstanding inventions to radio and television transmission and have secured hundreds of patents in research, developmental and experimental broadcast work. The standing of a broadcasting corporation is unquestionably reflected and judged by the calibre of its engineering and scientific personnel. To an audience this means quality. To an advertiser this means audience.

Crosley Broadcasting engineering is just another achievement of the WLW Stations which has placed them among the most watched, most heard, most talked about Stations in the United States. And . . .

### Another example of Crosley 42 years of leadership

#### CROSLY COLOR TV NETWORK

|  |  |                                      |  |
|--|--|--------------------------------------|--|
| <b>WLW-C</b><br>Television<br>Columbus | <b>WLW-T</b><br>Television<br>Cincinnati | <b>WLW-D</b><br>Television<br>Dayton | <b>WLW-I</b><br>Television<br>Indianapolis |
|--|--|--------------------------------------|--|

**WLW** Radio Cincinnati—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION  
a subsidiary of *Arco*

## Court turns down another WDKD appeal

E. G. Robinson Jr., owner of WDKD Kingstree, S. C., last week was rebuffed again in his long legal scrimmage over the FCC's refusal to renew his license. The FCC said it killed the station because of misrepresentations, but also involved were allegedly off-color broadcasts by Charlie Walker, a WDKD disk jockey.

The U. S. Court of Appeals in Washington last week turned down Mr. Robinson's request to rehear the case on the First Amendment issue. The court earlier had upheld the FCC's refusal to renew because of misrepresentation (BROADCASTING, March 23) after a hearing by the usual number of judges—three. Mr. Robinson wanted all nine of the judges to rehear the case and rule on the constitutional issue, which the court shunned in its original decision.

The appeals court turned down the request last week without comment, but Circuit Judge J. Skelly Wright issued a concurring statement.

## Wolper forms sales arm for syndication

Wolper Television Sales has been formed as a wholly owned distribution arm of Wolper Productions, to handle the sale of Wolper's documentary films. Ira Gottlieb, new Wolper vice president, heads the new organization from offices in New York. In announcing the creation of WTS, David L. Wolper, president of the parent firm, also said that it has acquired sales representation of all properties of Flamingo Television Sales, including feature theatrical motion pictures, cartoons and TV films, with the *Superman* series among the last group.

The William Morris Agency will continue to handle network and national sales of Wolper properties, with the new subsidiary concerned with sales to stations and advertisers on a local and regional basis.

## Edison awards for youth programs

NBC-TV and CBS-TV each received two awards among the 17 presented last week by the Thomas Alva Edison Foundation to the mass media for distinguished contributions in 1963 to science education and education and service to youth.

KDKA Pittsburgh and WJRT(TV) Flint, Mich. were presented the radio

and TV station awards for their services to youth last year.

NBC-TV's *Walt Disney's Wonderful World of Color* received the award for the best children's series and its *Watch Mr. Wizard* won the best TV program for youth award.

The *CBS Reports* "Storm Over the Supreme Court" program was named the TV program that best portrayed America, while CBS-TV's *The Great Challenge* won the award as the series best portraying America.

The best science radio program for youth award was presented to CBS Radio for its *Science Editor* series.

## NAB gets second delay in radio form hearing

The FCC last week granted "an informal request" by the National Association of Broadcasters, postponing the oral proceeding on the revised radio program reporting forms to June 30 from June 8. The FCC denied the request of the Texas Broadcasters Association that TV report form proceeding, scheduled for June 1, be further postponed.

The oral proceeding on the radio forms had been extended from May 25 to June 8 the preceding week (BROADCASTING, May 4). Parties wishing to appear at the hearing are to file notice with the commission by June 15.

A joint committee of broadcasters, communications attorneys and FCC staff members, which is revising the radio reporting forms, is expected soon to submit its versions to the commission. A similar joint committee prepared the TV forms (BROADCASTING, April 27).

## Musicians to get raise under new 5-year pact

A new five-year contract between the American Federation of Musicians and the Association of Motion Picture and Television Producers calls for a 5% increase in scale after 2½ years for musicians in TV or theatrical films.

Other major items in the agreement are: an increase in the scoring requirements for dramatic TV shows (as distinguished from westerns, comedies and other types) of two hours additional scoring for each series of 13 half-hour programs, three hours additional for each series of 13 hour shows and four hours additional for each series of 13 90-minute shows, in the first 2½ years of the contract. For the second 2½ years, the increase is to three, four and five hours scoring, respectively.

Copyists and arrangers will get double time for Saturday and Sunday



# Discover DIMENSION®

You'll be in good company. *Accent-International, Div. of International Minerals & Chemical Corporation; The Aetna Casualty & Surety Co.; Aluminum Co. of America; American Telephone and Telegraph Company; Bristol-Myers Company; Campbell Soup Company; Church & Dwight Co., Inc.; Grove Laboratories, Inc.; Kraft Foods (Div. of National Dairy Products Corp.); Mars, Incorporated; Millers Falls Co.; The Nestle Company,*

*Inc.; The Pennzoil Co. (of California); Sinclair Oil Corporation; Sylvania Electric Products, Inc.; Wm. Wrigley Jr. Co.; and W. F. Young, Inc.* are using these lively conversation-piece programs!

DIMENSION® brightens the talk at lots of dinner tables. Wins awards for fine programming. And sells goods. When you consider the advertisers who have discovered DIMENSION® already... shouldn't you?



## The CBS Radio Network



Note: "DIMENSION" is a registered service mark of CBS Radio.

work, 10% premiums for work between 8 p.m. and 1 a.m. and 20% for work from 1 to 6 a.m. Rehearsal musicians shall get the same night premiums as recording musicians. An orchestra manager is now required.

The agreement, from May 1, 1964, to April 30, 1969, covers the U. S. and Canada, with special conditions for Canadian musicians included. It calls for an antidiscrimination policy from both employers and the AFM.

## Justice, FCC backing new plan on blackouts

A proposal to redefine areas that football teams can require television stations to blackout during telecasts of their home games now has the support of the FCC and the Department of Justice.

The federal agencies have endorsed HR 7365, proposed by Representative Frank A. Stubblefield (D-Ky.) and pending before the House Antitrust and Monopoly Subcommittee.

The measure is intended to prevent blackouts of areas outside a 75-mile radius of the site of a home professional game.

The Justice Department last week,

## NBA back on network

ABC-TV and the National Basketball Association last week signed a contract for "a little less than \$1 million" for the network to telecast 16 NBA games next season, beginning Jan. 3, 1965, and running through April 11.

The contract, which took several weeks to negotiate (CLOSED CIRCUIT, April 27), provides for telecasts of 11 regular-season games and four championship playoff games on Sunday afternoons, with another playoff game probably to be telecast in prime time some week night.

The contract marks the end of a two-year hiatus by the NBA from network television. This past season the league telecast some games to a 24-city network it established.

and the FCC two weeks ago (BROADCASTING, May 4), agreed that language should be changed in a 1961 law that permitted teams to act jointly in selling their broadcast rights.

Representative Stubblefield's bill,

backed by the FCC and Justice, would base blackouts on the location of a station either in or out of a 75-mile radius of the game site instead of, as Justice put it, "whether its signal reaches into 'home territory.'" The current use of "home territory" is preventing viewers living well outside the 75-mile radius from seeing home games in several instances.

## WMAQ may be forerunner in new sound for O&O's

The sound of the NBC-owned stations is under study and one already has been "streamlined" to match the modern mood.

WMAQ Chicago brightened its overall format last week with faster-paced production techniques and new staging of most of its regular personalities and program concepts plus some new programs. Among the additions is an all-night jazz show in the 1-5 a.m. spot putting WMAQ back on a 24-hour basis for the first time in several years.

WMAQ continues with NBC's week-end *Monitor* programing as before although the network features were dropped May 2-3 only for heavy on-air promotion featuring listener voting in a recording star "battle of champions."

# Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

**STATISTIC --** The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of \$20,825,000.

**ENTHUSIASM --** That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.

## The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr.

Paul Bunyan Bldg., Traverse City

Nat. Rep. - Venard, Torbet and McConnell -- Network Rep. - Elisabeth Beckjorden

## Curtis, Seven Arts talks off

The Curtis Publishing Co. and Seven Arts Productions Ltd. confirmed reports that they had been in negotiations for a merger, but both companies said that the discussions had been halted. A spokesman for Curtis said the company had been discussing acquisitions and mergers with many firms, including Seven Arts, over the past 18 months but added that Curtis was "not now in negotiations with Seven Arts."

## Film sales . . .

*Planet Patrol* (M and A Alexander): KHJ-TV Los Angeles.

*By-Line, Steve Wilson* (M and A Alexander): KGMB-TV Honolulu.

*Manfish, Man Without a Body and Frigh* (Allied Artists): WABC-TV New York; KHJ-TV Los Angeles; WTTG(TV) Washington; KGO-TV San Francisco, and WJBK-TV Detroit. Now in 28 markets.

*Volume 8* (Seven Arts): KDKA-TV Pittsburgh.

*Boston Symphony* (Seven Arts): KEYT(TV) Santa Barbara and KCHU(TV) San Bernardino, both California.

*A Christmas Carol* (Seven Arts): KOLO-TV Reno and KWSC-TV Pullman, Wash.

**DON'T TAKE THE BAIT...**



**THE BUSINESS YOU SAVE MAY BE YOUR OWN!**

This is an appeal—from the 22,000 franchised new-car dealers who make up NADA—to the publishing, broadcasting and advertising industries. *We ask you to join us in a fight.* Our target is a fast-buck phoney—a con man who may pose as an automobile dealer or as any other ethical business or professional man. We know him. You know him. He's easy to spot. He uses bait advertising and every deceptive, dishonest trick to cheat the public. He destroys the business and goodwill

of all quality men in his "chosen" field. *And he destroys believability in advertising.* We are fighting with every legal means to keep this crook out of the retail automobile industry. Your support is vital because you possess the unique power to fight him on all fronts: *the power to refuse dishonest advertising.* If he can't advertise, he dies! That's why we say: "Don't take the bait advertising." The business you save may be yours...ours...and *all* business.

*May we send you a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles"? Published by NADA and the Association of Better Business Bureaus, Inc. Please write to:*



**THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION**

Official Organization of America's Franchised New-Car and Truck Dealers • 2000 "K" Street, N.W., Washington 6, D.C.



## WIND to fight poverty and unemployment

WIND Chicago last week announced a full-year project to employ all aspects of its facilities to fight the problems of unemployment and poverty. Two major public forums have been scheduled this month as a starter.

Although full details are to be worked out, WIND's general manager, Edward Wallis, explained the project is being undertaken in recognition of the fact that "the power of broadcasting can successfully be brought to bear in the practical area of community involvement as a constructive force in the solution of problems."

The WIND forums will be presented at Chicago's Civic Theater on the evenings of May 19-20 and will feature top national figures addressing invited audiences. The full discussions will be aired. The project's title: "Focal Point—Target: Full Employment and the Elimination of Poverty."

## Drumbeats . . .

**Puppies and portables** ■ Portable radios and hot dogs are such a natural summertime combination that Motorola Products Inc. and Armour & Co., both Chicago, decided to capitalize on it with a joint promotion. Armour, through Young & Rubicam there, plans a radio spot drive in some 40 markets this summer, plus newspapers, to push Armour Star franks. The packages will contain coupons giving \$1.50 refunds on purchase of Motorola portables. The mustard, apparently, will be a la carte.

**Giant mission** ■ WNEW New York and Howard Clothes have sent a "Sports Mission to San Juan." Emissaries are the New York football Giants now in Pu-

erto Rico for May to hold football clinics for Puerto Rican children. WNEW broadcasts the Giant games and Howard is a charter sponsor for the programs. The first group of Giants left for the Caribbean April 30 carrying a football inscribed by President John-



Another Texas quarterback

son "to the boys and girls of San Juan." Project is in conjunction with the government's physical fitness program.

**Everyone in the act** ■ KDTH Dubuque, Iowa, held a contest in which its registration nearly equalled the total population of that city, according to the station. The 30 winners of the five-week "Wheels of Fortune" contest were chosen at random for savings bonds and two final prizes of automobiles.

**Negro market data** ■ WLIB New York has begun a series of "Negro Market Information" bulletins, providing agencies and advertisers with data on the Negro

market in that city. The first bulletin traced the growth of the Negro population in New York from 1900-1960 and showed that this ethnic group there has increased from 60,666 to 1,087,931 during the 60-year period. Other bulletins will deal with the educational and income status of Negroes.

**Oldest mother** ■ WLIB New York is conducting a search for that city's oldest Negro mother. Among other prizes she and her children will be given a party at Basin Street East.

**Summer job contest** ■ Subscription Television Inc., Santa Monica, Calif., is offering California college students eight-week summer jobs. Six students will be selected on the basis of creative presentations on any phase of the operation of STV.

**Safety Tips** ■ The U. S. Rubber Co., New York, is offering radio stations a free LP featuring several safe driving tips by entertainment personalities. "Safe Driving, USA" may be obtained from U. S. Rubber radio-TV news manager, Art La Coure, 1230 Avenue of the Americas, New York 10020.

## Detroit stations, police have traffic network

Seven area stations have joined with Detroit police in a freeway radio-Teletype network to benefit local motorists. Freeway patrol cars of the police traffic bureau report by special short-wave radio to traffic central, located at police communications headquarters. Officers experienced in freeway patrol coordinate the information and send a traffic advisory or a bulletin by Teletype to the participating stations.

Advisories contain information and suggestions and are aired as events occur or periodically. Bulletins contain directives to motorists for alternate routes as well as other related information and are reported immediately, when incidents take place.

Detroit's Traffic Safety Association is coordinator for the network and furnishes the police Teletype sender. All stations pay for their own receiving equipment. Eventually the network will be expanded to cover any traffic emergency or public disaster in the Detroit area.

The stations are: WCAR, WJBK-AM-FM-TV, WJR-AM-FM, WWJ-AM-FM-TV, WXYZ-AM-FM-TV, all Detroit; WKNR-AM-FM Dearborn, Mich., and WCHB Inkster, Mich.

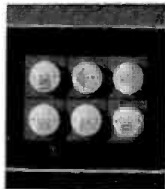




## Introducing a New Era in Television Tape Production: The Ampex VR-2000

More than a new look! More than a new name! The Ampex VR-2000 Videotape\* television recorder offers a completely new concept in television tape recording. With the introduction of this all-new machine, the ability to achieve full production capability . . . on tape . . . becomes a reality. True "tele-production" becomes an accomplished fact instead of a glowing promise. From its Mark IV heads with rotary transformers and integral preamps, to its highly sophisticated control and monitoring system, the VR-2000 has been designed to entirely new parameters of quality and performance without regard for limitations of previous technology. The result is a recorder offering unparalleled results on current "low-band" standards . . . and opening the door to an entirely new "high-band" standard as an optional operating mode, providing a new performance level presently unattainable on any other recorder. For networks, television

\*T.M. Ampex Corp.



production companies, and quality-conscious stations, this "high-band" standard means vast improvements in band width and signal-to-noise ratio . . . permits tape copies to the third generation with picture quality equal to "master" tapes made on today's recorders . . . gives color performance that outstrips anything ever demonstrated. Yet, for all its sophistication, the VR-2000 achieves a new degree of simplicity, dependability, and ease of maintenance. Only Ampex could build the VR-2000 . . . and only Ampex offers a complete family of VTR production accessories: Intersync\* (standard equipment on the VR-2000), Amtec\*, Colortec\*, Electronic Editor, Editec\* . . . all proven products . . . not promises . . . ready now to increase your VTR profits and capabilities. So it's little wonder that a major European network is now installing the VR-2000. Ampex Corporation, Redwood City, California. Worldwide sales, service. Term leasing, financing.

# Big split in anti-pay-TV ranks

**CBS won't support NAB's plan to get government to stifle or stop wired systems; it says price of protection would be program control**

CBS publicly dissented last week to the National Association of Broadcasters' announced plans to seek government protection against competition from subscription television, whether broadcast or distributed by wire.

The CBS position was announced by Richard S. Salant, CBS Inc. vice president and special assistant to Dr. Frank Stanton, president.

In a speech to a New York convention of CBS television affiliates, Mr. Salant reasserted his company's consistently stated belief that the government ought to prohibit the use of broadcast frequencies for pay TV, but he said CBS could not agree that the government ought to be asked to suppress or prohibit the distribution of pay TV by wire.

The NAB has been committed by its television board to seek legislation prohibiting the distribution of pay TV in any form.

**Air and Wire** ■ Pay TV on the air, said Mr. Salant, would necessarily preempt broadcast channels from free television. "Hence," said Mr. Salant, "it is not a matter of free competition which at any given moment provides the public with additional alternatives from which it can choose."

Because on-the-air pay TV would use government-regulated broadcast channels and would "pre-empt the air from free television purposes," said Mr. Salant, the government has the right to determine whether broadcast pay TV would be in the public interest. "And," he added, "as we have said many times, CBS does not believe it should be authorized."

But wired pay TV, said Mr. Salant, uses no broadcast frequencies that would otherwise be used by free television. CBS does not welcome the development of wired pay TV, he said, because if it succeeds it will "eventually have the same destructive effect on free television as over-the-air pay television." But, he said, "CBS cannot very well seek governmental protection just because we are threatened with competition from another medium of information or entertainment."

In a news conference after his speech Mr. Salant said that, as a practical mat-

ter, on-the-air pay TV is "dead." Though he did not amplify that remark, he made it in a week that saw one authorized broadcast experiment on KCTO(TV) Denver quit before it started (see page 78) and at a time when the only existing pay TV station, WHCT(TV) Hartford, Conn., is known to be still operating at enormous loss.

**Chance for Cable** ■ Mr. Salant said he thought that if pay TV succeeds, it will be in wired form. He pointed out that cable systems are now capable of carrying as many as 12 different channels. According to CBS projections, at some point—he thought about 50 to 60% of the homes in a community—it becomes less expensive to operate by wire than by air.

It was obvious that CBS is watching



Pat Weaver, whose wired pay-TV system has precipitated split in broadcasters' ranks, is shown telling Sales Executives Club in New York last week that his program plans will be announced June 1 (see page 77).

with interest the development of the wired Subscription Television Inc. in Los Angeles and San Francisco. STV, the most elaborately planned and financed wire system yet proposed, is scheduled to go into operation July 1 (see story page 77). Mr. Salant said at his news conference that it was his personal belief that if STV fails, wired pay TV is "through."

If pay TV were to prove out, Mr. Salant said, as he and other CBS officials have said in the past, CBS could not stay out of it. "Holding our nose, we'll get into it if we have to," he said.

**Price of Protection** ■ In arguing before the affiliates that it would be wrong to solicit government protection against wired pay TV, Mr. Salant said the price of protection would come high. "If we encourage the government to come in to protect us from competition in order for us to survive or to preserve our profits," Mr. Salant said, "then, in the long run, we are going to have to pay for that by accepting the most comprehensive kind of regulation of the very guts of our business."

He said he could find proof of his thesis in the speech of FCC Chairman E. William Henry to the NAB convention last month. In suggesting that the government regulate wired pay TV, Mr. Henry said: "Wire pay TV should not be permitted to grow like Topsy. For pay television in any form must have a public interest justification. It cannot be so justified unless it brings to the public a greater variety of choice through specialized, high-quality programming. It must be a supplemental service, not a substitute service."

In the same speech Mr. Henry also said that free television must justify its protection by offering, among programming, "local news, local public affairs and other local programs."

Said Mr. Salant last week: "We feel we must be skeptical about chairmen bearing gifts."

**FCC as Boss** ■ "Note," said Mr. Salant, "that the chairman says that wired pay television would be approved only if it provides a 'specialized, high-quality program' which must be 'supplemental.' It is difficult to conceive of any criteria which would go further than these in putting the FCC deep into programming and programing judgments."

"There the seven commissioners would sit, deciding that this proposed program is 'specialized, high-quality' and 'supplemental' and so pay television can have it; and that proposed program is generalized, low-quality and basic,



and so free television can have it and pay television can't.

"Anybody who thinks that the programming judgments would relate only to pay television and would control its service is an optimist, to put it most charitably," said Mr. Salant. "And we can't have it both ways; we can't in good conscience ask the commission to get into the programming of those who may compete with us, but to stay out of our own programming."

Mr. Henry, in his NAB speech, also had said that pay TV ought to be prohibited from carrying advertising. "Of course we would be delighted," said Mr. Salant. "But should we? How acute can our dilemma be?"

When the FCC proposed to make rules limiting the quantity of commercials broadcasters could carry, Mr. Salant pointed out, broadcasters protested that the FCC had no power to make such a ruling. "Can we, who said that, now say that for pay television the commission can and should not only regulate but prohibit commercials altogether?" Mr. Salant asked.

**Where NAB Stands** ■ On the subject of regulation of wired pay TV, Mr. Salant told the CBS affiliates, "we quite specifically part company from the recently stated position of the NAB."

At its winter meeting in Sarasota, Fla., last January the NAB's television board adopted a resolution opposing all forms of pay TV which it defined as "any wireless, wire or cable facility transmitting or distributing programs into the home on a fee basis which are not in the first instance broadcast for reception by all members of the public without charge." The board proposed legislation empowering the FCC to take control over wire systems (BROADCASTING, Feb. 3).

Included in the NAB television board's definition of pay TV were all community antenna systems that originate any programming.

On that subject Mr. Salant also took issue last week. CATV presents the same dilemma, he said, that is presented by wired pay TV.

"Painful as it may be," said Mr. Salant, "I doubt that we can adopt a position concerning what the Congress or the FCC should do about CATV based just on the resolution of the issue of whether CATV is competition that hurts us. It seems to us that the principles of free competition apply equally here as in wired pay television. And so, to the extent that CATV does not use broadcasting channels, I doubt that we can demand regulation and prohibition from the government."

After he had concluded his speech, an affiliate reportedly asked him how he justified his contention that the FCC ought not to regulate CATV. The affiliate pointed out that many CATV systems use microwave relays which



CBS's Dick Salant  
It's a private affair

are under FCC regulation. Mr. Salant said the microwaves were used in such cases in the nature of a common carrier rather than a broadcast facility and were therefore "essentially beside the point."

**CATV Problems** ■ In his speech Mr. Salant said that CATV presents problems that go beyond its possible conversion to subscription operation. As long as CATV does nothing more than pick up broadcast signals and distribute them by wire to subscribers—and if broadcasters can establish that they have proprietary rights to their broadcasts—there is, said Mr. Salant, a fundamental difference between CATV and pay television.

"Wired pay television, as I have said, is another competitor," Mr. Salant told the affiliates. "But CATV is dependent for its existence on our and your product—network and local programs. Surely, if we have rights we can reasonably protect ourselves against injury to us at the hands of someone whose very existence depends on his use of what belongs to us.

"We can't expect the government to protect us from competition," Mr. Salant said. "But it does seem to us pretty elementary justice for us not to commit suicide inadvertently—or to permit us to be stabbed with our own weapon. While we may reject government help, nothing says that enlightened self-help is wrong."

Although Mr. Salant did not go farther in his description of the CATV problem, his remarks were accepted as

having been prompted by the developing controversy over the development of CATV systems that deliver a multiplicity of distant stations to communities with limited broadcast facilities of their own. In such circumstances the local broadcasters have vigorously protested, and the FCC has been trying to work out a policy that will provide some security to stations located in areas penetrated by the signals of CATV systems.

**Up in the Air** ■ As for CBS, Mr. Salant said, "I am distressed, and a little ashamed, to find that our efforts to arrive at a sensible position on CATV are just about where they were when I last had anything to do with it over four years ago." (Mr. Salant has recently returned to the CBS corporate executive group after four years as president of CBS News.) Two weeks ago, he told the affiliates, Dr. Stanton set up a special committee to recommend the policy CBS ought to adopt on CATV. As a first order of business the committee is trying to determine the rights that broadcasters have in their broadcasts.

"If we do have rights we can protect," said Mr. Salant, "we are determined to establish them as soon as possible so that there could be some orderly and sensible basis for our granting or withholding permission for CATV pickups."

The CBS CATV committee, it was later learned, comprises Mr. Salant as chairman and Merle Jones, president of the CBS Television Stations Division, and Frank Shakespeare, vice president and assistant to the president of the CBS Television Network. Leon Brooks, Washington lawyer for CBS, is counsel and secretary to the network's committee on CATV.

The CBS Television Stations Division, under Mr. Jones, has already acquired an option to buy into a large CATV operation in Vancouver, B. C. Mr. Salant indicated in his news conference last week that the option would be exercised if the Canadian government approved CBS's "alien" ownership. At the moment, Mr. Salant said, CBS has no plans to go into CATV in this country—but neither has it any policy against doing so.

Pay TV and CATV were two of several subjects discussed by Mr. Salant in his speech to the affiliates. Among the others:

CBS News will use its computerized system of rapid projection of election returns in next November's election despite criticisms that early projections could influence the voting in time zones where polls are still open (see story, pages 49, 87).

CBS will resist the FCC's proposals for various forms of program sharing or forced affiliation with UHF stations (see page 82).

# Word now: Fred Ford will stay for a while

He still wants to practice law, but he'll stick with FCC until Johnson wants to pick successor

FCC Commissioner Frederick W. Ford, whose future has been the subject of considerable speculation in the past month, has reportedly agreed to remain with the commission beyond the end of his current term, June 30. He had been expected to leave the FCC on that date and enter law practice.

The request that Commissioner Ford, a Republican, stay on—perhaps until after the November election—was said to have been made by emissaries from the Johnson administration.

Confirmation was lacking. But an announcement from the White House shedding some light on the Ford matter was being awaited late last week. The commissioner himself has steadfastly refused to comment on his plans.

However, there was a report that he has agreed to stay on in his post until his successor is named by President Johnson and is confirmed by the Senate. And it was considered likely that a successor would not be appointed until after the election.

**No Change Wanted** ■ The administration is said to be reluctant to disturb the status quo at the FCC with a presidential election campaign about to get underway (CLOSED CIRCUIT, April 27). Point is given to this consideration by President Johnson's involvement—through his family—in a substantial broadcast property in Texas, KTBC-AM-FM-TV Austin.

The President, however, has not been directly involved in the Ford matter. And one White House aide last week rejected as unfounded the view that the President would delay making an FCC appointment simply because of the impending campaign.

However, there was a report last week that the commissioner had withdrawn a letter to the White House stating he did not desire reappointment. There was also a report, which could not be confirmed, that a White House acknowledgment had also been withdrawn.

Commissioner Ford is said to be anxious to enter law practice. But Washington sources note that by delaying his plans for a few months, the commissioner would be able to enter practice



FCC's Ford  
Pondering his future

after having done "a favor" for the administration—assuming President Johnson's re-election. There isn't much point, these sources say, in refusing to accommodate the administration.

**Veteran Official** ■ Commissioner Ford, who served as chairman of the FCC from March 15, 1960, to March 1, 1961, was appointed a commissioner by President Eisenhower in 1957. He had earlier served six years as a member of the commission staff and has a total of 25 years service with the government, including four years in the Air Force during World War II.

This service record entitled him to an estimated annual pension of \$8,500 that he would begin immediately upon leaving the government. Furthermore, as a commissioner who had completed his term, he would be free to practice before the commission immediately. If

he accepted reappointment and then resigned, he would be required by provisions of the Communications Act to wait one year before representing clients in FCC matters.

Speculation concerning Commissioner Ford's eventual successor began centering last week on the commission's executive director, Curtis B. Plummer, who has been mentioned previously (CLOSED CIRCUIT, April 27).

Mr. Plummer, a Maine Republican with 24 years of FCC service behind him, is reported to have some influential backing from among the industrial users of business radio services.

Representatives of the oil industry, the National Association of Manufacturers, shipping and lumber interests are among those said to be backing him. Mr. Plummer made his mark with these groups during his seven years—from 1955 to 1962—as chief of the Safety and Special Radio Services Bureau, which has jurisdiction over business radio.

**Industry Wants Friend** ■ The industry groups have long felt the commission was not sufficiently sympathetic to their needs. They feel business radio has not been allocated the spectrum space it needs. In Mr. Plummer they would have a commissioner familiar with their problems. Most commissioners, they feel, are too engrossed in the problems of broadcasting.

Mr. Plummer is also said to have the backing of Commissioner Robert T. Bartley, who is a nephew of the late House Speaker Sam Rayburn, President Johnson's long-time mentor and friend.

Another factor in Mr. Plummer's favor is that he is an engineer. The FCC has not had an engineer as a member since T. A. M. Craven left the commission in March 1963.

Mr. Plummer, who joined the FCC in 1940 as a radio inspector in Boston, has filled a number of key posts. He was named chief of the television engineering division in 1945 and chief engineer of the commission in 1950. He was chief of the Broadcast Bureau from 1951 to 1955. He was named to his present post in 1962, after heading the Safety and Special Radio Services Bureau.

## Reconsideration sought in WWIZ nonrenewal

The Lorain Journal Co. has asked the FCC to reconsider the denial of a license renewal to WWIZ Lorain, Ohio, on the ground that the commission "completely ignored and rejected the great bulk of the evidence" relating to the charge that there had been an un-

authorized transfer of control of the station.

The action against WWJZ was part of a commission decision that deleted two of the three broadcast interests of Sanford A. Schafitz (BROADCASTING, April 27). Concerning WWJZ the commission found that Mr. Schafitz had transferred 45% of the station to the *Lorain Journal*, without FCC permission.

The *Journal* told the commission that Mr. Schafitz has always maintained control over the management of the station and that there has been no evidence to the contrary.

The commission decision against Mr. Schafitz also denied a license to cover the construction permit for WXTV-TV on channel 45 in Youngstown. Mr. Schafitz holds 50% of the TV permit. The commission did, however, renew Mr. Schafitz's license for WFAF Farrell, Pa.

## Paterson applicant wants ch. 66 finalized

Spanish International Television Co. last week asked the FCC to finalize allocation of UHF channel 66 to Paterson, N. J.

Spanish International, one of four applicants for a UHF station in Paterson, also filed an application for an interim operation of channel 66, pending conclusion of the comparative hearing.

Competing with Spanish International are Progress Broadcasting Corp., Bartell Broadcasters Inc. and Trans-Tel Corp. The four had originally applied for channel 37, but later agreed to accept whatever UHF assignment the commission might make to Paterson when channel 37 was reserved for radio astronomy for a 10-year period (BROADCASTING, Oct. 7, 1963).

Channel 66 is the sole UHF assignment allotted to Paterson in the FCC's proposed television allocations table.

## Protestant group praises FCC Pacifica decision

The Protestant Council of the City of New York said last week it will present the FCC with one of its "Outstanding Achievements in Broadcasting" awards because of its decision to renew the licenses of the radio stations owned by the Pacifica Foundation (BROADCASTING, Jan. 27).

The licenses were renewed by the FCC after being held up for three years while charges of obscene programming and alleged Communist Party membership by key personnel of the stations were investigated. The council

said it was presenting the award to the FCC because its decision to renew Pacifica's licenses was important to the maintenance of freedom of expression in broadcasting. The award will be presented in New York May 14.

## GOP asks Harris to look into Austin situation

Two Republican members of the House Commerce Committee have urged its chairman Representative Oren Harris (D-Ark.), to order an investigation into the FCC's handling of a controversy involving Capital Cable Corp. and TV Cable of Austin, competing community antenna television firms serving Austin, Tex. (see page 79).

Representatives Ancher Nelson (R-Minn.) and Samuel L. Devine (R-Ohio) want a probe of the relationship between Capital Cable and KTBC-TV Austin, which owns an option to buy up to 50% of the company's stock. The FCC has ruled that TV Cable, which is served by microwave and is under FCC jurisdiction, must not duplicate KTBC-TV programs within 15 days of broadcast. Capital Cable, whose antenna is on KTBC-TV's tower, is not under FCC jurisdiction, is free to duplicate the sta-

tion, and does (BROADCASTING, May 4).

The congressmen, in separate speeches on the House floor, have asked whether Capital Cable-KTBC-TV relationship is in the public interest and say the committee should examine the situation.

## WSPA-TV loses second bid for translator

The FCC, holding to an earlier decision, denied a request for a grant, without hearing, to WSPA-TV Spartanburg, S. C. of a VHF-TV translator station to rebroadcast the station's programs to the Asheville, N. C. area.

The commission based its previous decision on its rule that "a VHF translator will not be authorized to serve an area which is receiving satisfactory service from one or more UHF television broadcast stations or UHF translators," unless a waiver of the rule can be justified. WISE-TV (ch. 62) Asheville, N. C., has not opposed WSPA-TV's application (BROADCASTING, April 6).

In seeking reconsideration WSPA-TV said that the purpose of the translator station is to reclaim a service area lost after the move of its transmitter from Paris Mountain to Hogback Mountain.

*This announcement appears as a matter of record only.*

**\$15,000,000**

**Cox Broadcasting Corporation**

**5¼% Note Due 1984**

*The above Note was placed privately through the undersigned.*

**LAZARD FRÈRES & Co.**

May 4, 1964.



# NFL sales cheer CBS affiliates

Compensation for carrying games restored after sell-out at top price; promised longer station breaks allowed, Aubrey assures annual meeting

Affiliate concern over trends in CBS-TV's station-compensation payments appeared to have been abated last week when the network announced it would be able to restore compensation on its 1964-65 pro football coverage.

President James T. Aubrey Jr. announced that the network had sold the National Football League games at something more than "an unheard-of figure" that made it unnecessary to go through with plans to eliminate compensation to stations for carrying the games.

In addition, other officials said the network would still allow the stations the longer station breaks originally promised them as a means of cutting their losses from noncompensation.

President Aubrey made his announcement at the outset of the affiliates' tenth

annual meeting in New York. It brought a wave of applause that was subsequently translated into an official resolution of "sincere appreciation."

Mr. Aubrey said the network originally eliminated compensation to "throw in every possible penny" to reach its successful bid of \$28.2 million for two-year rights to the NFL games (BROADCASTING, Jan. 27, Feb. 3). He said CBS then had to price the games at "an unheard-of figure" just to break even—and decided to go higher and seek a profit.

**Sold at \$60,000** ■ "In one of the finest sales jobs ever done," he said, the sales department "sold the games for two years firm at \$60,000 a minute."

This was later described as an average price. At 18 commercial minutes per game and with 18 play-dates, this

would mean \$19.4 million a year—to which the second games in five doubleheaders could add, by unofficial estimate, another \$3 million to \$4 million a year.

Actually, authorities reported, one quarter of a midwest regional network and of two state networks on the West Coast remain to be sold. In the second games of the five doubleheaders, however, 12 of 14 minutes being offered in each game have already been sold.

Mr. Aubrey told the affiliates that restoration of compensation on the games was "no idle gesture"—that the payments would total "nearly a million dollars over the two-year period."

He also assured the affiliates that they would get their "fair share" if CBS-TV makes money on the even more expensive NFL championship games—which were bought at \$3.6 million for two years and are being offered, he said, at \$110,000 a minute on a firm two-year basis. On a one-year basis the price is \$120,000 a minute.

**Affiliates Relieved** ■ Mr. Aubrey's announcement appeared to ease affiliate concern about compensation problems—even though their concern predated last January's NFL noncompensation policy by almost two years.

A special committee of affiliates has been keeping watch on economic problems and has had an economist making studies of compensation trends specifically.

The economist, Dr. Harold Barnett of Washington University in St. Louis, reported to the board of directors of the CBS-TV Affiliates Association last Monday. His report indicated that while rate increases have kept most stations' compensation near or above former levels, on a constant-rate basis compensation has been declining over the past several years (CLOSED CIRCUIT, May 4).

Dr. Barnett's report also was submitted to a closed meeting of all CBS-TV affiliates at Tuesday's session of the convention.

But Thomas Murphy of Capital Cities Broadcasting, chairman of the affiliates board, reported afterward that Dr. Barnett had been given no new assignments. He said that compensation would remain a subject of continuing study, but thought it likely that it would be handled by the affiliates committee and the affiliates themselves.

**Better Contracts** ■ He also indicated that the special committee would devote itself primarily to working with the network to "improve and update and simplify" the standard affiliation contract between CBS-TV and stations.



A smiling President James T. Aubrey (l) hears CBS-TV affiliates applaud after his reassurance that stations would receive compensation for carrying the National Football League games which cost the network \$28.2 million for a two-year period. CBS-

TV salesmen sold the games for "two years at \$60,000 a minute," he said. He also told stations they could keep the longer station breaks which had been promised. Tom Murphy (r), Capital Cities, chairman of the CBS-TV Affiliates Association, presided.

Both he and William B. Lodge, CBS-TV vice president for affiliate relations and engineering, indicated this would be a long-term project.

Mr. Murphy said the affiliates had not asked for an increase in compensation and were "delighted" that compensation for the football games was being restored. Both network and affiliate sources said there had been no affiliate pressure to get the restoration, or even any "big noise" from affiliates when elimination of compensation was announced. Mr. Lodge said he hadn't received as many as "half a dozen complaints."

Mr. Murphy reported that Howard Lane of KOIN-TV Portland, Ore., had resigned as chairman of the special economic committee after two years of service. Richard A. Borel of WBNS-TV Columbus, Ohio, was named to succeed him as chairman.

Compensation also was a major part of Mr. Lodge's report to the affiliates. He told them that total compensation payments had gone from \$68 million in 1961 to \$77 million in 1963—and for the first quarter of 1964 were 10% or about \$2 million ahead of the same period of 1963.

**Equal to 1962** ■ The \$77 million paid in 1963, he said, equals the 1962 total even though there was a reduction in rates in 1963 and commercial operation was suspended for the 4-day coverage of events surrounding the assassination of President Kennedy.

Of 187 stations affiliated with CBS-TV in the first quarter of both 1964 and 1963, Mr. Lodge said, all but eight stations, or 4%, received more compensation in the first quarter this year than last.

He broke the 187 stations down as follows: 37 stations received payments more than 25% higher than they received in the first quarter of 1963; 28 received increases between 15 and 25%; 41, increases of 10 to 15%; 46, increases of 5 to 10%, and 27, increases up to 5%.

Of the eight others, he said, the compensation of six was off by amounts up to 5%, one received 5 to 10% less than in the first quarter of 1963 and one was down by more than 10%.

In his report Mr. Lodge also:

■ Saw color television set circulation beginning to make substantial strides (see page 44).

■ Asked whether the affiliates wanted CBS-TV to continue feeding the "sunrise semester" educational series. They indicated they did, and he said it will continue.

■ Asked whether they would prefer—as some affiliates had suggested—that Saturday-morning 30-second station breaks be consolidated into fewer but longer break, they voted affirmatively

and Mr. Lodge reported that the change would be made.

■ Reminded that the network had notified affiliates a few weeks ago that it would apply more generally than before its policy of making uncleared programs available to non-affiliates, and explained that this move was attributable to protests from non-affiliates about "unreasonable withholding" of such programs.

■ Said CBS was developing a "black box" which, when installed at affiliated stations, would be linked with CBS-TV headquarters computer operations and, in time, provide "electronic affidavits" replacing the hand-written information now supplied by stations for use in billing network advertisers and paying the stations. He said the "box" is now installed at five stations and estimated that equipping all affiliates would take about a year.

In another major report to the convention Thomas H. Dawson, network sales vice president, said CBS-TV wants to increase sales of program sponsorships—as distinguished from one-minute participations—but stressed that success depends greatly on affiliate cooperation in clearing programs.

He thought there probably would never again be a "full-program-sponsorship network" because some advertisers will always have special marketing problems that require sales in participations. But he said that program sponsors are the clients CBS values most—and that CBS is the only network fighting for program sponsorships. He said CBS-TV has sold 75% of its prime nighttime schedule in program sponsorships, as against what he said was 47% for NBC-TV and 40% for ABC-TV.

Mr. Dawson also reviewed CBS-TV standards on piggyback announcements—one piggyback per half-hour in class a time, one per quarter-hour in daytime programs, all to be carried in "island" positions—and said that in both commercial time standards and length of credits, CBS standards "are the highest in the industry."

He also reviewed highlights of the new advertising code of the cigarette industry (BROADCASTING, May 4).

The convention, held Tuesday and Wednesday, also heard Frank Stanton, president of CBS Inc., and Richard S. Salant, vice president and assistant to the president of CBS Inc., in major policy speeches (see page 72). Other speakers included Fred W. Friendly, president of CBS News; Network Programming Vice President Michael H. Dann (page 60); John P. Cowden, network vice president for information services; William C. MacPhail, sports vice president and Richard W. Golden, market planning director (page 62), and Jay Eliasberg, research director.

## STV to reveal program plans

Has 3,000 Los Angeles homes signed for July 1 start of pay-TV system

Sylvester L. (Pat) Weaver, president of Subscription Television Inc., last week stated that specific program plans for STV would be revealed in newspaper ads in California beginning June 1.

The moment, or day, of truth for the Santa Monica, Calif., pay-TV company is July 1 when it will begin operations.

Questioned about his success in obtaining subscribers to the system, Mr. Weaver indicated that in Los Angeles over 3,000 homes are already committed and that the company is not worried about signing a minimum requisite to make the operation viable.

STV, which has already publicized the baseball games of the Los Angeles Dodgers and San Francisco Giants as staple programming for its closed-circuit system, must sign 20,000 subscribers in both Los Angeles and San Francisco or face payment of penalties to the ball clubs or possibly lose the rights to their games.

Mr. Weaver acknowledged the likelihood that the issue of public approval of wired pay-TV would be decided in California by a referendum on Nov. 3, but said the company would attempt to prevent the issue from appearing on the ballot in an appeal to the courts. The initiative petition would be aimed at repeal of state legislation passed last year which authorizes wired pay TV.

The STV president said the company was planning to take its case to the supreme court in California within three

Mr. Weaver's comments on STV's progress and order of battle came after a luncheon address to the Sales Executive Club in New York in which he again attacked pay television's sworn opponents, the National Association of Broadcasters, individual broadcasters and theater owners, as "un-American" in their efforts to stifle the growth of a specialized programming source.

Not all broadcasters agree on how to handle the new medium. CBS last week took exception to the NAB stand that the FCC ought to regulate wired pay-TV (see page 72).

Mr. Weaver repeated his argument that pay TV will not detract from commercial TV's audiences because it will be seeking specialized, not mass viewership.

Specials and cultural shows, he as-

serted, are having an increasingly difficult time of finding a place in the present network TV system.

The problem facing the networks, he stated, is "the revolution that will take place in the TV business because of the things that networks have already done, as they have become facilities operations and abandoned their command of creative programing and of production." He characterized the majority of current network programing as "bland" out of commercial necessity.

Mr. Weaver envisions for pay TV the role of benefactor to the performing arts: "By the 70's I would expect all of our major cultural entities to be profit-making. This will happen because of us."

Following his presentation, he was asked how STV would avoid the very situation which he ascribes to present commercial television, namely catering to the interests of the greatest portion of its potential audience. He asserted that the three channels of the STV system would be separately programed for both popular tastes (sports and first-run movies for example) and for cultural interests.

## Cox v Steinman in second round

Some of the gut issues  
come to light in classic  
dispute over CATV plan

The controversy between Cox Broadcasting Corp. and the Steinman Stations over Cox's community antenna television plans was resumed last week in a pleading filed with the FCC.

Cox, acting through its subsidiary, Video Service Co., asked the commission to strike the petition of Steinman's WGAL-TV Lancaster Pa., to deny Cox's applications for microwave stations to service CATV's in southern Pennsylvania.

Cox said the petition is "a thinly disguised petition for rulemaking" containing policy questions that have been included in a recent FCC notice of inquiry (BROADCASTING, April 20). Cox said that inquiry provides the appropriate vehicle for the resolution of the issues raised.

At issue are Video Service applications for common carrier microwave relay stations to carry the programs of WOR-TV and WPIX(TV), both New York, and Philadelphia's educational station, WUHY-TV to CATV's in Chambersburg and Tyrone, both Pennsylvania. Cox

owns the CATV in Tyrone (BROADCASTING, Feb. 24).

Cox also has on file with the commission applications for microwave stations to relay TV programs from stations in Chicago and Cleveland, Columbus and Dayton, both Ohio, to CATV's in a number of Ohio communities (BROADCASTING, Feb. 24).

Pay-TV ■ WGAL-TV said the proposal could lead to a "gigantic subscription television network," without prior government approval. It also said the plan would result in the public's dependence on a few stations rather than many, which would be "contrary to commission policy."

Cox, however, said that its proposal doesn't differ from other common carrier systems in the area and that the requested facilities comply "in all respects" with commission regulations.

Cox urged rejection of the petition on the ground that it includes the same issues contained in the commission's notice of inquiry into joint ownership of CATV's and television stations. Cox said the station can express its views in the inquiry. The notice was issued a month after the petition was filed.

Cox also said the petition should be rejected because WGAL-TV does not have a direct stake in the proceeding—except to the extent that one of the CATV's to be served is located in the station's Grade B contour. But, Cox noted, the station did not claim it would suffer economic injury, nor did it assert that the public would suffer as a result of the competition.

Cox described as "ironic" WGAL-TV's professed concern for the effect of the proposal on UHF stations in southern Pennsylvania. Cox said WGAL-TV, "through the unhesitating use of its dominant VHF allocations position and maximum facilities" has hampered the development of UHF stations in WGAL-TV's area.

"WGAL," Cox said, "is the last one to be heard on a charge of adverse competition."

Cox noted that the CATV industry has long contended that its service has aided the development of UHF television by providing a UHF audience without the need of special set converters and antennas.

Cox said that WGAL-TV's assertions concerning the "potential" implicit in the applications are based on "pure speculation." WGAL-TV had argued that the proposed system could be transformed swiftly into a pay-TV network.

But Cox said it knows of no way this could be done. It noted that CATV systems, as now constructed, cannot deliver signals to home receivers on a selective basis, "the very essence of pay-TV."

Cox also said that the WGAL-TV pay-

TV "speculation" is based on the assumption that subscription television will utilize a wired system. But Cox said it is still too early in pay TV's development to determine whether it will take the wired or broadcast route.

Both adversaries in the proceeding are important broadcasting group owners. Besides WGAL-AM-FM-TV, Steinman stations include WLEV-TV Bethlehem, WKBO Harrisburg, WORK York, WEST-AM-FM Easton, all Pennsylvania; WDEL-AM-FM Wilmington, Del.; KOAT-TV Albuquerque, N. M., and KVOA-TV Tucson, Ariz.

The Cox stations are KTVU(TV) Oakland-San Francisco; WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C., and WIOD-AM-FM Miami.

## VHF pay-TV plan dropped in Denver

Macfadden-Bartell Corp. has given up hope for a viable pay-television system over an on-the-air commercial VHF station.

The company last week informed the FCC that there would be no request for an extension of the authorization for a pay-TV experiment via KCTO(TV), (ch. 2) Denver. Macfadden-Bartell said that it plans to apply for channel 20 in that city, over which it would operate a Teleglobe subscription system.

Macfadden-Bartell told the commission that the company is "optimistic of the vast future of pay TV," but said that it is difficult, "if not impossible," for a system to operate of over a full-time commercial station. KCTO, owned by J. Elroy McCaw, operates on a full-time basis.

Macfadden-Bartell said that use of a UHF channel would provide the pay TV system with a flexible schedule of time availabilities. The company said that its "found substantial support" in Denver for pay TV via channel 20.

Solomon Sagall, president of Teleglobe Pay-TV System Inc., said that Macfadden-Bartell would need approximately 15,000 subscribers in order to make a channel 20 pay-TV operation viable. When Macfadden-Bartell hoped to begin the KCTO experiment May 1 it had about 2,000 subscriptions.

The Teleglobe system would send a "scrambled" video signal and pipe the audio to the receiver by telephone lines. At the time the commission authorized the "scrambled" signal over KCTO, Macfadden-Bartell said that such video security was necessary if a system were to obtain sufficient program material (BROADCASTING, Feb. 17).

Mr. Sagall said last week that "UHF will not be able to survive without pay TV."



# It isn't over in Austin yet

## Henry says TV licensee may not be allowed to buy into cable system

FCC Chairman E. William Henry issued another reminder last week—this one on a television program—that the broadcasting company owned by President Lyndon Johnson's family may not be allowed to buy into Capital Cable of Austin, Inc.

The Johnson concern, Texas Broadcasting Corp., is the licensee of KTBC-TV, the only station in Austin, and holds an option to buy 50% of Capital Cable. Two weeks ago, the commission issued a ruling favorable to Capital (BROADCASTING, May 4).

It was against this background that a questioner on the syndicated program, *Youth Wants to Know*, asked Mr. Henry whether the option agreement represents "an attempt to monopolize television rights" in Austin and whether remedial action was required.

Mr. Henry said that the agreement was signed in 1957 and "speaks for itself." As for whether anything should be done about it, he said, the "answer is, possibly."

He said the commission hasn't made any "broad decision yet" but that the question "has been raised." This was a reference to the commission's notice of inquiry into the general question of whether mutual ownership of CATV systems and television stations should be permitted and, if so, under what circumstances (BROADCASTING, April 20).

**Clarksburg Cited** ■ He said that the question concerning joint ownership grew out of a case in which a CATV system operator was allowed to purchase the only television station in Clarksburg, W. Va. (BROADCASTING, March 16). He recalled that he had dissented to the order approving the sale.

"I said that I didn't think that in the same community, under some very unusual circumstances, a television station should be allowed to own and operate or control a CATV system," he recalled, adding, "So that case will have a direct bearing on whether or not KTBC could ever exercise its option."

An earlier reminder that the notice of inquiry could lead to rules that

would prohibit the Johnson company from exercising its option was voiced by the commission itself, in the decision affecting Capital Cable. In that order, the commission refused, for a second time, to lift the requirement that TV Cable of Austin, Capital's competitor, protect KTBC-TV (BROADCASTING, May 4).

TV Cable accepted the requirement when it received a microwave grant last year. Capital Cable refused to accept the requirement and was denied a microwave grant. It has since built an all-cable system.

Chairman Henry also caused a flurry of interest when he said that one of two UHF channels allocated to Austin would be in operation within 90 days, and thus end KTBC-TV's monopoly on local service. However, he said following the telecast that he had received subsequent information that the hoped for target date would not be met. He didn't identify the station involved, but construction permits for UHF stations have been granted to Texas Longhorn Broadcasting Corp. (KTXH-TV [channel 67]), and Austin Broadcasting Co. (KVET-TV [channel 24]).

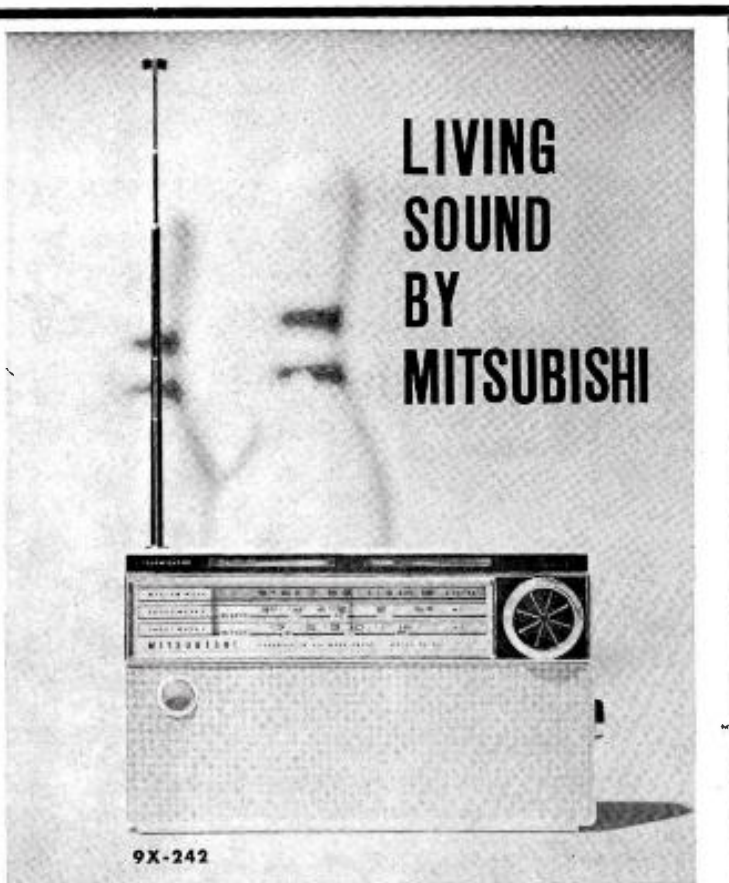
President Johnson's wife and two daughters own 84% of Texas Broadcasting. But their shares have been placed in trust.

Transistor radios are a Mitsubishi specialty. This 9-transistor, 3-band (MW, SW<sup>1</sup> & SW<sup>2</sup>), superheterodyne radio boasts a mesa-type high frequency transistors for highly stabilized short-wave reception and sensitivity, transistor-controlled illuminating lamps that act as a tuning indicator, plus a push button controlled dial light.

See these Mitsubishi transistor radios at your nearest electrical appliance dealer.



FX-233



9X-242



**MITSUBISHI ELECTRIC CORPORATION**  
Head Office: Mitsubishi Denki Bldg., Marunouchi, Tokyo. Cable Address: MELCO TOKYO

# Radio's pervasiveness confirmed in Colorado

## New depth study shows striking similarities in listener attitudes in East and West

An unprecedented report on how Coloradans use radio is being delivered to Colorado broadcasters today (Monday).

Compiled for the Colorado Broadcasters Association to give members a broader understanding of their audience, the study is a benchmark in audience research on a statewide scale.

It reveals some pleasant findings for radio broadcasters and may help dispel a few Madison Avenue myths "about what we do out here in between Indian raids," as one association officer put it last week.

For the most part, the report says, Coloradans use radio as much as it is used by listeners in New York City or anywhere else in the U. S.

More of them listen more often (upwards of 60% said at least two hours daily) than ratings have estimated.

They depend on radio for news and turn to it especially in time of crisis.

Radio is a companion and a constant

source of entertainment.

Half said they listen for information about products and services.

Coloradans listen critically and expect their local stations to display a high caliber of performance. They resent fluffed commercials and newscasts.

However, they show a surprising realization of the necessity for commercials as the price they pay for radio service.

The report, "Contemporary Colorado Radio: A Socio-Psychological Study of Audiences and Function," was prepared under the direction of Dr. Harold Mendelsohn, professor and director of research of the radio, television and film department, University of Denver. Dr. Mendelsohn, author of a detailed study of the New York metropolitan audience for WMCA New York (BROADCASTING, Feb. 5, 1962), said he found little difference in the way people use radio in Colorado and New York. In fact, uses "are amazingly similar" and differ main-

ly in "the more intimate relationship people in smaller towns have with their stations," Dr. Mendelsohn said last week.

**Confirmation of Strength** ■ For the Colorado broadcasters, "the study is an absorbing confirmation of the strength of radio," according to Bob Martin, KMOR Littleton, Colo., an association director and immediate past president who helped guide the project since it was authorized last June. Others working on it were Jerry Fitch, KGLN Glenwood Springs, president, and Paul Blue, KLZ-AM-TV Denver, secretary-treasurer.

"It is obviously the kind of project the average broadcaster could never afford by himself," Mr. Martin said. The study and an explanatory 15-minute color film cost \$8,500.

"We hope station owners will spend considerable time with the full report," he added. "There is much to glory in, but also much to learn from our listeners." The material, comprising 130 pages, contains an analytical narration by Dr. Mendelsohn, supplemented by charts and listener comments.

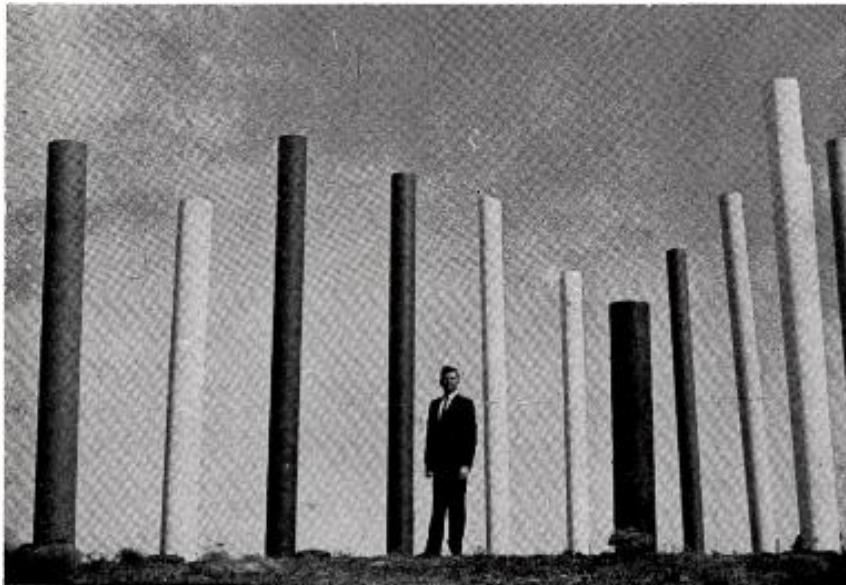
The Colorado association is seeing to it that the study's findings on radio's penetration "and the dependence of the public on radio" are brought to the attention of advertisers. The film, prepared by J Productions Inc. of Denver, will be screened publicly for the first time before the Denver Advertising Club on Thursday (May 14), which is radio day.

Copies of the report are being sent to members of the Colorado congressional delegation. In the works are pocket pieces for Colorado station salesmen and public relations materials for broader distribution.

**And a Copy for the FCC** ■ The exploitation is going further. "Colorado licenses are up for renewal next April, and this report will be cited to the FCC as an example of what can be done by broadcasters to find out what their listeners want and use from radio," Mr. Martin said.

But, as he explained, "the study will be of primary use to the licensee himself." It is a different approach to media research, as Dr. Mendelsohn says in his introduction. "Ordinary audience measurement techniques were considered too gross for obtaining the information required," and so a team of professional interviewers trained and supervised by him performed 200 "quasi-clinical" interviews throughout Colorado.

These were "guided conversations" and were conducted between November and December 1963. Asked whether the Kennedy assassination coverage might have thrown a bias into the research, Dr. Mendelsohn said no, that a pilot study conducted early in Novem-



Dwarfed by colored poles of a giant bar graph, this Colorado host explains how citizens of his state listen to and depend on radio. The scene is the opening of a 15-minute color film "No Silence . . . Please," illustrating an in-

depth study of radio listening in Colorado. The survey was originated and financed by the Colorado Broadcasters Association. First showing of the film will be Thursday (May 14) before the Denver Advertising Club.

ber produced comparable results. "There's never a normal period," he noted.

The professor, formerly a researcher with New York firms, found "similarities in tone and feeling are so striking" in the New York and Colorado listening studies "that I am beginning to think that if we tried to do this nationally and tried to quantify this, it [the findings] would be quite similar nationwide."

But when asked about information on quantity of listening, he said, "I would not like to be pitted up against a rating service." It is his personal opinion that more sets are in use than the raters estimate and that "a highly serious problem" exists.

The New York study found the typical radio listener a person of moods who seeks different things from different stations. He is a dial switcher but doesn't change stations without a purpose and he tends to come back to one station as his "listening base." So is the Coloradan.

Unlike New Yorkers, however, many Colorado listeners in rural areas lack easy access to all media and thus are more dependent on radio.

**Other highlights:**

- Radio listening "is nearly a universal daily occurrence throughout the state." More women are "heavy" listeners than men and "heavy listening" decreases as education level increases.

- Isolation increases dependency on radio.

- "The fact that such small numbers reported dependence upon radio for 'food for thought' should serve as food for thought to Colorado's radio broadcasters because the datum indicates room for improvement in the presentation of serious materials on radio in the state."

- Listener needs are so variable that "it is impossible to see how any radio station can possibly hope to know and to satisfy all the needs of all the people within its reach." However, this goal is accomplished to some degree by many stations "presenting diversified fare and acting collectively, rather than singly."

- Radio reaches large segments of the action-taking "highly desirable consumer group" but "concentration on reaching even larger portions . . . plus raising the general action-taking level of all listeners certainly warrants the most serious efforts on the part of all Colorado's radio broadcasters."

- Program reform suggestions were more on presentation than in content, a problem especially for smaller stations.

- Eighty-one per cent of respondents said "they continue listening to the same station" when asked what they do "when you already know the news and a news broadcast" comes on.

# Metromedia study finds lost listeners

## Survey of home radio in New York shows level as much as 76% higher than conventional surveys

A new study of household (or family) radio listening in the metropolitan New York area shows the level to be much higher—76% higher in some periods—than what's been reported by conventional ratings services (CLOSED CIRCUIT, April 13).

First tabulations were released last week to BROADCASTING by Metromedia Inc. (WNEW New York) which directed the study made by R. H. Bruskin Associates, New Brunswick, N. J.

Disclosure of the study came a week after American Research Bureau indicated that following its pilot Detroit study, it has decided to enter the radio ratings field later this year (BROADCASTING, May 4).

Radio Advertising Bureau and the National Association of Broadcasters are conducting an audience-research methodology project. Metromedia noted that it has turned over to RAB and NAB the technique used in the New York study as developed by Bruskin under the supervision of Mary L. McKenna, vice president in charge of research and sales development at Metromedia.

The study was conducted during the week of Oct. 28 to Nov. 3, 1963. WNEW commissioned Bruskin to place diaries in 950 homes by means of personal interviews. Of this number, 842 or 89% of the homes agreed to keep the diaries and of these 640 or 76% returned them. (This translates to 10,316 diaries from 1,628 people and from 640 households representing 91% family member cooperation).

**Highpoint results:**

- In the 6-9 a.m. period, Monday-Friday, the average sets in use showed unduplicated percent of homes at 41.7 matched against 24.8 for that period reported by an existing comparable measurement service, or, a level that is 68.1% higher.

- In the afternoon on weekdays, a similar substantially higher listenership level is noted. From 3-6 p.m., the 22.4 percentage by Bruskin compared to 16.6 reported by the existing rating service, a level that's 63.9% higher.

- In every three-hour period on the weekdays, the Metromedia - Bruskin study showed the average percent of

households listening to be near or over 50% above the current measurements. On Saturdays, the range was from around an average 25% to 44% higher; on Sundays 13% to 59% with the exception of only a 1.7% higher level reported for the 3-6 p.m. period.

A tabular summary follows:

|                    | Monday-Friday | Saturday                  | Sunday   |
|--------------------|---------------|---------------------------|----------|
|                    | Metro-media   | Current total measurement | % higher |
| 6-9 a.m.           | 41.7          | 24.8                      | +68.1%   |
| 9-12 noon          | 33.1          | 21.9                      | +51.1%   |
| 12 noon-3 p.m.     | 24.3          | 16.6                      | +46.4%   |
| 3-6 p.m.           | 27.2          | 16.6                      | +63.9%   |
| 6-9 p.m.           | 22.4          | 12.7                      | +76.4%   |
| 9 p.m.-12 midnight | 11.5          | 6.8                       | +69.1%   |
| 6-9 a.m.           | 21.6          | 15.0                      | +44.0%   |
| 9 a.m.-12 noon     | 37.9          | 30.5                      | +24.3%   |
| 12 noon-3 p.m.     | 30.9          | 21.7                      | +42.4%   |
| 3-6 p.m.           | 22.1          | 16.7                      | +32.3%   |
| 6-9 p.m.           | 18.0          | 12.5                      | +44.0%   |
| 9 p.m.-12 midnight | 10.4          | 8.1                       | +28.4%   |
| 6-9 a.m.           | 13.5          | 8.6                       | +57.0%   |
| 9 a.m.-12 noon     | 31.4          | 27.7                      | +13.4%   |
| 12 noon-3 p.m.     | 25.7          | 22.7                      | +13.2%   |
| 3-6 p.m.           | 17.9          | 17.6                      | +1.7%    |
| 6-9 p.m.           | 13.0          | 10.1                      | +28.7%   |
| 9 p.m.-12 midnight | 8.3           | 5.2                       | +59.6%   |

\*Survey conducted week of October 28-November 3, 1963

The New York study, it was explained, has features that differentiate it from other studies in the field.

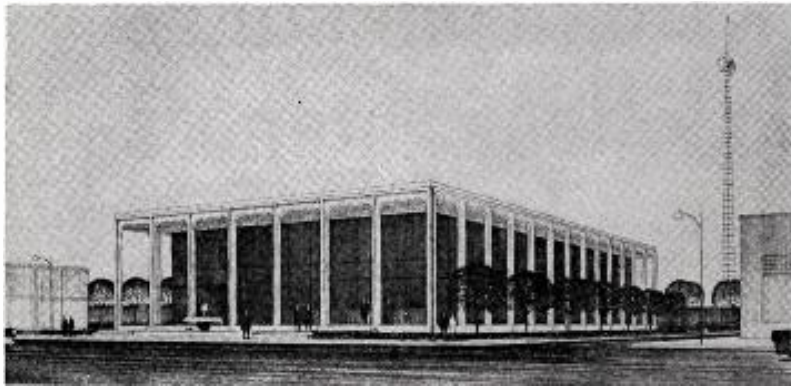
According to Mrs. McKenna, the study takes in the dimension of radio by concentrating on all of a family's (household's) listening.

The WNEW survey covers by diary all family members in the household over 12 years old. It was noted that the New York study was costly in that it took pains to obtain cooperation of more than one family individual. To expedite this, it was necessary to get an interviewer in the home.

Estimates placed the cost of a comparable study at \$35,000, though the Metromedia survey ran to several thousand dollars more because of development expenses. Moreover, the sample was drawn from an original household panel created by WNEW.

Mrs. McKenna said the study, which





## New facilities planned for WISH-TV

The new studio and office building for Corinthian Broadcasting Corp.'s WISH-TV Indianapolis, Ind., as drawn by architect Ralph Anderson of Wilson, Morris, Crain & Anderson, Houston, is pictured above.

The new building is scheduled for completion by May 1965 and will

cost Corinthian "slightly in excess of \$1 million" for the land and building.

The new facility will contain more than 25,000 square feet of operational and office space, approximately twice the studio area presently used by WISH-TV.

has data showing unduplicated homes using radio for each quarter hour over the 24 hours each day in the survey week, will provide the company with various breakdowns including station listenership, by day parts and spot schedules. The study, she explained, will provide radio cumes with frequency distribution for both individuals and households demographically described.

**Pilot Study** ■ Mrs. McKenna said the study might be looked at as a pilot type which could be followed by broadcasters in other markets on a cost-share basis. She believes a twice-yearly study in a large market, such as New York, would provide the necessary information but in a smaller market, she said, perhaps once yearly would be enough.

Metromedia, she said, has been concerned about the "state of radio audience measurements for some time" and because of the multi-locations where listening occurs, felt that current measurements "fail to capture the true dimension of radio listening activity as related to households." Metromedia believes "listening activity of all household members has not been accurately recorded or recorded at all."

An essential feature of the study, it was explained, was the design and technique of the diary method. Family members were requested to keep individual radio listening diaries, which through a self-mailer design—reverse side of the diary being an envelope already bearing a postal permit—encouraged daily returns.

The use of a postal permit gave Bruskin its control check on whether or not diaries were actually mailed each day. Postage payments recorded by Bruskin indicated most respondents mailed diaries on a daily basis. Data for both households and individuals were recorded on about 112,000 IBM cards, which were coded and transmitted to Metromedia's IBM center where results were printed.

Mrs. McKenna pointed out that placement of the diaries by personal interviews within the home was in contrast to conventional methods of telephone contact and then the mailing in of a single diary for a family member to keep.

**Green Stamps** ■ S & G green stamps were used for incentive, the family receiving a book for a week of daily diary keeping from all household members.

In setting up the study, the Bruskin firm recruited by personal interviews 1,016 households from a total panel of 2,800. The panel households were located in all counties in the greater New York metropolitan area.

The diary's design enabled measurement of individual and family listening, with room on the form for recording in-home, car and all other listening locations. Space provided for 96 quarter-hours permitted coverage of the full 24-hour periods. Respondents were requested to record individual stations to which they listened, and by diary-keeping of more than one member of the family, it was possible to account for multiple set listening.

## Newest ABC-TV plan has little support

ABC's latest plan for equalizing competition among the television networks has not, apparently, struck any sparks at the FCC. Some commissioners regarded the plan, which borrows from the old drop-in proposal, as interesting, even "intriguing." But there was no indication the commission intends to give it prompt consideration.

And some commissioners who opposed the drop-in plan indicated they also would oppose the new ABC plan.

The proposal was advanced Friday, May 1, by top ABC officials in a meeting with the commission on methods of sharpening competition among the networks and helping the development of UHF television. The commission met the previous day in separate meetings with the operating heads of NBC and CBS (BROADCASTING, May 4).

ABC's plan is to equalize the number of VHF stations affiliated with the three networks in the top 18 two-VHF markets. ABC has only five primary VHF affiliates in those markets, while CBS has 16 and NBC 13.

Three months ago the commission was considering a draft of a proposed rulemaking on the subject of network competition and UHF development in those markets. The document contained two proposals—one requiring the networks to divide their programming equally among the VHF and UHF stations in each of the markets; the other requiring the networks to share equally the number of VHF and UHF affiliates in those markets. The latter was based on an earlier ABC plan.

**Project Shelved** ■ The commission decided to shelve that project until it could get the views of the network chiefs. The commission was given these views two weeks ago, but there is no indication what its next step will be. Chairman E. William Henry said the commission would have to meet to discuss the matter, but mentioned no date.

It appeared likely, however, that if a rulemaking is eventually issued for comment, some form of the ABC plan will be in it.

Briefly, ABC suggests that the commission ask the networks to consider surrendering their VHF affiliates in each of the 18 markets and taking a UHF instead. Whether the networks switched or not would be left to discussions between them and their affiliates.

But if the networks and their VHF affiliates in a given market decide to maintain the status quo, the commission would drop in—or move in—a VHF channel on a temporary basis. The new channel would be made avail-

able to the UHF licensee as a means of helping him to compete with the VHF stations in his market. The new VHF channel and the existing UHF facility would be operated as a dual operation, with which any of the three networks could affiliate.

The commission would specify how long the VHF would remain in the market—either in terms of years or until the all-channel set circulation had reached a certain level.

Meanwhile, a top CBS official last week expressed that network's unyielding opposition to the earlier program-sharing and market-sharing plans the FCC had been considering

Richard S. Salant, vice president and special assistant to the president of CBS, spoke before the CBS-TV affiliates meeting in New York Wednesday before the latest ABC plan had received wide publication (see page 72).

Mr. Salant said the commission erred in not inviting affiliates to its meetings on program and market sharing. "Your stake is at least as great" as the networks', Mr. Salant said.

He said that either sharing plan leads to the public utility concept. "And these suggestions mean," he added, "that stations can't compete for a network affiliation; it means that networks can't compete for affiliates; it means that licensees can't choose the programs they want."

And adoption of either plan, he said, might not be limited to the top 18 two-VHF markets. He said the government might consider it proper to control network program distribution or affiliation in single-station markets or to multiple-station markets where UHF is having trouble getting started.

Mr. Salant said the proposal involves "such fundamental principles that we can't in good conscience compromise. This is not so much a matter of economic injury to us as it is of principle."

## Commission reopens Boston ch. 5 case

The Boston channel 5 case was reopened last week by the FCC for a hearing on "changes made by WHDH Inc., as a result of the death of Robert B. Choate," president of WHDH Inc., and whether the FCC's September 1962 decision, reaffirming grant of channel 5 to WHDH-TV, should be modified.

The commission action had been ordered by the U. S. Court of Appeals, Washington (BROADCASTING, April 20). The court ruling resulted from an appeal made by one of the original applicants, Greater Boston Television Corp., of the grant to WHDH-TV.

Hearing Examiner Herbert Sharf-

man, who will preside over the reopening of the record, had scheduled for today (Monday) a comparative hearing on WHDH-TV's renewal application and three competing applications for new stations on channel 5. Competing with WHDH-TV are original applicants Greater Boston, Boston Broadcasters Inc. and Charles River Civic Television.

## All radio networks in Sindlinger fold

CBS Radio, last week became the fourth and last of the national radio networks to subscribe to Sindlinger & Co., Norwood, Pa., for its network radio activity service reports.

Sindlinger in September 1962, began feeding audience listening data to ABC Radio which had signed two months before, and added NBC Radio in 1963 and Mutual on Jan. 1, 1964. A. C. Nielsen Co., Chicago, withdrew its network radio ratings service in early 1964 (BROADCASTING, Jan. 13).

Harper Carraine, CBS Radio's director of research, said the network's subscription will start with issuance of the May 1964 report. A prerequisite to CBS's signing, he said, has been the network's desire for monthly reports cued to a strict program basis. This has been accomplished with the No-

vember 1963 report which Sindlinger issued several weeks ago.

CBS said that pending results of the "major and basic" radio audience-research methodology project of the Radio Advertising Bureau and National Association of Broadcasters, the network "stands ready to foster and help finance additional research based on other promising techniques."

Sindlinger issues monthly reports on weekday listening and bi-monthly reports on weekend listening.

**Reason Why** — Sindlinger explained the firm's suspension of network radio reporting last November as necessary for the installation of a computer. Before its installation, data had been tabulated by hand. Field interviewing continued, however, during the suspension period. Sindlinger also released its report schedule of delivery last week for the weekday monthly reports:

December data will be delivered May 11; January a few days later; February data by May 26, and March a few days later; April by June 12 and May data by June 22 and the first to be back on schedule. Saturday and Sunday reports will be out a few days after weekday reports in this schedule.

Sindlinger said all radio data had been on a "yesterday basis" which meant the period of recall was more than 24 hours for morning and afternoon listening. But with the start of field interviewing on May 4, the period will be a strict 24-hour period.

**From a Tower to a Whole System of Towers RELY on ROHN**

**ROHN Towers and Accessories are in use for:**

- Communication Systems
- Microwave
- AM Radio
- FM Radio
- TV Transmission
- Mobile Radio
- Industrial Radio
- Radar
- Ground Support Systems
- Military Systems

ROHN towers and tower systems, including ROHN microwave passive reflectors, ROHN lighting equipment and accessories enjoy the benefit of having been tested and proven by long-term service, under every conceivable climatic condition and for practically every major application and usage. *Dependability is built in to every ROHN product.* Towers are available in a wide range of models, both guyed and self supporting, and from all heights up to 1000 feet. Complete engineering service available. For all your needs, call on ROHN—leader in excellent service, unquestioned reliability and dependable products. Complete catalog and specifications available on request.

WRITE—PHONE—WIRE FOR PROMPT SERVICE

"World's Largest EXCLUSIVE Manufacturer of Towers: designers, engineers and installers of complete communication tower systems."

**ROHN Manufacturing Co.**  
Box 2000, Peoria, Illinois  
PHONE 309-637-8417—TWX 309-697-1488



# WTCN-TV sold for \$4 million

Minneapolis-St. Paul independent station  
sold by Time-Life Broadcast to Chris-Craft

The sale of WTCN-TV, channel 11 independent in Minneapolis-St. Paul, by Time-Life Broadcast Inc. to Chris-Craft Industries Inc. for approximately \$4 million (CLOSED CIRCUIT, April 6) was announced last week.

But one other deal involving Twin Cities' television station KMSP-TV has fallen through. Negotiations were underway for 20th Century-Fox to sell the ABC-affiliated station to Screen Gems but 20th Century board voted several weeks ago not to sell the outlet.



Weston C. Pullen Jr. (l), president of Time-Life Broadcast Inc., signs agreement to sell WTCN-TV Minneapolis-St. Paul to Chris-Craft Industries Inc. for approximately \$4 million, with Chris-Craft president John G. Bannister looking on.

Last week's Minneapolis transaction, when approved by the FCC, will give Chris-Craft Industries its third independent TV station. Chris-Craft, the former Nafi Corp., already owns KCOP-TV (ch. 13) Los Angeles, which it bought in 1960 from Kenyon Brown and associates in a stock deal aggregating about \$1.5 million, and KPTV(TV) (ch. 12) Portland, Ore., which it bought in 1959 from George Haggarty for \$3.75 million.

Chris-Craft is a diversified company which manufactures inboard and outboard boats, fabric and fiber products for the automobile industry, and has interests in oil and gas fields in 13 states in addition to its TV holdings. John G. Bannister is president of the firm, which last year had a net income after taxes of over \$2 million (\$1.43 a

share) on revenues of almost \$70 million.

Time-Life acquired WTCN-TV in 1957 when it bought the Harry M. Bitner stations (including Indianapolis and Grand Rapids) for \$15,750,000. Until 1960 WTCN-TV was affiliated with ABC-TV. The affiliation went to KMSP-TV that year.

Besides retaining WTCN in Minneapolis, Time-Life has five other television stations: KLZ-TV Denver, KOGO-TV San Diego, WFBM-TV Indianapolis and WOOD-TV Grand Rapids, all VHF, and KERO-TV Bakersfield, Calif., a UHF outlet. All of the VHF stations also have AM and FM adjuncts.

Handling the WTCN-TV transaction was Howard E. Stark.

## CATV's show interest in North Carolina

North Carolina, home of only three community antenna television systems through last year, has suddenly become the scene of renewed CATV interest in three principal cities.

Applications for permission to install CATV systems have been made in the last few weeks in Charlotte, Durham and Raleigh, all by separate groups.

Durham Cablevision Co., organized by 10 local business men, asked the city council last Monday (May 4) to adopt an ordinance permitting them to provide CATV service. The council named Mayor Wense Grabarek to head a special study committee.

In Raleigh another group of nine business and professional men are seeking permission to operate a CATV under the name of Raleigh Cablevision Co. They explained their plans to the Raleigh council also last Monday, and a public hearing is to be scheduled.

Just a short time ago Broadcasting Co. of the South, a group broadcast licensee, requested a franchise in Charlotte (BROADCASTING, May 4).

The Durham and Raleigh firms plan to offer eight TV channels plus FM reception, according to Bill Adler of Adler Associates, Washington, their consultant. The firms are not interlocked, he said. The basic improvement they could offer viewers would be "perfect" reception of local channels plus an NBC affiliate, which Mr. Adler said is not received well in parts of both communities.

The Television Accessory Manufac-

turers Institute (TAME) says CATV is unnecessary in either city and is organizing opposition in Durham and Raleigh. Morton Leslie, TAME acting chairman, said neither community needs CATV and the situation "points up the need for legislation" to regulate CATV. "They're not going to bring needed service; they're bringing duplicated service," Mr. Leslie said.

Mr. Adler explained the new activity in North Carolina as a sign of a realization by CATV operators that "more people need more service" and that markets lacking a third network station need cable television.

## KRLA applicant wants FCC to drop others

Radio Station KCJH, one of 19 applicants for the facilities of KRLA Pasadena-Los Angeles, has asked that the FCC dismiss the applications of KCJH's 17 competitors which would operate the 1110 kc frequency in the Los Angeles vicinity. KCJH, a daytime-only outlet 1280 kc in Arroyo Grande, would relocate the KRLA channel to that city, some 170 miles north of Pasadena.

KCJH, owned by Christina M. Jacobson and Leslie H. Hacker, said under FCC policy the applications for "merely one more station for greater Los Angeles must be denied." KCJH said its application would bring new service to Arroyo Grande and hence is in compliance with Section 307(b) of the Communications Act that instructs the FCC to see to the "fair, efficient and equitable" use of broadcast facilities.

KCJH has also opposed the five applications for interim operations of KRLA facilities, claiming that they would prejudice its application for the Arroyo Grande site. An oral argument on the interim applications will be held Thursday (May 14), (BROADCASTING, May 4).

Hi-Desert Broadcasting Corp. was the only application not opposed by KCJH. Hi-Desert has applied for 1110 kc to be relocated in Twenty Nine Palms, Calif. Hi-Desert operates KDHI on 1250 kc, 1 kw daytime only, in that city.

## Broadcasters should not have 'untouchables'

Broadcasters "cannot dance around the periphery of issues—we must be at the white-hot center," LeRoy Collins, president of the National Association of Broadcasters, said last week.

Speaking in Columbia, Mo., before a joint meeting of the Missouri Broad-



casters Association and the University of Missouri School of Journalism, Mr. Collins called for "a continuing development of the editorial function." For the broadcaster, he said, "there should be no untouchables." Mr. Collins said the broadcaster "holds in his hands the greatest force for good or evil known to mortal man."

In his speech Mr. Collins, in addition to discussing the problems of radio-TV access (see page 48), also decried the lack of talented and experienced personnel in the ranks of broadcasters and suggested a solution to the problem.

"To me," he said, "claims that we lack a large enough reservoir of competent talent sound downright un-American. If broadcasting is not developing sufficient talent then this is a confession of serious unwarranted failure." He said that raw material is plentiful but "doubtless broadcasters should better stimulate it, recognize it, and assist in training it." Mr. Collins said that professional sports teams have admirably effective scouting systems and suggested that broadcasters cooperate in training and developing young talent.

He noted that the NAB is now contemplating setting up a personnel clearing house that would work with colleges and universities in placing talented graduates in radio and television.

## Radio code subscribers increase by 56 in April

The National Association of Broadcasters' drive to enlist new subscribers to its radio code is making headway, Charles M. Stone, radio manager for the NAB code authority, said last week.

A total of 56 stations has been added to the roll of subscribers since the drive started April 5, he said. Subscribers now number 1,950, some 38% of the radio outlets in the NAB's jurisdiction. Mr. Stone said that 13 states and the District of Columbia now have more than 50% of their stations signed as subscribers, led by South Dakota's perfect 100%. The NAB's immediate goal is to reach an over-all 50% saturation by the end of the year.

Mr. Stone said the drive for subscribers involves no new techniques, but the old ones have been made more consistent and intense. Most of the ground work is being done by field representatives and an effort is being made to work through state associations.

States with the lowest percentage of radio subscribers, according to Mr. Stone: Alaska, 12.5%; Hawaii, 20.8%, and Mississippi, 21.6%. Puerto Rico is lowest on the subscribers' totem pole with 2.1%.

# Goodwill stockholders back sale

## John Poole paying \$6 million for WJRT(TV) Flint in spin-off of sale to Capital Cities Broadcasting

Stockholders of Goodwill Stations Inc. voted overwhelmingly last week to accept the offer of Capital Cities Broadcasting to buy all Goodwill stations for over \$21 million (BROADCASTING, March 2). At the same time they voted to dissolve the 37-year-old corporation.

Part of the transaction involves the sale of Goodwill's WJRT(TV) Flint, Mich., to John B. Poole, Detroit lawyer and former officer and stockholder in Storer Broadcasting Co., and a present officer and stockholder in Capital Cities (CLOSED CIRCUIT, May 4).

In voting to dissolve the corporation, stockholders are guaranteed to receive about \$30 a share from the sale of the stations. They will receive \$15 million from Capital Cities for WJR-AM-FM De-

Capital Cities announced it will buy back his 78,285 shares by paying \$1 million in cash and \$1 million in 6%, 10-year, non-convertible subordinated debentures.

Mr. Poole's Storer stock is in a non-voting trust established in 1959 when he became interested in Capital Cities.

Mr. Poole, who is 54, was born in Chicago, attended the University of Chicago and Detroit College of Law. He was admitted to the bar in 1935 and is a member of the Detroit, Michigan, and American bar associations, and a fellow of the American Bar Foundation. His firm is engaged in corporation, estate, tax, municipal and securities practice. He lives in Bloomfield Hills, a suburb of Flint.



Mr. Poole



Mr. Smith



Mr. Patt



Mr. Kramer

troit, and WSAZ-AM-TV Huntington, W. Va., and \$6 million from Mr. Poole for WJRT.

Because Capital Cities already owns four VHF stations, it could only acquire one Goodwill television outlet. It arranged the deal with Mr. Poole.

Although the agreement with Mr. Poole makes him the sole owner, he said last week he expects to have associates with him when he acquires the station. He withheld naming them at this time.

Mr. Poole, a partner in the Detroit law firm of Poole, Warren & Littell, was secretary, vice president and general counsel of Storer Broadcasting from about 1943 to 1956. In 1959 he became a director of Capital Cities Broadcasting and chairman of its executive committee. He owns about 5% of Capital Cities stock and a little over 1% of stock of Storer Broadcasting Co., Miami.

Last Thursday (May 7), he resigned as director and officer of Capital Cities.

Neither John F. Patt, chairman, nor

Worth H. Kramer, president of Goodwill, have made any arrangements with Capital Cities to continue with the stations. Mr. Patt intends to go into a general consultancy in broadcasting.

Goodwill is principally owned by two trusts of the late G. A. Richards which together amount to almost 31% of the outstanding shares. Other major stockholders are Rozene R. Moore (Mr. Richards' daughter), 4.89%; F. Sibley Moore, 2.99%; Frances S. Cartmell (Mr. Richards' widow), 3.5%; Mr. Patt, 5.11% and Mr. Kramer, 4.32%.

Capital Cities' principal stockholders are Frank M. Smith, radio commentator Lowell J. Thomas, John P. McGrath, J. Floyd Fletcher, Harmon L. Duncan. Capital stockholders approved the offer to Goodwill last summer.

Capital owns WROW and WTEN(TV) Albany, N. Y.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.; WKBW-AM-TV Buffalo, and WPAT-AM-FM Paterson, N. J. It also owns channel 19 WCDC(TV) Adams, Mass., programed from Albany. It owns 40% of New York Subways Advertising Co.

## NCTA fails to pick a new president

The National Community Television Association board of directors failed to select a new president at its meeting in Chicago last week.

The board voted to table any consideration of prospects for the post. The association has been run by its directors since the resignation last fall of William Dalton, former president. Steps to fill the vacancy are not expected now until after the NCTA's convention in Philadelphia June 14-19.

Archer S. Taylor, one of four persons whose names were understood to have been presented to the board by the NCTA's selection committee, has withdrawn his name from consideration. In a letter addressed Tuesday (May 5) to Martin F. Malarkey Jr., committee chairman, Mr. Taylor said, "Inasmuch as the NCTA board has tabled action on selection of its new president, I feel that I must withdraw my name from consideration for this appointment."

Mr. Taylor, presently vice chairman of the association, said, "I can no longer hold myself free of commitments and be available." His engineer-

ing practice and CATV business require his attention, he said.

A nominating committee has announced a slate of association members it will recommend for approval by the convention next month.

Nominees for office: chairman, Bruce Merrill, an NCTA director and president of Antennavision Inc., Phoenix, Ariz.; vice chairman, Frank P. Thompson, an NCTA director and vice president and general manager, Rochester (Minn.) Video; treasurer, Lee Stoner, current NCTA treasurer and manager, Eastern Oregon TV Inc., La Grande, Ore., and secretary, Charles E. Clements, president and manager, Clements TV, Waterville, Wash.

Nominees for seats on the 25-man NCTA board: Charles W. Fribley Jr., current NCTA director and president, Corning (N. Y.) Community TV Corp.; Jack Crosby, presently NCTA secretary, president, KDLK Del Rio, Tex., and executive vice president, Telesystems Corp., Glenside, Pa.; Al Stern of Television Communications Corp., New York; Harry C. Butcher, president, Cable TV of Santa Barbara (Calif.); Bob Magness, partner, Butte (Mont.) Television Co.; Mr. Taylor; Albert J. Ricci, president, Better TV Inc. of Bennington, Vt., and Jim Davidson, owner, Community Antenna Inc., Batesville, Ark.

## FCC revamps Review Board's duties

The FCC's Review Board last week was delegated authority by the commission to review initial decisions in "all adjudicative proceedings, except those involving the revocation or renewal of a station license in the broadcast or common carrier radio services."

In reshuffling delegated authority the commission said that hearing examiners, or the chief hearing examiner if the case is not in hearing, will rule on interlocutory matters presently handled by the Review Board.

The Review Board will no longer have "original or review authority" over rulemakings that require hearings. The board will continue, the commission said, "to take original action on petitions to amend hearing issues and on joint requests for approval of agreements between applicants to remove a conflict between their applications."

The commission also changed its hearing procedures to require that petitions to amend issues, to intervene, requesting dismissal of an application and joint requests for approval of agreements be opposed within 10 days of their filing, and that replies to opposition be filed within 5 days of the opposition. It was also ordered that interlocutory pleadings be captioned as to whether they are to be acted on by the commissioners, the Review Board or the hearing examiner, and that no hearing will be ended until all interlocutory matters are settled.

## Changing hands

**ANNOUNCED** ■ *The following sale of station interests was reported last week subject to FCC approval:*

■ **WTCN-TV Minneapolis-St. Paul:** Sold by Time-Life Broadcasting Inc. to Chris-Craft Industries Inc. for about \$4 million (see page 84).

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 93).*

■ **WIRE Indianapolis:** Sold by Joseph C. Amato, Walter B. Dunn and group to Mid-America Radio Inc. for \$1,352,000. Mid-America is owned by Kankakee Daily Journal Co., Kankakee, Ill., headed by Len H. and Burrell L. Small. Besides *Kankakee Daily Journal*, company owns WIRL Peoria, WKAN Kankakee and WRRR Rockford, all Illinois, and 70% of WQVA Moline, Ill. Smalls also own *Ottawa (Ill.) Republican*

## our experience can be your best protection

Hundreds of clients can attest to the reliability of our service. We do not send out lists; each transaction is handled on an individual basis. And our deep knowledge of ever-changing markets provides both buyer and seller with the facts they need to do business in a highly complex area.

## BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

### WASHINGTON, D.C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrick  
RCA Building  
Federal 3-9270

### CHICAGO

H. W. Cassill  
William B. Ryan  
Hub Jackson  
333 N. Michigan Ave.  
Chicago, Illinois  
Financial 6-6460

### ATLANTA

Clifford B. Marshall  
Stanley Whitaker  
John G. Williams  
1102 Healey Bldg.  
Jackson 5-1576

### BEVERLY HILLS

Colin M. Selph  
G. Bennett Larson  
Bank of America Bldg.  
9465 Wilshire Blvd.  
Beverly Hills, Calif.  
CRestview 4-8151

*Times*. WIRE, founded in 1923, is fulltimer on 1430 kc with 5 kw and is affiliated with NBC. It was acquired by the Amaturo group in 1960 for \$600,000.

▪ WJOL-AM-FM Joliet, Ill.: Sold by Joseph F. Novy and Jerome F. Cerny to Jack Harris and family for \$560,000 and \$120,000 to each of sellers for an agreement not to compete. Harris family owns KBUR Burlington, Iowa, and publishes several newspapers with headquarters in Hutchinson, Kan.; also has interests in KMCD Fairfield, Iowa; KIUL Garden City; KTOP-AM-FM Topeka and KTVH(TV) Hutchinson, all Kansas. WJOL is fulltimer on 1240 kc with 1 kw day and 250 w night.

▪ WCCA-TV Columbia, S. C.: Sold by First Carolina Corp. to Cy N. Bahakel for \$240,000. First Carolina Corp.—owned by Philip E. Pearce, Henry F. Sherrill, Edwin H. Cooper, Geddings H. Crawford, Richard de G. Keenan and others—retains WCIV(TV) Charleston, S. C. Mr. Bahakel has interests in WABG-AM-TV Greenwood, Miss.; WKIN Kingsport, Tenn.; WWOD-AM-FM Lynchburg, Va.; WLBJ-AM-FM Bowling Green, Ky.; WDOD-AM-FM Chattanooga; KXEL-AM-FM Waterloo, Iowa, and WKAB-TV Montgomery Ala. WCCA-TV, an ABC-TV affiliate on channel 25, began operations Oct. 1, 1961.

## Georgians set CATV, pay-TV session

Community antenna television and pay TV are to be the subjects of a Southeast Radio-TV Seminar tentatively set for Aug. 4. SERTS was established by the Georgia Association of Broadcasters in 1961 and held a meeting on CATV in October 1962.

The session of SERTS, which has been called by the GAB's board of directors, will feature speakers representing the entire range of opinion on CATV and pay TV. The GAB already has begun soliciting reactions to the proposed meeting from state broadcasting association presidents in the Southeast and welcomes industry and government comments.

The gathering, as now planned, would be held at the Riviera motel in Atlanta. SERTS guests, GAB said, will be invited to stay over for GAB's annual TV Day program Aug. 5.

## Media reports...

**Affiliate** ▪ CBS Radio reported last week that WGNI Wilmington, N. C., is scheduled to start network affiliation May 31. The currently unaffiliated station operates on 1340 kc with 1 kw day and 250

w night. WGNI is owned by the New Hanover Broadcasting Co.

**CATV rulemakings** ▪ The FCC last week extended from May 11 to June 11 the deadline for reply comments on the commission proposed rules to condition grants in the common carrier and business radio microwave systems be conditioned on a community antenna system, served by microwave, not duplicating—for a 15-day before and after period—the programming of local TV stations, within its grade-A service area (BROADCASTING, April 27).

## N.Y. ETV surveys audience

WNDR(TV) Newark, N. J., educational TV station for metropolitan New York, last week said 1.25 million homes tune into WNDR at least once a week and about 2.2 million homes once a month.

Based on 1,026 interviews by World-Wide Information Services for the station WNDR said that its viewers are more likely to be in a professional occupation, more highly educated and in a higher income bracket than non-viewers. WNDR viewers also tend to be more selective than non-viewers it was claimed.

## Radio-TV reports too fast—Friendly

CBS News President Fred W. Friendly foresees the time when polls in national elections will close at the same time throughout the country because of radio and television's increasing ability to say who won after only a few votes have been tabulated.

In his keynote speech at the American Women in Radio and Television convention in Tulsa, Okla. last weekend (AT DEADLINE, May 4), Mr. Friendly said that the networks' use of computers has virtually enabled them to call the winners of elections before the polls have closed. In order not to influence the voting, he added that the networks must exercise self-control and not proclaim who won while the polls remain open.

Mr. Friendly said that television and radio now have the opportunity to inform about everything that is going on in the world. He said in-depth reporting may occasionally prove dull and "cost us at the box office," but that is the price television will have to pay "if we want to be believed."

Programming content on radio and TV

### EXCLUSIVE BROADCAST PROPERTIES!

**SUNNY WESTERN STATE** —Profitable radio station in market of almost 200,000. Owner earnings of \$30,000 annually insure total payout in less time than required. Priced at \$180,000 with \$40,000 down and balance over approximately eleven years at five percent interest. **Contact—John F. Hardesty in our San Francisco office.**

**SOUTHWEST**—Closely operated daytimer returning owner-manager earnings of \$20,000 annually. Total price of \$62,000 with \$20,000 down and balance over a long period. **Contact—DeWitt "Judge" Landis in our Dallas office.**

*Flourmillon-Landis*

& ASSOCIATES, INC.

John F. Hardesty, President

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D.C.  
1737 DeSales St., N.W.  
Executive 3-3456

CHICAGO  
Tribune Tower  
Delaware 7-2751

DALLAS  
1511 Bryan St.  
Riverside 8-1175

SAN FRANCISCO  
111 Sutter St.  
EXbrook 2-5671

**RADIO • TV • CATV • NEWSPAPERS**

*America's Most Experienced Media Brokers*



was criticized by a panel at the convention. Thomas J. Swafford, owner-president of KDEF-AM-FM Albuquerque, N.M., said that radio makes the mistake of spending "half its time trying to attract attention instead of learning how to hold attention."

Mr. Swafford said that radio must again attract and develop strong personalities "or it will do what TV hasn't succeeded in doing—killing off radio, because of failure to propagate its own race."

Other panels at the convention discussed the need to improve television sales particularly in view of the coming competition of UHF and CATV.

Also featured was a discussion of the merits and trends of rating services and other audience measurement systems.

Hugh M. Beville Jr., vice president for planning and research for NBC, recommended that all stations with full-time promotion managers also should employ full-time research managers who would interpret ratings reports and also initiate their own special audience studies. Both he and John A. Schneider, vice president of CBS, stressed the need for more detailed information in audience surveys, rather than merely buying by the numbers.

The AWRT installed Elizabeth Bain, assistant to the vice president of CBS-TV's station program services, as president and named Dora Cosse, vice president of the Dora-Clayton, Atlanta, as president-elect.

## Ch. 3 grant proposed for Salem Television

Salem Television Co. last week was recommended for the grant of a new channel 3 TV station in Salem, Ore.

FCC Hearing Examiner David I. Kraushaar issued the initial decision which also would deny the competing application of Salem Channel 3 Telecasters Inc. The denial had been urged by the commission's Broadcast Bureau (BROADCASTING, April 6).

Examiner Kraushaar took Salem Channel 3 Telecasters to task for the "slipshod methods of the principals . . . and their evasiveness as witnesses." He said, "evasion and misrepresentation whether practiced with intent to deceive or with gross disregard of the need for truth and accuracy, cannot be tolerated of applicants. . . ."

Salem Television was characterized as being "more knowledgeable of, and responsive to, the 'needs' of those it intends to serve than its adversary." While Salem Television "at least made a minimal effort" in surveying community needs, Mr. Kraushaar said, Salem Channel 3 Telecasters "failed utterly" to meet that requirement.

Salem Television is 75% owned by Robert E. Harrison and his wife, Nancy A., and 25% owned by Robert D.

Holmes and his wife, Marie H. Mr. Harrison, president of Salem Television, is general manager of KBZY Salem. Mrs. Harrison owns 25% of KBZY, 33% of KUGN Eugene and 20% of KUMA Pendleton, all Oregon. Mr. Holmes, who has a long record of broadcast experience, was governor of Oregon in 1957 and 1958.

Salem Channel 3 Telecasters is owned by Donald A. Wellman (50%), Thomas L. Boyd, Robert O. Weed and Wyman D. Summers (each 16.66%). All but Mr. Summers, who has interest in a drug store chain, have broadcast experience. Mr. Wellman is now in the insurance business in Corvallis, Ore. Mr. Weed is general manager of KTX Pendleton and Mr. Boyd is commercial manager of KTX.

## Taft, Bruce get nods

Two Republican congressmen, both with former broadcast ties, won their party's nomination to run for U. S. Senate seats last week.

Representative Robert Taft Jr. (R-Ohio), former officer of Taft Broadcasting Co. and son of the late Senator Robert Taft, will oppose Senator Stephen M. Young (D-Ohio).

Representative Donald C. Bruce (R-Ind.), former news commentator and business manager at WIRE Indianapolis before his election to the House in 1960, won the GOP nomination to oppose Senator Vance Hartke (D-Ind.).

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Gold



Mr. Massimi

Jonis Gold, VP and associate creative director of J. M. Mathes Inc., New York, appointed creative head of agency. Gabriel Massimi elected VP in charge of copy, reporting directly to Mr. Gold.



Mr. Harris

account executive and for past four

E. Blaney Harris named general sales manager of WPIX(TV) New York. He succeeds John A. Patterson, VP in charge of sales, who resigned last week. Mr. Harris joined WPIX sales department in 1952 as

years was program sales manager.

Charles Fryer, James K. Makrianes and Robert H. Walsh elected VP's of Young & Rubicam, New York. Mr. Fryer, account executive, joined agency in 1953. Mr. Makrianes joined Y&R in 1959 and was named account executive in 1962. Mr. Walsh joined agency in 1952 in research department and moved to contact department in 1959.

Robert L. Schuessler, TV salesman in St. Louis office of Edward Petry & Co., promoted to office and television sales manager. Mr. Schuessler joined Petry as TV salesman in Atlanta in 1960, transferred to St. Louis in October 1961.



Mr. Schuessler

Henry Seiden elected VP and creative director of New York office of McCann-Marschalk Co.

Alexander C. Hoffman and Toby Schreiber appointed merchandising managers in household products and personal products divisions, respectively,



Mr. Schreiber



Mr. Hoffman

of Lever Brothers Co., New York. Mr. Hoffman, product manager at Lever since 1960, will be responsible for marketing of company's high suds detergents, including Rinso Blue, Surf, Breeze, Silver Dust, Handy Andy and Wisk. Mr. Schreiber, also with Lever since 1960, assumes responsibility for firm's Dove, Praise, Lifebuoy and Lux toilet soaps. John F. Kokoszka named product manager in Lever's household products division.

Donn Harman, assistant supervisor of radio-TV billing at The Katz Agency, New York, promoted to supervisor of radio-TV billing. She succeeds Emily A. Horton, who retired April 30 after 30-year career at station representative firm. William T. Carney, of George P.

Hollingbery Co., New York, joins Katz's New York TV sales staff.

**Carol Mallonee**, formerly with Courtauld's Textiles Ltd. and Foamite Fire Extinguishers Ltd., both London, England, named assistant account executive at Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

**W. Ronald Sims**, formerly staff assistant to president and fund raiser at University of Chicago, joins account service staff of N. W. Ayer & Son in that city.



Mr. Grelet

**Pierre H. Grelet**, formerly with Filmfair and TV department of Columbia Pictures in Hollywood, joins Honig-Cooper & Harrington, San Francisco, in agency's TV production department. **Herbert F. Scharff** named

midwest merchandising representative for HC&H, with headquarters in Chicago. He also will do product and media research work for agency there.

**Susan Kjellberg**, formerly with Ross Roy Inc., Detroit, joins Kenyon & Eckhardt, New York, as copywriter.

**Jack Dix**, local sales manager of WFAA-TV Dallas-Fort Worth, promoted to assistant general sales manager.

**Anthony G. O'Malley** appointed to newly created post of director of sales contracts—business affairs, CBS-TV network in Hollywood. He was assistant director of business affairs—sales for CBS-TV since July 1963.



Mr. Conner

**Melville A. Conner**, associate director of radio-TV at Dancer-Fitzgerald-Sample, New York, elected VP. He has been with agency four years. Other new D-F-S VP's: **R. Glenn Wilmoth**, associate media director,

and **Babette J. Sommer**, associate research director. Mr. Wilmoth has been with D-F-S for 13 years, Mrs. Sommer, eight years.

**William Mallison**, account executive at Gardner Advertising, St. Louis, named supervisor on Pet Milk Co. account. He succeeds **Kenneth E. Runyon**, VP, who becomes director of account service for agency there. **Donald A. Stork**, assistant account executive at Lynch Advertising, St. Louis, joins Gardner as media buyer.

**Diane Robinson** named media supervisor on Foremost Dairies Inc. account at Guild, Bascom & Bonfigli, San Francisco. She was formerly media supervisor for grocery products division of Ralston Purina Co. account. **David J. Yoder** succeeds Miss Robinson as media

supervisor for Ralston's Chex cereals, Ry-Krisp and Hot Ralston. He was formerly at Kudner Advertising, New York.



Mr. Oksner

**Robert M. Oksner**, since 1962 VP and copy group supervisor at Doherty, Clifford, Steers & Shenfield, New York, joins C. J. La Roche & Co., that city, as VP and associate copy chief.

**William Schirmann**, formerly of wwca Gary and WLOI LaPorte, joins sales staff of WTAJ-TV Marion, all Indiana.

**Jim Potts**, manager of California edition of *American Home* magazine, joins KEWB Oakland, Calif., as account executive.

**Robert Lenski**, for past three years western region creative director, with headquarters in Los Angeles, for McManus, John & Adams, joins McCann-Erickson, that city, as creative director.



Mr. Bunnell

**Howard Bunnell**, formerly local sales manager at WISH-TV Indianapolis, appointed commercial manager of WANE-TV Fort Wayne, Ind. Stations are owned by Corinthian Broadcasting Corp. Mr. Bunnell

joined WISH-TV in 1950, was named local sales manager in 1960.

**David M. Calahan**, formerly partner in Calahan Co., Grand Rapids, Mich., joins Needham, Louis & Brorby, Chicago, as assistant account executive.

**Calvin O. Berner** named production supervisor of Byer & Bowman Advertising, Columbus, Ohio.



Mr. Rudesill

**Carl J. Rudesill**, senior VP and one of founding officers of D. P. Brother & Co., Detroit, has retired after 37 years in advertising field. He first joined Campbell - Ewald in 1929 and became officer of Brother upon

its organization in 1934. Mr. Rudesill continues as director of agency.

**Peter R. Scott**, for past three years with Roger O'Connor Inc., The Bolling Co. and The Katz Agency, all New York, joins Chirung & Cairns Inc., that city, as associate broadcast media director.

**Philip Stockslager**, account executive for past year, promoted to regional sales

representative for WQMR Silver Spring, Md., and WGAY(FM) Washington. Stations are owned by Connie B. Gay.

**John R. Albers**, formerly with Campbell-Mithun, joins Dallas office of Grant Advertising as account executive on Comet Rice Mills account. **Lennart S. Carlson**, formerly with Griswold-Eshleman Co., joins Grant's Chicago office as assistant account executive.

**Richard Bittner**, formerly with Bristol-Myers, joins Street & Finney, New York, as member of account group handling Colgate brands.

**Donald J. Sherman** appointed account executive at KKH-AM-FM San Francisco.



Mr. Wyatt

**Dale F. Wyatt**, formerly assistant director of market research for Toni Co., Chicago, joins commercial research department of Quaker Oats Co. there as research manager. **James S. Barden**, previously manager of

consumer research for Knox-Reeves Advertising, Minneapolis, joins Quaker's commercial research staff as research services manager.

**Thomas J. Donahue Jr.**, formerly with WJBK Detroit, joins sales staff of CKLW-TV Windsor-Detroit.

## SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

*Spotmaster*

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



## Sam Dean, CBS treasurer, retires May 13

**Samuel R. Dean**, CBS Inc. treasurer, who joined company in 1931 when its sole operation—radio network—had approximately 500 employees, is retiring. When he leaves Wednesday (May 13), it will be from organization that now has eight divisions and has more than 12,000 workers on payroll.



Mr. Dean

Mr. Dean, 65, but with trim figure, clear, ruddy complexion and shock of gray, wavy hair, reminisced last week about his 33 years with CBS. He interspersed statistics charting CBS's growth ("our assets have grown from less than \$20 million in 1931 to more than \$336 million") to personal comments ("from the moment I met Mr. Paley, I knew that he and CBS were going places").

In addition to William S. Paley, CBS board chairman, other well-known network executives and performers whom Mr. Dean recalled from those early days are Edward Klauber ("he hired me"), Paul Kesten, Earl Gammons, announcer David

Ross, librarian Agnes Law and such employees still active as Lawrence W. Loman, VP for personnel; Albert H. Bryant, director of office services; William A. Schudt Jr., VP of affiliate relations, CBS Radio; Jimmy Dolan, executive producer of sports programs and Izzy Siegel, head of photo department.

"You've heard the expression about 'sitting on bills,'" Mr. Dean remarked. "Now we always paid our bills, even way back in 1931, but we used to have a controller in those early days by the name of Sid Hoffman, who actually put bills on his chair and sat on them. But we always paid them."

Mr. Dean, born in Darien, Ga., on Sept. 28, 1898, joined CBS as accountant in 1931. He was advanced to comptroller in 1932; assistant treasurer in 1937, and treasurer in 1948. He plans to spend his retirement years with his wife, Gertrude, in Williamsburg, Va., where he has bought a three-bedroom house on three acres ("I'm going to enjoy gardening and perhaps golf a little"). Well meaning friends suggest he will want to keep active on a consultancy basis, but Mr. Dean retorts smilingly but firmly:

"I'm retiring, period. I can't even make out my own income tax."

**Jack Copersmith**, station manager of KOOO Omaha, joins sales staff of KMA-Shenandoah, Iowa.

**Paul J. Cassidy**, for past three years account executive at KDKA Pittsburgh, promoted to assistant sales manager.

**Fred Menefee** appointed manager of McCormick-Armstrong Advertising, Wichita, Kan. **Robert A. Greulich** named controller.

**James G. Nilan** joins KFRE-TV Fresno, Calif., sales staff. He was formerly advertising salesman for *The Fresno Guide*.

**David E. Edmunds**, for seven years with Young & Rubicam, Chicago, joins Clinton E. Frank Inc. there as art director.

**William J. Holicek**, formerly with Geyer, Morey, Ballard in Dayton, Ohio, joins Cooper, Strock & Scannell, Milwaukee, as copywriter.

**Robert H. Platt** elected director of The Magnavox Co., New York. He is VP-finance at firm. Mr. Platt replaces **Donald N. McDonnel**, senior VP of Blyth & Co., that city, who was not re-elected at his own request.

**Frank McNally** joins WHN New York

in local sales department. He was formerly account executive in New York office of RKO General.

### THE MEDIA

**Kenneth L. Bagwell**, VP and general manager of WAGA-TV Atlanta, moves to WJW-TV Cleveland, June 1, in same ca-



Mr. Bagwell



Mr. Buchanan

capacity. Stations are owned by Storer Broadcasting Co., Miami. **Robert S. Buchanan**, currently general manager of WJW-TV, reportedly will remain at facility in position of station manager, reporting directly to Mr. Bagwell. General increase in administrative and sales responsibilities at Cleveland outlet was given as reason for move. No replacement for Mr. Bagwell at WAGA-TV has been named yet.

**Lewis I. Cohen** and **Morton L. Ber-**

**field**, former FCC trial attorneys, start own law firm today (Monday), in offices at 711 14th Street, N. W., Washington. Each served FCC in various bureaus for five years. Mr. Cohen, in addition, is former attorney for CBS.

**W. F. DeTournillon**, station manager of KTVE(TV) El Dorado, Ark.-Monroe, La., joins KAIT-TV Jonesboro, Ark., as general manager.



Mr. Eiland

**Ted Eiland**, general manager of WSTV-TV Steubenville, Ohio-Wheeling, W. Va., elected VP of Rust Craft Broadcasting Co.-owned station. Mr. Eiland joined WSTV-TV in November 1962 as manager of sales development, was appointed general manager in March 1963. Previously, he served as VP and general manager of WLOS-AM-TV Asheville, N. C.

**Gene G. Cook**, general manager of WHYY Orlando, Fla., resigns to join WTAF-TV Marion, Ind., in same capacity.

**Glenn M. Gormley**, administrative assistant and controller of KOMO-AM-TV Seattle, appointed assistant secretary of Fisher's Blend Station Inc., licensee of stations. Mr. Gormley joined KOMO as chief accountant in



Mr. Gormley

February 1951, was named administrative assistant and controller in January 1963.



Mr. DeGray

will be at firm's New York City office at 527 Madison Avenue.

**Benton Paschall**, who last year sold his 49% interest in KWIZ Santa Ana, Calif., appointed general manager of Western Media Investment Co., new firm that will serve broadcasting and publishing businesses, as appraiser, negotiator, consultant and broker. **Harry J. Hutchens**, realtor and securities broker, organized new company, which is at 10000 Riverside Drive, North Hollywood, Calif.



Mr. Paschall

**Carroll Hines** elected VP and general manager of Broadcast Service Inc., op-



erator of WHNY McComb, Miss. Mr. Hines joined organization in 1949, has served successively as chief engineer, sales manager and station manager.



Mr. Ianni

**Dino Ianni**, KQEO Albuquerque, elected president of New Mexico Broadcasters Association. **Jim Gober**, KOBE Las Cruces, and **Robert C. Pettingell Jr.**, KOV Albuquerque, elected vice president and treasurer, respectively, of association.

**Bennet H. Korn**, president of Metropolitan Broadcasting Television, New York, elected chairman of television-radio advisory committee of Eleanor Roosevelt Memorial Foundation.

## PROGRAMING

**Samuel L. (Dave) Crockett**, programing manager of KOMO-AM-TV Seattle, elected VP in charge of programing for Fisher's Blend Station Inc., licensee. Mr. Crockett joined KOMO-TV as program manager in September 1953, became manager of programing for KOMO-AM-TV in 1957.



Mr. Crockett

**Allan Horn**, program director of WMAX Grand Rapids, Mich., appointed manager of Barbara Allan Productions (radio-TV spot commercials), division of Wm. John Upjohn Associates, Kalamazoo, Mich.

**Pierre Weis**, VP and general manager of syndication for United Artists Television, New York, is recovering from major surgery in Stamford (Conn.) hospital and will begin period of convalescence at his home this week.



Mr. Still

**Bruce Still**, formerly program director of WIL St. Louis, joins WGR Buffalo in same capacity.

**John E. McArdle**, VP and general manager of WNEW-TV, and **Mark Olds**, general manager of WINS, both New York, become co-chairmen of broadcast media committee which will work with Mayor Robert F. Wagner's 300th anniversary committee on program for New York's tri-centennial birthday celebration.

**Jerry Sanders** appointed program director of WFBL Syracuse, N. Y.

**Ray Otis** appointed program director of KXOK St. Louis. He succeeds **Bud W. Connell**, who was promoted to sta-

## Joins tax-writing body

**Representative Dan Rostenkowski** (D-Ill.), member of House Communications Subcommittee and its parent Commerce Committee, resigned Tuesday (May 5) to become member of Ways and Means Committee, House's tax-writing body.

tion operations manager. Mr. Otis has been with KXOK for past two years.

**Donald L. Shafer**, for past two years production director at KXOK St. Louis, joins KQV Pittsburgh in same capacity.

**Gene Reynolds**, director of *My Three Sons* at Don Fedderson Productions for two years, signed to exclusive contract with Warner Brothers to direct new *Wendy and Me* series for ABC-TV, Monday, 9-9:30 p.m., starting this fall.

**Robert Joseph**, Hollywood PR counselor, appointed director of information for Fair Trial for Pay TV Council, organization made up of Hollywood guilds and unions representing more than 20,000 employes, which has recently incorporated in California as nonprofit corporation.

**Scott Burton**, since 1959 assistant program director of WHK Cleveland, promoted to program director.



Mr. Burton

**Gerald Richman**, formerly production manager of CW Productions, Chicago, appointed to newly created post of PR representative for West Coast office of Comprehensive Film-treat Inc., New York-based firm that restores, repairs and services TV and motion picture film.

**Jay Watson**, WFAA-TV Dallas-Fort Worth, elected president of Television Programing Conference, association of southwestern programing executives. He succeeds **John Renshaw** of KSLA-TV Shreveport, La. Other officers elected at annual meeting in Dallas (May 3-5): **Bernie Bracher**, KRQD-TV El Paso, VP; **Paul Brown**, KATC-TV Lafayette, La., secretary-treasurer.

**Jim Clawson**, formerly of KRUX Phoenix, joins KUDE-AM-FM Oceanside, Calif., as program director.

**Lester Becker**, writer-director of more than 30 auto racing films including nine Indianapolis "500's," named writer and associate producer of MCA-TV's first closed-circuit theater television coverage of this year's Indianapolis speedway classic on May 30.

**Frank Maguire** appointed manager of program development for ABC Radio, New York. Mr. Maguire is also director of recently created special program features service and coproducer of ABC Radio's *Flair Reports*.

**Margaret Armen**, TV writer, has been signed to work on new NBC-TV series, *Kentucky Jones*. Show will premiere Saturday, Sept. 19 (8:30-9 p.m. EDT).

**Morris Westfall** joins KWTO Springfield, Mo., as farm director. He replaces **Lewis Miller**, resigned.

**LeRoy Ollinger**, on program staff of WGN-AM-TV Chicago for 31 years, named production manager of WGN-TV.

**Warren K. Reynolds** appointed sports director of WOOD-AM-FM-TV Grand Rapids, Mich.

**Dick Loeb** joins NBC-TV May 18 as director of daytime programing, West Coast, succeeding **Herb Solow**, who has joined Desilu Productions (BROADCASTING, April 27). Mr. Loeb has been program coordinator for ABC-TV western division.

**Larry Spangler** joins Independent Television Corp., New York, as account executive in midwest territory. He was formerly general manager at Ed Allen Enterprises Inc., that city.

**Charles Engel** named assistant man-

Cough too much?  
Short of breath?



Don't take chances with a Respiratory Disease—one of the sicknesses of breathing. Chronic RD afflicts at least 1 out of every 15 Americans today. Don't take chances with its most common symptoms—chronic cough and shortness of breath. Your local Christmas Seal organization and the National Tuberculosis Association say: See Your Doctor!



ager, program development at ABC-TV in New York. He joined network in January as film editor.

**Tom Dixon** rejoins MCA Artists, New York, in promotion department, after Army service in Far East.

## FANFARE

**Lowell Oliver**, newsman at KOA-AM-FM-TV Denver since 1961, appointed promotion merchandising director, effective May 18.

**John N. Saxby**, formerly with Peter Roderick & Bennett Associates, London, joins Chicago office of Harshe-Rotman & Druck as account executive. **Leon Levitt** and **Robert S. Levinson** join PR firm's Los Angeles office. They both had been in industrial public relations.

**Amos Eastridge** appointed director of promotion and merchandising at KMTV (TV) Omaha. **Kevin Buchta** joins station as promotion assistant.

## NEWS

**William Close**, since 1954 news and sports director of KOY Phoenix, Ariz., appointed manager of KOOL News, division set up to incorporate news staffs of KOOL-AM-FM-TV Phoenix.



Mr. Close

**John S. Booth**, WCHA Chambersburg, elected president of Pennsylvania AP Broadcasters Association, succeeding **Al Ringler**, WCAU Philadelphia, who becomes ex-officio board member. **Thomas Bigler**, WNEP-TV Scranton, elected association VP, and **Joseph Snyder** of AP's Philadelphia bureau, elected secretary.

**LeRoy Keller** named head of international divisions at United Press International, New York. He succeeds **Joseph**

## Hemphill resigns

**Representative Robert W. Hemphill** (D-S.C.), member of House Commerce Committee, officially resigned his seat in Congress May 1 upon being sworn in as U.S. District Court judge in South Carolina. Mr. Hemphill will serve as roving judge in both eastern and western districts of state.

**L. Jones**, VP who will retire at end of June. Mr. Keller, VP and director of client relations since 1951, organized United Press Movietone News, now UPI Newsfilm, in 1951.

**Mark Henry**, news director at WISM Madison, Wis., resigns May 16 to become news director of KDWB St. Paul, Minn. Mr. Henry succeeds **Dean Alexander**.

**Abe Najamy**, news director at WLAD Danbury, Conn., re-elected president of Connecticut AP Broadcasters Association. Also elected at association's spring meeting: **Al Fletcher**, news director at WINF Manchester, VP and **Art Mattson**, news director at WSUB Groton, treasurer.

**Richard Bate**, reporter with ABC News' Washington bureau, moves to WABC-TV New York today (May 11) as anchorman for station's nightly news report, *The Big News*, at 11:10 p.m. **Bill Beutel**, who had been host of 11:10 p.m. news report, will continue to anchor 6:30 p.m. edition of *The Big News*. Both will share weekend public affairs programs, *Page One* and *New York, New York*.

**Matt Surrell**, news editor at WPON Pontiac, Mich., joins news and public affairs department of WJR Detroit.

**Bill Thompson Jr.**, WRVA-TV Richmond, elected president of UPI Broadcasters Association of Virginia, succeed-

ing **Sam Carey**, also of WRVA-TV. **Dave Dary**, WRC-AM-FM-TV Washington, and **Ray Schreiner**, WBCI Williamsburg, Va., elected VP's.

**Robert Burton**, formerly of KBRO Bremerton, Wash., joins news staff of KPQ Wenatchee, Wash., succeeding **Carl Tyler**, who has resigned to join PR department of Aluminum Company of America, Pittsburgh.

**Ed Herbert**, for past seven years in charge of news programming at KLTU(TV) Tyler, Tex., joins KTVT(TV) Fort Worth-Dallas as newscaster-reporter for Dallas office.

**Jack D. Fox** named news assignment manager for WCBS-TV New York. He joined station in 1963.

## EQUIPMENT & ENGINEERING



Mr. Miller

tion in 1942.

**C. E. Miller**, chief engineer of KOMO-AM-TV Seattle, elected VP in charge of engineering for Fisher's Blend Station Inc., licensee. Mr. Miller has been chief engineer of KOMO-AM-TV since 1955, joined organization in 1942.

**Carl T. Jones**, of Gautney & Jones, elected president of Association of Federal Communications Consulting Engineers at annual meeting last week in Atlantic City, replacing **Jules Cohen**, of Jules Cohen & Associates. Other officers elected: **Ronald H. Culver**, Lohnes & Culver, VP; **Walter L. Davis**, George C. Davis Consulting Engineers, secretary; **Oscar W. B. Reed Jr.**, Jansky & Bailey, treasurer. All firms are in Washington.



Mr. Buchanan



Mr. Huston

**John Buchanan**, director of marketing for Ameco Inc., Phoenix-based cable equipment manufacturing company, elected VP in charge of marketing and sales. **Robert H. Huston** joins firm's Phoenix, Ariz., office as public relations and advertising director. Other appointments: **Jim Connor**, with Ameco for six years, named director of technical sales and marketing development, and **William Lastinger** becomes assistant manager of Antenna-vision Service Co., Ameco's microwave division.

**Gordon W. Bricker** appointed manager of West Coast operations of RCA's

# SUBSCRIPTION APPLICATION

**BROADCASTING** *The Businessweekly of Television and Radio*  
1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- 52 weekly issues \$8.50     104 weekly issues \$14.00     Payment attached  
 52 issues & 1964 Yearbook \$13.50     Please bill  
 1964 Yearbook \$5.00 (so long as supply lasts)

name \_\_\_\_\_

title/position\* \_\_\_\_\_

address  Business  
 Home \_\_\_\_\_

city \_\_\_\_\_

state \_\_\_\_\_

zip code \_\_\_\_\_

company name \_\_\_\_\_

\*Occupation Required

broadcast and communications products division at Burbank, Calif. Mr. Bricker joined RCA at Camden, N. J., in 1952 as sales and merchandising analyst of broadcast products, became midwest sales representative for broadcast equipment in 1957, and served in that capacity until his assignment to Burbank in 1963 as director of marketing and engineering functions.

**Patrick A. Calobrisi**, product planning manager in Chicago for Motorola Inc., joins Philco Corp., Philadelphia, as TV and high fidelity product planning manager. He succeeds **T. Q. Fisher**, who has been promoted to new position of sales planning manager for high fidelity product.

**John E. Borg**, West Coast regional manager for Reeves Soundcraft division of Reeves Industries, Danbury, Conn., appointed supervisor of division's new distribution center for its complete tape line, with headquarters at 342 North Labrea Avenue, Los Angeles.

**Niklaus Hagmann**, engineer at WABC New York, retired April 30 after 37 years service at station.

## INTERNATIONAL

**Barbara McDonald** joins BBC in London as program researcher. She previously was production assistant with Granada TV, that city.

**Tony Harris** and **Peter Thompson** elected to Board of World Wide Television Ltd., London. Mr. Harris is senior producer with Guild Television and becomes executive producer of World Wide. Mr. Thompson was senior producer with World Wide.

## ALLIED FIELDS

**Bruce Sifford**, formerly director of bureau of press, radio and TV for Augustana Lutheran Church, Minneapolis, named director of Minnesota Church Committee on Radio & Television, that city.

**Robert Burull**, formerly assistant professor of speech at Wayne State College, Wayne, Neb., joins Kansas State University, Manhattan, as radio-TV specialist in office of extension radio-TV. He succeeds **Frank Jones**, who has resigned.

## DEATHS

**Ben F. Chatfield**, 50, former president of National Association of Radio &

Television News Directors, died April 30 in Macon, Ga.

**Melville Eastham**, 79, founder and retired president and chief engineer of General Radio Co., West Concord, Mass., died May 7 at hospital in Boston. Mr. Eastham founded General Radio in 1915.

**Henry A. (Hank) Weaver**, 48, sports announcer at KABC Los Angeles, died May 6 at Veterans Hospital in Palo Alto, Calif., from injuries sustained March 21, 1963, when his car hit utility pole as he was driving home after broadcasting assignment at Dodger Stadium.

**Roger W. Brander**, 39, manager of KBUB Sparks, Nev., killed last Thursday (May 7) in crash of Pacific Airlines plane east of San Francisco.

**Peg Harris**, 45, media director at Redmond & Marcus, New York, died May 7 following heart attack at her home in New York. Before joining Redmond & Marcus this year, Miss Harris served for 10 years as media director for Guild, Bascom & Bonfigli, San Francisco.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 30 through May 6, and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*educational. Ann.—announced.

#### New TV stations

##### ACTION BY FCC

South Miami, Fla.—Coral Television Corp. Granted CP for new TV on VHF channel 6 (82-88 mc); ERP 100 kw vis., 50.12 kw aur. Ant. height above average terrain 315.3 feet, above ground 333 feet. P.O. address c/o Robert A. Peterson, Miami Beach First National Bank Building, Miami Beach. Estimated construction cost \$703,780; first year operating cost \$600,000; revenue \$600,000. Studio location South Miami, trans. location near Coral Gables. Geographic coordinates 25° 32' 18.4" north latitude, 80° 10' 10.7" west longitude. Type trans. GE TT-42-A, type ant. GE TY-60C. Legal counsel McKenna & Wilkinson, Washington; consulting engineer John H. Mullaney, Washington. Principals: Leon McAskil, Robert A. Peterson, Arthur A. Adler, Charles L. Clements, W. Keith Phillips, Edwin H. Hill, Leo Robinson, Cameron Stewart (each 11%) and others. Action April 29.


##### APPLICATIONS

\*Huntsville, Ala.—Alabama Educational TV Commission. UHF channel 25 (536-542 mc); ERP 270 kw vis., 138 kw aur. Ant. height above average terrain 1173 feet, above ground 339.4 feet. P.O. address c/o Raymond D. Hurlbert, 2151 Highland Avenue, Suite 206, Birmingham, Ala. Estimated construction cost \$407,464; first year operating cost \$30,000. Studio location Birmingham. Tuscaloosa or Auburn; trans. location Huntsville, all Alabama. Geographic coordinates 34° 44' 16" north latitude, 88° 32' 02" west longitude. Type trans. GE TT-56A, type ant. GE TY-25C. No legal counsel listed; consulting engineer A. H. Renfro, Birmingham, Ala. Principals: board of trustees. Ann. May 1.

\*Little Rock, Ark.—Arkansas Educational Television Commission. VHF channel 2 (54-60 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 1014 feet, above ground 931 feet. P.O. address c/o Pierson, Ball and Dowd, 1000 Ring Building, Washington. Estimated construction cost \$842,638; first year operating cost \$100,000. Studio location Little Rock, trans. location Jefferson Springs, Ark. Geographic coordinates 34° 22' 12" north latitude, 92° 10' 07" west longitude. Type trans. RCA TT-25CL, type ant. RCA TF-5CL. Legal counsel Pierson, Ball and Dowd, Washington; consulting engineer Willis C. Beecher, Washington. Principals: board of trustees. Ann. May 1.

Boulder City, Nev.—Boulder City Television Inc. VHF channel 4 (66-72 mc); ERP 14 kw vis., 14 kw aur. Ant. height above average terrain 1570 feet, above ground 92.5 feet. P.O. address c/o Meyer Gold, 2018 E. Charleston Boulevard, Las Vegas. Estimated construction cost \$152,836; first year operating cost \$180,000; revenue \$240,000. Studio and trans. locations both Boulder City. Geographic coordinates 35° 59' 46" north latitude, 114° 51' 42" west longitude. Type trans. Gates BT-5CL, type ant. Jampro JAT-3/4. Legal counsel Phillip M. Baker, Washington; consulting engineer John H. Mullaney and Associates, Rockville, Md. Principals: Meyer Gold (66%) and Lester H. Berkson (33%). Mr. Gold has interest in KCUL-AM-FM Las Vegas. Ann. May 1.

Mayaguez, P. R.—Electronic Enterprises Inc. UHF channel 22 (518-524 mc); ERP 460 w vis., 460 w aur. Ant. height above average terrain 416.5 feet, above ground 114 feet. P.O. address c/o Armando Cosme, Box 2692, San Juan, P. R. Estimated construction cost \$107,251; first year operating cost \$16,400; revenue \$18,213. Studio and trans. locations

|   |  |
|---|--|
|   | <p><b>EDWIN TORNBERG<br/>&amp; COMPANY, INC.</b></p>   |
|  | <p><b>Negotiators For The Purchase And Sale Of<br/>Radio And TV Stations<br/>Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242<br/>West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164<br/>Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p> |



both Mayaguez. Geographic coordinates 18° 11' 34" north latitude, 67° 07' 30" west longitude. Type trans. RCA TTU-1B, type ant. GE TY-21-B. Legal counsel Miller & Schroeder, Washington; consulting engineer Robert J. Walser, San Juan. Principals: Antonio A. Valdivieso (99.095%), Hector Cintron (.0025%) and Iris de Ayuso (.0025%). All are officers of Editorial El Imparcial publishing firm. Ann. May 4.

Ponce, P. R.—Electronic Enterprises Inc. (see above) UHF channel 20 (506-512 mc); ERP 480 w vis., 480 w aur. Ant. height above average terrain 138.1 feet, above ground 121 feet. Estimated construction cost \$104,801; first year operating cost \$16,400; revenue \$18,213. Studio and trans. locations both Ponce. Geographic coordinates 18° 01' 24" north latitude, 66° 37' 14" west longitude. Type trans. RCA TTU-1B, type ant. GE TY-21-B. Ann. May 4.

San Juan, P. R.—Electronic Enterprises Inc. (see above) UHF channel 30 (566-572 mc); ERP 274.8 kw vis., 274.8 kw aur. Ant. height above average terrain 315 feet, above ground 180 feet. Estimated construction cost \$317,577; first year operating cost \$95,158; revenue \$98,800. Studio and trans. location both San Juan. Geographic coordinates 18° 22' 43" north latitude, 67° 07' 07" west longitude. Type trans. GE TT-56-A, type ant. GE TY-25-C. Ann. May 4.

\*Sneedville, Tenn.—Tennessee State Board of Education. VHF channel 2 (54.01-60.01 mc); ERP 100 kw vis., 100 kw aur. Ant. height above average terrain 1,894 feet, above ground 618.68 feet. P.O. address c/o J. H. Warf, 100-B Cordell Hull building, Nashville. Estimated construction cost \$441,550; first year operating cost \$125,000. Studio and trans. locations approximately 10 miles south of Sneedville. Geographic coordinates 36° 22' 52" north latitude, 83° 10' 47" west longitude. Type trans. GE 4-TT53-A1, type ant. TY-50-D. Legal counsel George F. McCanless, attorney general of State of Tennessee; consulting engineer William L. Smith, technical director of Tennessee Educational Television Commission. Principals: board of trustees. Ann. May 4.

#### Existing TV station

ACTION BY FCC  
KTHI-TV Fargo, N. D.—Waived Sect.

73.652(a) of rules to permit identification as Fargo-Grand Forks station. Action April 29.

#### New AM stations

##### ACTION BY FCC

Belfast, Me.—Mid-Coast Maine Broadcasters Inc. Granted CP for new AM on 1230 kc, 250 w. P.O. address 87 Church Street. Belfast. Estimated construction cost \$20,658; first year operating cost \$36,000; revenue \$50,000. Principals: Alan D. Vaber, Laughran S. Vaber, A. Bradford Drawbridge and Mary Deland deBeaumont (each 25%). Messrs. Vaber and Drawbridge and Mrs. deBeaumont have had past interests in broadcasting. Action April 29.

##### APPLICATION

Saratoga Springs, N. Y.—AM Broadcasters of Saratoga Springs Inc. 900 kc, 250 w-D. P.O. address c/o Louis C. Adler, 609 Palmer Road, Yonkers. Estimated construction cost \$19,637; first year operating cost \$48,000; revenue \$65,000. Principals: Louis C. Adler (48%), Donald F. McLean (47%) and Stanley Van Rensselaer (5%). Mr. Adler is news broadcaster and correspondent for WCBS Inc., Mr. McLean is program director of WHDL Olean, N. Y. and Mr. Van Rensselaer is partner in law firm of Sheldon and Van Rensselaer, Saratoga Springs, N. Y. Ann. May 1.

#### New FM stations

##### ACTIONS BY FCC

Fayetteville, Ark.—H. Weldon Stamps. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 129 feet. P.O. address c/o H. Weldon Stamps, Box 1128, Fayetteville. Estimated construction cost \$9,500; first year operating cost \$6,000; revenue \$7,500. Mr. Stamps is licensee of KFAV Fayetteville. Action April 30.

Carmel, Calif.—Carmel Broadcasting Inc. Granted CP for new FM on 101.7 mc, channel 269A, ERP 3 kw, unl. Ant. height above average terrain 243 feet. P.O. address Sam S. Smith, Route 2, Box 552, Carmel. Estimated construction cost \$28,754; first year operating cost \$12,000; revenue \$14,000. Principal: Sam S. Smith, president. Action April 30.

Sarasota, Fla.—WSPB Broadcasting Inc.

Granted CP for new FM on 106.3 mc, channel 292A, .86 kw. Ant. height above average terrain 158 feet. P.O. address Box 1110, Sarasota. Estimated construction cost \$5,500; first year operating cost \$5,000; revenue \$3,000. Applicant is licensee of WSPB Sarasota. Action April 30.

Gulfport, Miss.—Charles W. Dowdy. Granted CP for new FM on 107.1 mc, channel 296A, 2.74 kw. Ant. height above average terrain 156.5 feet. P.O. address c/o Charles W. Dowdy, Box 115, Gulfport. Estimated construction cost \$13,733; first year operating cost \$15,000; revenue \$20,000. Mr. Dowdy is licensee of WROA Gulfport. Action April 30.

Athens, Ohio—Radio Athens Inc. Granted CP for new FM on 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 51 feet. P.O. address c/o A. H. Kovlan, Box 527, Athens. Estimated construction cost \$12,343; first year operating cost \$12,000; revenue \$8,500. Applicant is licensee of WATH Athens. Action April 30.

Midwest City, Okla.—Midwest Stereo Broadcasting Co. Granted CP for new FM on 104.1 mc, channel 281, 25.22 kw. Ant. height above average terrain 96.8 feet. P.O. address c/o John Kennamer, 5926 S.E. 15, Midwest City. Estimated construction cost \$18,733; first year operating cost \$20,000; revenue \$30,000. Principals: John Kennamer (45.90%), William D. Wilson (21.80%), C. W. See (18.80%), Lloyd Hines (9%) and others. Conditioned that Mr. Wilson sever all relations with KMWC Midwest City and Williams TV Service Labs. Action April 29.

Knoxville, Tenn.—Knoxville Ra-Tel Inc. Granted CP for new FM on 97.5 mc, channel 248, ERP 36.7 kw, unl. Ant. height above average terrain 422 feet. P.O. address Box 2269, Knoxville. Estimated construction cost \$22,000; first year operating cost \$20,000; revenue \$25,000. Principal: Ra-Tel Broadcasting Co. (100%). Ra-Tel stock is voted by B. L. Boring (50%) and Henry T. Ogle (50%). Knoxville Ra-Tel is licensee of WKXV Knoxville. Action April 30.

##### APPLICATIONS

Albuquerque, N. M.—Hubbard Broadcasting Inc. 93.3 mc, channel 227, 51.7 kw. Ant. height above average terrain 127 feet. P.O. address c/o Kenneth M. Hance, 3415 University Avenue, St. Paul 17, Minn. Estimated construction cost \$38,545; first year operating cost \$20,000; revenue no estimate. Principals: Stanley E. Hubbard (61.79%), Didrikke S. Hubbard (15.84%), Thomas E. Bragg (8.17%), Paulette B. Godfrey Harrison (8.17%) and others. Applicant is licensee of KSTP-AM-TV St. Paul, KOB-AM-TV Albuquerque and WGTO Cypress Gardens, Fla. Ann. May 4.

Santa Fe, N. M.—Santa Fe Broadcasting Inc. 97.3 mc, channel 247, 26.5 kw. Ant. height above average terrain minus 132 feet. P.O. address c/o Carl S. Goodwin, Box 2227, Santa Fe. Estimated construction cost \$19,000; first year operating cost \$12,518; revenue \$15,000. Applicant is licensee of KTRC Santa Fe. Ann. May 4.

\*University Park, N. M.—University of New Mexico. 91.7 mc, channel 219, 736 w. Ant. height above average terrain minus 194 feet. P.O. address c/o Harvey C. Jacobs, Department of Journalism and Mass Communications, University Park. Estimated construction cost \$19,666; first year operating cost \$7,660. Principals: board of trustees. Ann. May 1.

#### Ownership changes

##### ACTIONS BY FCC

KMYO Little Rock, Ark.—Granted transfer of control of licensee corporation, Victor Broadcasting Inc., from Victor National Casualty Co. (86.3% before) to Victor Management Inc. (86.3% after). No financial consideration involved. Transfer results from reorganization of corporations controlled by Victor Muscat. Other holdings remain same. Also see KIKS Sulphur, La. Action May 5.

KUZZ Bakersfield, Calif.—Granted assignment of license from Valley Radio Corp. owned by Joseph M. Arnoff (67.5%), Herbert Henson (25%) and Arthur Toll (7.5%) to Thunderbird Broadcasting Co. owned by Gerard T. Hill (80%) and Doris M. Griffiths (20%). Consideration \$98,000. Mrs. Griffiths and Mr. Hill are partners in Griffiths, Lilly & Hill Inc. advertising agency in Los Angeles, and other business interests. Action April 29.

WLAD-AM-FM Danbury, Conn.—Granted transfer of control of licensee corporation, Berkshire Broadcasting Corp., from James B. Lee, deceased, (68.75%) to City Trust Co. of Danbury, executor. No financial consid-

## Broadcast Credit announces the availability of money.

Just money.

Most banks shy away from loans to radio stations. Largely because they know so little about the industry and are unwilling to learn.

Broadcast Credit knows better.

If there's a station you're negotiating for, but the cash requirements are too high, talk to us.

If your present property is in need of financial refurbishing, get in touch.

If you wish to sell secured notes or negotiable paper, call.

Broadcast Credit knows radio.

We know a good communications risk when we see one. Let us analyze yours.

Broadcast Credit Corporation, 200 E. 42  
Street, New York, N. Y. 10017 • 212 OX 7-1890.

**BCC**

# PROFESSIONAL CARDS

**JANSKY & BAILEY**  
Consulting Engineers  
2411 - 2419 M St., N.W.  
Washington 37, D. C. 296-6400

**JAMES C. McNARY**  
Consulting Engineer  
National Press Bldg.  
Wash. 4, D. C.  
Telephone District 7-1205  
*Member AFCEE*

—Established 1926—  
**PAUL GODLEY CO.**  
Upper Montclair, N. J.  
Pilgrim 6-3000  
Laboratories, Great Notch, N. J.  
*Member AFCEE*

**GEORGE C. DAVIS**  
CONSULTING ENGINEERS  
RADIO & TELEVISION  
527 Munsey Bldg.  
Sterling 3-0111  
Washington 4, D. C.  
*Member AFCEE*

**COMMERCIAL RADIO  
EQUIPMENT CO.**  
Everett L. Dillard, Gen. Mgr.  
Edward F. Lorentz, Chief Engr.  
INTERNATIONAL BLDG.  
DI 7-1319  
WASHINGTON 4, D. C.  
*Member AFCEE*

**A. D. Ring & Associates**  
42 Years' Experience in Radio  
Engineering  
1710 H St., N.W. 298-6850  
WASHINGTON 6, D. C.  
*Member AFCEE*

**GAUTNEY & JONES**  
CONSULTING RADIO ENGINEERS  
930 Warner Bldg. National 8-7757  
Washington 4, D. C.  
*Member AFCEE*

**Lohnes & Culver**  
Munsey Building District 7-8215  
Washington 4, D. C.  
*Member AFCEE*

**KEAR & KENNEDY**  
1302 18th St., N.W. Hudson 3-9000  
WASHINGTON 6, D. C.  
*Member AFCEE*

**A. EARL CULLUM, JR.**  
CONSULTING ENGINEERS  
INWOOD POST OFFICE  
DALLAS 9, TEXAS  
MEIrose 1-8360  
*Member AFCEE*

**GUY C. HUTCHESON**  
P.O. Box 32 CRestview 4-8721  
1100 W. Abram  
ARLINGTON, TEXAS

**SILLIMAN, MOFFET  
& KOWALSKI**  
1405 G St., N.W.  
Republic 7-6646  
Washington 5, D. C.  
*Member AFCEE*

**GEO. P. ADAIR ENG. CO.**  
CONSULTING ENGINEERS  
Radio-Television  
Communications-Electronics  
901 20th St., N.W.  
Washington, D. C.  
Federal 3-1116  
*Member AFCEE*

**WALTER F. KEAN**  
CONSULTING RADIO ENGINEERS  
Associate  
George M. Sklom  
19 E. Quincy St. Hickory 7-2401  
Riverside, Ill. (A Chicago suburb)  
*Member AFCEE*

**HAMMETT & EDISON**  
CONSULTING RADIO ENGINEERS  
Box 68, International Airport  
San Francisco 28, California  
Diamond 2-5208  
*Member AFCEE*

**JOHN B. HEFFELFINGER**  
9208 Wyoming Pl. Hiland 4-7010  
KANSAS CITY 14, MISSOURI

**JULES COHEN  
& ASSOCIATES**  
9th Floor, Securities Bldg.  
729 15th St., N.W., 393-4616  
Washington 5, D. C.  
*Member AFCEE*

**CARL E. SMITH**  
CONSULTING RADIO ENGINEERS  
8200 Snowville Road  
Cleveland 41, Ohio  
Phone: 216-526-4386  
*Member AFCEE*

**VIR N. JAMES**  
CONSULTING RADIO ENGINEERS  
Applications and Field Engineering  
345 Colorado Blvd.—80206  
Phone: (Area Code 303) 333-5562  
**DENVER, COLORADO**  
*Member AFCEE*

**A. E. Towne Assocs., Inc.**  
TELEVISION and RADIO  
ENGINEERING CONSULTANTS  
420 Taylor St.  
San Francisco 2, Calif.  
PR 5-3100

**PETE JOHNSON**  
Consulting am-fm-tv Engineers  
Applications—Field Engineering  
Suite 601 Kanawha Hotel Bldg.  
Charleston, W.Va. Dickens 2-6281

**MERL SAXON**  
CONSULTING RADIO ENGINEER  
622 Hoskins Street  
Lufkin, Texas  
NEptune 4-4242 NEptune 4-9558

**WILLIAM B. CARR**  
Consulting Engineer  
AM—FM—TV  
Microwave  
P. O. Box 13287  
Fort Worth 18, Texas  
BUtler 1-1551

**RAYMOND E. ROHRER  
& Associates**  
Consulting Radio Engineers  
436 Wyatt Bldg.  
Washington 5, D. C.  
Phone: 347-9061  
*Member AFCEE*

**E. HAROLD MUNN, JR.**  
BROADCAST ENGINEERING  
CONSULTANT  
Box 220  
Coldwater, Michigan  
Phone: BRoadway 8-6733

**JOHN H. MULLANEY  
and ASSOCIATES**  
A Division of Multronics, Inc.  
Multronics Building  
5712 Frederick Ave., Rockville, Md.  
(a suburb of Washington)  
Phone: 301 427-4666  
*Member AFCEE*

**OSCAR LEON CUELLAR**  
AM-FM-TV  
889 El Puente Lane P.O. Box 888  
Phone (Area Code 602) 623-1121  
Tucson, Arizona—85713  
*Member IEEE*

**SPOT YOUR FIRM'S NAME HERE**  
To Be Seen by 100,000\* Readers  
—among them, the decision-making  
station owners and managers,  
chief engineers and technicians—  
applicants for am, fm, tv  
and facsimile facilities.  
\*ARB Continuing Readership Study

**Service  
Directory**

**COMMERCIAL RADIO  
MONITORING CO.**  
PRECISION FREQUENCY  
MEASUREMENTS  
AM-FM-TV  
103 S. Market St.,  
Lee's Summit, Mo.  
Phone Kansas City, LaClede 4-3777

**CAMBRIDGE CRYSTALS  
PRECISION FREQUENCY  
MEASURING SERVICE**  
SPECIALISTS FOR AM-FM-TV  
445 Concord Ave.,  
Cambridge 38, Mass.  
Phone TRowbridge 6-2810

*contact*  
**BROADCASTING MAGAZINE**  
1735 DeSales St. N.W.  
Washington, D. C. 20036  
for availabilities  
Phone: ME 8-1022

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 6

|    | Lic.             | ON AIR | CP's | NOT ON AIR | TOTAL APPLICATIONS |
|----|------------------|--------|------|------------|--------------------|
|    |                  |        |      | CP's       | for new stations   |
| AM | 3,869            | 78     | 107  | 107        | 328                |
| FM | 1,119            | 43     | 204  | 204        | 254                |
| TV | 521 <sup>1</sup> | 60     | 82   | 82         | 145                |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 6

|               | VHF | UHF             | TV               |
|---------------|-----|-----------------|------------------|
| Commercial    | 476 | 95 <sup>2</sup> | 571 <sup>1</sup> |
| Noncommercial | 53  | 29              | 82               |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

|   | AM    | FM    | TV               |
|---|-------|-------|------------------|
| Licensed (all on air)                           | 3,869 | 1,119 | 521 <sup>1</sup> |
| CP's on air (new stations)                      | 78    | 43    | 60               |
| CP' not on air (new stations)                   | 94    | 156   | 80               |
| Total authorized stations                       | 4,042 | 1,318 | 668              |
| Applications for new stations (not in hearing)  | 202   | 245   | 64               |
| Applications for new stations (in hearing)      | 100   | 21    | 66               |
| Total applications for new stations             | 302   | 266   | 130              |
| Applications for major changes (not in hearing) | 198   | 60    | 43               |
| Applications for major changes (in hearing)     | 43    | 1     | 7                |
| Total applications for major changes            | 241   | 61    | 50               |
| Licenses deleted                                | 2     | 0     | 0                |
| CP's deleted                                    | 2     | 0     | 1                |

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

eration involved. Action April 29.

WTMC Ocala, Fla.—Granted transfer of control of licensee corporation, Marion County Enterprises Inc., from William L. Matheson (72.72% before, 50% after) to William L. Matheson and Robert M. Marks (27.28% before, 50% after). Consideration transfer of stock. Action May 1.

KGU Honolulu—Granted assignment of license from Advertiser Publishing Ltd. to Communications Hawaii Inc., a wholly owned subsidiary. Consideration transfer of stock. Action April 29.

KUPI Idaho Falls, Idaho—Granted assignment of license from KUPI Inc., owned by Elizabeth J. B. Echo, to Eugene F. Klaas. Consideration \$80,000. Mr. Klaas is general manager of KUPI. Action April 29.

WJOL-AM-FM Joliet, Ill.—Granted assignment of licenses and CP from WJOL Inc. owned by Joseph F. Novy and Jerome F. Cerny (each 50%) to Publishing Enterprises Inc. owned by John P. Harris (30.85%), Virginia S. Harris (28.13%), John G. Harris held in trust (12.41%), Virginia H. Rayl (12.66%) and others. Consideration \$560,000 and \$120,000 each to Messrs. Novy and Cerny not to compete for 10 years within 50 miles of WJOL except for stations in municipal boundaries of Chicago. Publishing Enterprises is comprised of several newspaper publishing companies and has interest in KTOP-AM-FM Topeka, KIUL Garden City, KTVH(TV) Hutchinson, all Kansas, and KBUR Burlington, KMCD Fairfield, both Iowa. Action May 1.

WIRE Indianapolis—Granted assignment of license from WIRE Broadcasting Co. to Mid-America Radio Inc., owned by Kankakee Daily Journal Co. Consideration \$1,352,000. Kankakee Daily Journal owns WIRL Peoria, WKAN Kankakee, WRRR Rockford, and 70% of WQUA Moline, all Ill. Action May 5.

WKLX Paris, Ky.—Granted assignment of license from David L. Krause, receiver, to Paris-Bourbon County Broadcasting Inc., owned by J. M. Alverson Jr., Sanford A. Alverson and Robert B. Worthington (each 33 1/3%). Consideration \$56,000. Messrs. Alverson have interest in Paris Daily Enterprise; Mr. Worthington is newspaper's advertising manager. Action April 29.

KIKS Sulphur, La.—Granted transfer of control of licensee corporation, Victor Radio Inc., from Victor National Casualty Co.

(56% before) to Victor Management Inc. (56% after). Transfer results from corporate reorganization involving no financial consideration. Other stockholders remain same. All of above corporations are ultimately controlled by Victor Muscat. Also see KMYO Little Rock, Ark., above. Action May 5.

KEYL Long Prairie, Minn.—Granted transfer of control of licensee corp., Communications Associates Inc., from Walter F. Morrison, Charles H. Fee and Harold Jahnke (each 33 1/3%) to Jerald and Douglas Stenoi (each 50%). Consideration \$27,000. Jerald Stenoi is employee of KUOM Minneapolis; Douglas Stenoi is Des Plaines, Ill., businessman. Action April 29.

WHBI(FM) Newark—Granted acquisition of positive control of licensee corporation, Cosmopolitan Broadcasting Corp., by Donald Jerome Lewis (50% before, 100% after) through sale of stock by VIP Radio Inc. (50% before). Consideration \$20,189. Action April 29.

WKER Pompton Lakes, N. J.—Granted assignment of CP from Robert A. and Joan Brooks Kerr, d/b as Upper Passaic County Radio, to WKER Radio Inc., owned by Robert A. and Joan Brooks Kerr (99.4%), and Roy H. Terhune (0.6%). No financial consideration listed. Action April 29.

WONO(FM) Syracuse, N. Y.—Granted transfer of control of licensee corp., Sentinel Heights FM Broadcasters Inc., from Milton J. Rubenstein (24.5% before), Richard B. Shannon (18.5% before), John F. Dougherty (14% before), Joseph Brown (6.5% before), Daniel E. Dwyer (5% before), Herbert H. Heim and Darrell H. Badore (each 3.5% before) and Bernard J. Lipsy (0.75% before) to Henry Fogel and Stephen Jacobs (each 38 1/2% after). Consideration transfer of stock. Messrs. Fogel and Jacobs are employees of WONO(FM). Action April 29.

WNXT Portsmouth, Ohio—Granted assignment of license from WNXT Inc., owned by Leonard Feldman (62.5%), Abraham R. Eilman (35%) and others, to Zanesville Publishing Co. owned by Clay and Arthur S. (each 47.5%) and William O. Littick (5%). Consideration \$282,500. Zanesville Publishing has interest in WHZ-FM-TV Zanesville, Ohio and is licensee of WTAP-AM-TV Parkersburg, W. Va. Action April 29.

WCCA-TV Columbia, S. C.—Granted assignment of license from First Carolina Corp. to Mississippi Telecasting Inc., owned

by Cy N. Bahakel (100%). Consideration \$240,000. Mr. Bahakel has interest in WABG-AM-TV Greenwood, Miss.; WKIN Kingsport, Tenn.; WWOD-AM-FM Lynchburg, Va.; WLBJ-AM-FM Bowling Green, Ky.; WDOD-AM-FM Chattanooga; KXEL-AM-FM Waterloo, Iowa and WKAB-TV Montgomery, Ala. See CHANGING HANDS this issue. Action May 5.

KIXL-AM-FM Dallas—Granted assignment of license from Variety Broadcasting Inc., owned by Lee Segall and others, to Strauss Broadcasting Co., owned by Robert S. and Theodore H. Strauss (each 50%). Consideration \$875,583. Messrs. Strauss were minority stockholders; Mr. Segall will continue on board of directors. Action April 30.

WRIS Roanoke, Va.—Granted assignment of license from Roanoke Independent Broadcasters Inc., owned by Cy N. Bahakel (100%), to Lloyd and Margaret H. Gochenour (each 50%), joint tenants with rights of survivorship. Consideration \$112,000. Mr. Gochenour is majority owner of WAFC, WSGM-FM Staunton, Va.; Mrs. Gochenour is housewife. Action April 29.

## APPLICATIONS

KCON Conway, Ark.—Seeks transfer of control of licensee corporation, Conway Broadcasting Co., owned by James E. Clayton, deceased, (62%), Charles B. Edwards (32.5%) and others to Madge W. Clayton (.5% before, 62.5% after), executrix of estate of James E. Clayton. No financial consideration. Ann. May 1.

KEPI(FM) Phoenix, Ariz.—Seeks assignment of license from Golden Sounds Inc., owned by Ward J. Atkinson (50%), William W. St. Clair, James McCollister and Wilber Donaldson (each 16 2/3%) to Radio Station KUEQ Inc., owned by William N. Freeman (40.6%), David L. Hunn (29.4%), Ward Atkinson (14.6%), Ida M. Freeman (8.8%) and others. Consideration \$10,000. Applicant is licensee of KUEQ Phoenix. Ann. May 1.

KIFM(FM) Bakersfield, Calif.—Seeks assignment of license from Booth Broadcasting Co., owned by J. E. Sonderegger and Gerson Al Price (each 50%) to KIFM Stereo Broadcasting Co., owned by J. E. Sonderegger, Gerson Al Price, Harold J. Brown (each 32 1/2%) and Ralph L. McKnight (2 1/2%). Consideration transfer of stock. Ann. May 1.

WINT-FM Winter Haven, Fla.—Seeks assignment of license from Angelo L. Fazzari (100%) to Bruce L. Parker (100%). Consideration \$50,000. Mr. Parker is sales manager of Winter Haven Broadcasting Co. Ann. May 1.

KASI Ames, Iowa—Seeks assignment of license from Wapello County Broadcasting Co., owned by G. Laverne Flambo, Robert A. Dettman, Dale Cowle, W. John Grandy, Odin S. Ramsland and Harry S. Hyett (each 16.67%) to KASI Iowa Inc., wholly owned subsidiary of Wapello County Broadcasting. No financial consideration involved. Ann. May 1.

KFLY Corvallis, Ore.—Seeks relinquishment of negative control of licensee corporation, Radio Broadcasters Inc., by James L. and C. C. Hutchens (each 50% before sale, 41.33% after) through sale of stock to Donald M. Heinen (17.34% after). Consideration \$2,600. Mr. Heinen is station manager of KFLY, holder of CP for new FM in Corvallis. Ann. May 1.

WBLK-FM Depew, N. Y.—Seeks acquisition of positive control of licensee corporation, WBLK Broadcasting Co., by Rita Lorenz (26% before sale, 66.89% after) and Bessie M. Kritzler (25% before sale, 33.11% after) through sale of stock by Martin H. Sher (49% before, none after) to licensee corporation. Consideration \$98. Ann. May 1.

KRUN Ballinger, Tex.—Seeks transfer of control of licensee corporation, Central West Broadcasting Co., from M. M. and Bennie E. Rochester (each 49.996%) to Robert F. McGarvey (.008% before sale, 100% after). Consideration \$61,500. Mr. McGarvey is general manager of Central West Broadcasting. Ann. May 1.

KVOC Casper, Wyo.—Seeks assignment of license from KVOC Broadcasting Co., owned by William F. Shuts and Duane W. Simons (each 50%) to KVOC Inc. owned by Harry Bubeck and Rodger H. Bubeck (each 50%). Consideration \$120,000. Mr. Harry Bubeck is program manager station relations with D'Arcy Advertising Co., Chicago. Mr. Rodger Bubeck is station representative with Jack Masla & Co., New York. Ann. May 1.

## Hearing cases

### INITIAL DECISION

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Salem Television Co. for



new TV to operate on channel 3 in Salem, Ore., and denying competing application of Salem Channel 3 Telecasters Inc. Action May 5.

#### DESIGNATED FOR HEARING

The Commission en banc, by Commissioners Henry (chairman), Hyde, Bartley, Cox and Loevinger, took the following actions on April 29:

KCOG Centerville, Iowa—Granted renewal of license. Chairman Henry abstained from voting. Action April 29.

By Order, commission designated for hearing before commission en banc on May 14, five applications—Oak Knoll Broadcasting Corp., Goodson-Todman Broadcasting Inc., California Regional Broadcasting Corp., Crown City Broadcasting Co., and Radio Eleven Ten Inc., all Pasadena, Calif.—each for interim authority to operate facilities of Eleven Ten Broadcasting Corp. (KRLA), Pasadena; made Voice of Pasadena Inc., Western Broadcasting Corp., KFOX Inc., Topanga Malibu Broadcasting Co., Radio Station KCJH, Gordon Broadcasting of San Diego Inc., Hi-Desert Broadcasting Corp., Standard Broadcasting Co., and American Federation of Television and Radio Artists, parties to proceeding. Commissioner Bartley dissented with statement.

WAYL Contemporary Radio Inc. and Hubbard Broadcasting Inc. both Minneapolis, Minn.—Designated for consolidated hearing FM applications—WAYL to change facilities from 96.1 mc, 10 kw, ant. height 72 feet, to 94.5 mc, 53 kw, ant. height 421 feet, and Hubbard for new FM on 94.5 mc, 100 kw, ant. height 575 feet. Commissioner Loevinger not participating.

Dubuque Broadcasting Co. and Telegraph-Herald both Dubuque, Iowa—Designated for consolidated hearing applications for new FM's on 105.3 mc—Dubuque with 25 kw, ant. height 341 feet, and Telegraph-Herald with 75.6 kw, ant. height 339.4 feet. Action April 29.

WENY Inc. and Elmira Heights-Horseheads Broadcasting Co. both Elmira, N. Y.—Designated for consolidated hearing applications for new FM's on 94.3 mc—WENY with 700 w horiz. and vert., ant. height 564 feet, and Elmira Heights with 950 w, ant. height 502 feet. Commissioner Loevinger absent. Action April 29.

Skylark Corp. and Kingston Broadcasting Inc. both Kingston, N. Y.—Designated for consolidated hearing applications for new FM's on 94.3 mc—Skylark with 258 w vert., 660 w horiz., ant. height 580 feet and Kingston with 3 kw, ant. height 87 feet. Commissioner Loevinger absent. Action April 29.

Marine Broadcasting Corp. and Onslow Broadcasting Co. both Jacksonville, N. C.—Designated for consolidated hearing applications for new FM's on 105.5 mc with 3 kw—Marine ant. height 235 feet., and Onslow ant. height 117.5 feet. Commissioner Loevinger absent.

By memorandum opinion and order, commission designated for consolidated hearing applications of Springfield Telecasting Co. and Midwest Television Inc. for new TV's to operate on channel 26 in Springfield, Ill.; issues include Sect. 73.636 "duopoly" and concentration of control determination as to Midwest and Sect. 73.613 main studio location determination as to both applicants; made Plains Television Corp., licensee of TV stations WICS (ch. 20) Springfield, WCHU (ch. 33) Champaign, and WICD (ch. 24) Danville, all Ill., party to proceeding; dismissed various related pleadings by Springfield and Midwest.

#### OTHER ACTIONS

Commission invited comments to notice of proposed rule making looking toward amending FM table of assignments, based on petition by Cornhusker Television Corp. (KOLN-TV), Lincoln, Neb., to shift Channel 245 from Columbus, Neb., to Norfolk, Neb., and channel 266 from Norfolk to Columbus. Commissioners Bartley and Cox dissented. Action April 29.

By memorandum opinion and order, hearing application of American Colonial Broadcasting Corp. to increase ERP vis. of station WKBM-TV (ch. 11), Caguas, P. R., from 27.1 kw to 270 kw, change type ant. and directionalize ant., in consolidated proceeding with applicant's pending application in Docket 15371 to change site and height of trans. of station WSUR-TV (ch. 9) Ponce, P. R.; issues include Sect. 73.636 overlap determination; made WKAQ-TV (ch. 2) San Juan, which filed opposing petition, party to proceeding. Action April 29.

By memorandum opinion and order, commission on own motion designated for hearing application (BPCT-3300) of American Colonial Broadcasting Corp. to increase ERP vis. of station WKBM-TV (ch.

11), Caguas, P. R., from 27.1 kw to 270 kw, change type ant. and directionalize ant., in consolidated proceeding with applicant's pending application in Docket 15271 to change site and height of trans. of station WSUR-TV (ch. 9) Ponce, P.R.; issues include Sect. 73.636 overlap determination; made WKAQ-TV (ch. 2) San Juan, which filed opposing petition, party to proceeding. Action April 29.

By order in Boston TV Channel 5 proceeding, commission (1) denied application by WHDH Inc. (WHDH-TV) for review of March 12 memorandum opinion and order by review board and (2) dismissed as moot WHDH petition for stay. Review board's March 12 action granted in part petition by Charles River Civic Television Inc. and enlarged issues in this proceeding.) Action April 29.

By memorandum opinion and order, commission reopened record in Burlington-Mt. Holly, N. J., AM proceeding and remanded it to hearing examiner for initial report and recommendation concerning financial arrangements and programing surveys by John J. Farina, tr/as Mt. Holly-Burlington Broadcasting Inc. On March 19 court of appeals remanded case to commission for this purpose. Commission on June 12, 1963 granted CP for daytime station on 1460 kc, 5 kw, DA, to Farina and losing applicant, Burlington Broadcasting Co., appealed to court. Commissioner Loevinger not participating. Action April 29.

By memorandum opinion and order in proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM's in Prattville, Ala., commission denied application by Prattville Broadcasting Co. for review of April 8 Order by review board which set aside decision on own motion and scheduled oral argument on exceptions to initial decision for April 20 (since continued without date), and dismissed as moot request for stay of oral argument. Action April 29.

By order, commission denied application by Greater Minnesota Broadcasting Corp. (KVBR), Brainerd, Minn., for review of March 24 memorandum opinion and order by review board which denied KVBR's late filed petition for leave to intervene, and all relief requested therein, in proceeding on AM application of Brainerd

Broadcasting Co. (KLIZ), Brainerd. Action April 29.

By memorandum opinion and order, in proceeding on applications of Collier Electric Co. for renewal of licenses of common carrier microwave facilities KAQ79, Fort Morgan, Colo., et al, commission deleted issues relating to economic impact on Frontier Broadcasting Co.'s TV's KSTF, Scottsbluff, Nebr., and KTVS, Sterling, Colo., and included as conditions upon any present or future Collier license in this proceeding paragraphs 1, 2, and 6-13 of an "Agreement Relating to Non-Duplication," submitted by Collier and Frontier, which largely contains non-duplication protection provisions in rule-making proposals of Dec. 13, 1963 for the Domestic Public Point-to-Point Microwave Radio Service and Business Radio Service. Commissioner Bartley concurred with statement; Commissioner Loevinger concurred in result; Commissioner Ford not participating. Action April 29.

Commission postponed for two weeks en banc oral proceedings concerning revision of program reporting form used with TV and radio applications. Previously, oral proceeding concerning TV was set for May 18 and on radio for May 25. New dates are as follows:

Television: June 1, 1964, with parties desiring to appear and make oral presentations to submit notices of such intention to secretary of commission by May 20.

Radio: June 8, 1964, with parties desiring to appear and make oral presentations to submit notices of intention to secretary by May 25. Action April 29.

#### Routine roundup

##### ACTIONS BY REVIEW BOARD

Scheduled oral argument for June 9 in proceeding on AM application of Trans America Broadcasting Corp. (KTYM), Inglewood, Calif. Action May 5.

Granted petition by Rhinelander Television Cable Corp., and postponed without date May 12 oral argument, and afforded Rhinelander 30 days in which to file petition to reopen record and/or petition for

*Continued on page 102*



**"LOOK AT ME...  
I'm Walking!"**

Just a few faltering steps... and yet the biggest thrill of his life. What comes next? Will he run and perhaps play like other youngsters? Although science has not yet found the final answer to cerebral palsy, there is much that can be done for the thousands of children who are now afflicted. What is it worth to you to see even one little boy walk? If he lived next door, would you help?

**SUPPORT UNITED CEREBRAL PALSY**



# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
  - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
  - All other classifications, 30¢ per word—\$4.00 minimum.
  - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO—Help Wanted

### Management

General manager for southern Virginia AM & FM. Strong in sales & promotion. Send photo with resume. Box E-102, BROADCASTING.

### Sales

Baltimore. Experienced top salesman, capable of management. Good salary plus with top station, multiple chain. Please write fully. Box B-262, BROADCASTING.

The man we need is a professional radio salesman, young, aggressive and a self-starter. Real opportunity in California with fast growing major market chain. Top salary and incentive. All replies held in confidence. Box D-261, BROADCASTING.

Needed within three months salesman. One of nation's top 25 markets newly purchased station starting at ground level. Middle of the road modern format. Send resume then we will negotiate. Box E-44, BROADCASTING.

5 kw close to both Philadelphia and New York seek experienced radio salesman. Honest, dependable pro for great growth opportunity. Prefer college background. Send full particulars including current and past earnings. Will arrange interview. Box E-63, BROADCASTING.

Attention Florida Markets! Need an aggressive salesman who loves money. Great opportunity for right man. Send resume first inquiry, or, call John Fox. Daytime, Sunset 3-2416. Evening, Newton 6-0544. Work and play in booming Brevard near Cape Kennedy, Fla. WRKT-AM-FM, Cocoa Beach, Fla.

Growing single station market has immediate opening for aggressive young salesman. Excellent station sound, facilities, fringe benefits. Attractive salary plus commission. Call General Manager, 614-393-4991, Radio WMVO, Mount Vernon, Ohio.

Sales manager & salesman, write Dean Alexander, WRCR Broadcasting Corp., 406 South Century Ave., St. Paul 19, Minnesota.

Real earning opportunity for executive-type salesmen with the OK Group. Take your pick. Work in New Orleans, Houston or Memphis. We have openings for aggressive, competitive salesmen with ideas and desire to make more money. We have a number of salesmen currently earning from \$7,500 to \$13,000. Move into this kind of top money. Excellent draw, based on billings. Fringe benefits, health insurance . . . if you have a record to stand on we will pay moving expenses. In this six station group you have opportunity to move up to management. Send complete summary including references, past earning records and photograph. Application confidential. Write Stanley W. Ray, 505 Baronne Street, New Orleans.

### Announcers

New Jersey: Experienced announcer-newsman. Adult music station. Salary commensurate with ability. Send tape, resume, salary requirements. Box D-304, BROADCASTING.

Needed within three months program production manager. One of nation's top 25 markets newly purchased station starting at ground level. Middle of the road modern format. Send resume then we will negotiate. Box E-45, BROADCASTING.

Announcer with good copy writing and production experience to work for a southeast Florida 5 kw operation, with prestige programming. One hundred dollars per week. Send resume and tape. Box E-49, BROADCASTING.

## Announcers—(Cont'd)

Top money for all night dj for midwest top fifteen major market. Must have first phone, station affiliated with large chain, send air check immediately to Box E-88, BROADCASTING.

Station in top 25 markets needs first-phone top-40 man for all-night show. Resume, salary, tape to Box E-135, BROADCASTING.

Negro Rhythm & Blues DJ. Fast rising south Florida station. Send resume and audition tape to Box E-136, BROADCASTING.

New Power house on east coast looking for good air men with first phone. Send tape and resume for modern adult format. Box E-140, BROADCASTING.

Opening for good beginner announcer. Send tape and resume to KSTV, P. O. Box 102, Stephenville, Texas.

Immediate opening. Morning man; play-by-play sports. Salary open. Send resume-tape to Dave Young, KSID Radio, Sidney, Nebraska.

Swinging personality Jock, Top 40 Operation. Send tape, resume to: WAIR, Winston-Salem, N. C.

Experienced top 40 D. J.—news man. Must gather-report news, also capable of production commercials. Third-Class ticket required. Contact Program Director, WCRO, Johnstown, Pennsylvania.

Immediate opening for experienced combo man. Announcing and engineering. Ability will determine salary. Contact Terry Dorsey, Program Director, WDBQ, Dubuque, Iowa.

WEEL Fairfax Virginia, going 5 kw in next 90 days needs experienced combination announcer-engineers with first phone. Live, bright up tempo sound, middle of road format, no top 40. 2nd and Oak Sts., Fairfax, Va., Phone 703, CRescent 3-4000.

Immediate opening for morning deejay who can entertain with good music. Must be able to handle news in the afternoons. It's a split shift, but less than eight hours a day. Good working conditions and fringe benefits offered. Contact Rick Rawlins, Program Director, WFIN, Findlay, Ohio.

WGRD Grand Rapids modern formula station needs experienced air personality. Your opportunity to step into prime position with growing chain. Send air check, resume, photo and recent earnings.

Immediate opening. News voice, copywriter. Heavy on both. Start \$85.00. WGVM, Greenville, Mississippi.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Lansing, Michigan needs a top rated morning personality who sells himself in a few, well placed words, who likes to mix pleasant country music with non-rock pop and million seller standards. Send tape and resume to J. Cody Owens, WITL.

## Announcers—(Cont'd)

Immediate opening for qualified, experienced announcer. Send resume and tape first inquiry. Work and play in booming Brevard near Cape Kennedy, Florida. Write John Fox, WRKT-AM-FM, Cocoa Beach, Florida. Phone Sunset 3-2416 day, Newton 6-0544 evening.

Announcer: For leading central Wisconsin regional outlet. Good base pay plus fringe benefits. Write WSAU Radio, P. O. Box 1088, Wausau, Wisconsin.

Salesman-announcer opening with Illinois-Iowa group. Send resume, tape to Hayward Talley, WSMI, Litchfield Illinois.

Westchester County—Immediate newsman-announcer opening. Send resume and salary requirements. Manager, WVOX, New Rochelle, New York.

Dixie stations considering announcers for small market radio group serving Louisiana and Texas. Resume, photo, tape, salary, first letter. Pete Sanders. P. O. Box 46, DeRidder, Louisiana.

## Technical

Chief engineer/audio. Major market, east coast. Must be experienced chief. Reliable. No announcing. Excellent equipment, working conditions. Rare opportunity. Send resume, references and picture to Box D-298, BROADCASTING.

Required immediately experienced GPL Ampex videotape operator with kinescope experience. Good opportunity for right man. Metropolitan New York. Box E-98, BROADCASTING.

Are you good enough to help replace two men who left us to work for the Storz chain? We need two first phones. One must know his engineering and become chief. Both must be pretty sharp announcers—news? Production? Traffic experience very helpful. We are in a small market (30,000)—but we don't sound like it. We play some top forty—but we are not an irresponsible "Kiddy" station. Full details quick to: Ken Lipps, KGMO Radio, Cape Girardeau, Missouri.

Immediate opening for first phone engineer. No announcing. Must be qualified to service Gates studio and transmitter equipment assume full engineering authority. Address applications to K-W-E-W Radio, Hobbs, New Mexico.

First class studio-transmitter engineer, previous experience preferred, regional radio and TV stations, middle Atlantic area—WBOC Stations, Salisbury, Maryland.

WHWH, Princeton, New Jersey. Opening about May 25th for qualified transmitter engineer. Possibility of combo, if qualified, 5 kw 6 tower DA-2 operation. Chance to learn for someone with right background. Contact Art Silver, Chief engineer, at WHWH, Box 1350, Princeton or call 609-924-3600.

Immediate opening for qualified first phone engineer. Light announcing. WSYB, Rutland, Vermont.

Technician, first phone, wanted to service Two-way, radio, and tv. Permanent. Advance Radio Service, 124 S. Douglas St., Wilson, N. C.

## Production—Programing, Others

Midwest AM, FM operation needs sports director. Over 100 games covered yearly. Will have play-by-play help. Excellent opportunity with 2 station group. Box E-84, BROADCASTING.

## Production—Programing, Others

### Continued

News editor, qualified through experience or schooling, wanted for long established full time kilowatt, strong in news coverage. Three newsmen already on staff, also new mobile unit in operation. Pleasant, prosperous eastern Illinois city. Better than average situation as to pay, extra benefits and opportunity. Give full details of experience, training, references to Box D-258, BROADCASTING.

Responsible, experienced newsmen. Midwest. Small market. Good salary. Better than average station. Box E-134, BROADCASTING.

Program director—air personality for formula operation in highly competitive mid-west market. A real pro with top background will find this a challenging opportunity. Send complete information including tape and earnings to Box E-141, BROADCASTING.

Wanted immediately news director for North Carolina radio station. Must be experienced man to handle local and regional news. Mobil unit. Prefer married man who wants permanent location. Must have tape, photo & resume to Box E-142, BROADCASTING.

News and sports man. Gather, write and deliver local news, broadcast play-by-play high school basketball, football and baseball. Must be experienced. References will be checked. Send snapshot, details and salary expected to Mason Dixon, KFTM Radio, Fort Morgan, Colorado.

Immediate opening for production minded copy writer. If you are experienced, creative and want to join a sound radio station send resume and picture to: Stan Stephens, Radio Station KOJM, Box 70, Havre, Montana.

Are you a newsmen? The position of news director is open at radio station KOJM, Havre, Montana. Send resume, picture to: Radio Station KOJM, Box 70, Havre, Montana.

News director-experienced, professional with good voice, ability cover, write local news. Interview necessary. Rush tape, background, references, photo. KSIB, Creston, Iowa.

News director for established news operation. Gather, write and broadcast local news. ABC Station in city of 14,000 WBYS Radio, Canton, Illinois.

Young but experienced need for general duties—board, remotes, production tapes. Must have good voice, be settled and of good character. Right man could become Program Director. Contact Ed Carrell, WGAD, Gadsden, Alabama.

Production-Program Director—Young but mature man can have good future with dynamic new station. Do you believe in radio? Can you produce all types of commercials? Can you do better than average job with RCA Thesaurus library? Cartridges? Can you help put a good-big-city sound on what most would call a small station? If your answers are yes, rush tape, picture and resume to Cal Zethmayr, General Manager, WOGA, P.O. Box 85, Syl-vester, Georgia. Tell all in writing first, interview later.

AM station in major market seeks talented first phone combo man. Write or call WKKW Troy, New York.

## RADIO—Situations Wanted

### Management

Wish to move to the Florida west coast. Mature salesman management experience. Presently employed. Box D-290, BROADCASTING.

Seventeen years experience radio owner-manager, sales and production including TV major market sales. Seeking administrative, supervisory of sales slot with network, group, rep. or major market station. Family 35, college graduate. Box E-88, BROADCASTING.

Manager offers . . . Sales—Executive experience, ideas, diligence, honesty, economy. Family man available for small or medium market. Box E-91, BROADCASTING.

## Management—(Cont'd)

Mr. Pro., 39, family. Eighteen years radio; last twelve in general and sales management. References will prove successful record in administration, programing, local/national sales in competitive situation. Seeking station and/or sales management in solid operation. Box E-94, BROADCASTING.

Eleven years experience: management, sales, programing, promotion, announcing. Offers for all positions considered. Married, 32, employed Virginia. Box E-105, BROADCASTING.

Small or medium market general management wanted. Experienced, especially sales. Box E-118, BROADCASTING.

I can manage a station, direct programing, manage production, sell, announce, write copy and think. Have done all successfully. Ten years experience includes two major markets. Make excellent right hand for busy top executive. Let's talk seriously. Box E-125, BROADCASTING.

WHY? would I trade a five-figure management for red-figure southeastern station? Ownership! Box E-143, BROADCASTING.

Seventeen years successful sales and station management. Cost conscious, profit alert. Family. Very best references. Midwest preferred. Other areas considered if situation offers future. Can invest if necessary. Box E-147, BROADCASTING.

### Sales

Radio and/or television sales. Will graduate from large midwestern University June 7. Seeking sales trainee position. Available June 8. Box E-87, BROADCASTING.

Top time salesman. Family, creative, college, ambitious, mature. Metro, small market experience. Heavy management background. Presently employed. Prefer southwest. Available June 15. Box E-146, BROADCASTING.

Experienced sales promotion man. Wants to add \$10,000 to 20,000 to your stations. Plus business . . . short term. No gimmicks . . . no crews . . . high commissions on collections. P.O. Box 183—Lancaster, Ohio.

### Announcers

Experienced, trained top forty personality dj seeks advancement in mid-south. Box E-5, BROADCASTING.

Available June, young progressive, married, news announcer, for mid-west, south. Good music operations need only apply. Like a chance to build news operation for your station, 3½ years experience and college. Box E-15, BROADCASTING.

Music director and swingin' personality jock, with three years experience, looking for the right station. Good references. Box E-29, BROADCASTING.

Currently large in small N.Y.C. operation. 10 years. Dee jaying et al. Rear pro—will consider relocation—minimum salary 12,000 per annum. Box E-32, BROADCASTING.

Young, single, conversational announcer for adult format. Two years experience. Play-by-play. Tight board. Prefer southwest. Would consider TV. Box E-35, BROADCASTING.

DJ, tight board, strong news, sell commercial, willing to listen. Box E-60, BROADCASTING.

First phone St. Louis announcer. No maintenance. Five years experience, disc jockey, news. Box E-61, BROADCASTING.

Negro 1st phone. Swinging dj, young and aggressive, married, good selling voice. Will relocate. Box E-70, BROADCASTING.

DJ—1 year middle of road experience. Single. Box E-76, BROADCASTING.

Want to be big fish in medium pond, major experience. Box E-78, BROADCASTING.

Experienced announcer, married, seeks air shift in Wisconsin or upper Michigan. Available now! Box E-89, BROADCASTING.

## Announcers—(Cont'd)

Gillette poll winner with top drive time ratings and 7 years experience, 4 in major Ohio market seeks a change with a future. Looking for advancement opportunity as air man, pd or both. Write Box E-92, BROADCASTING.

Negro disc-jockey R&B specialist, experienced. (Nite spot) desired. Will travel. Box E-93, BROADCASTING.

Announcer, D.J.—Presently incarcerated Wisconsin State Reformatory! Experienced Former News Director, Desires chance to re-establish professional reputation. If you are willing to give me your consideration, I will give you my best. Available August 15, 30. Box E-97, BROADCASTING.

Spring Special! 1st-phone announcer salesman-copywriter. Nothing down with easy weekly payments if you act now. Florida family man. Box E-103, BROADCASTING.

First phone showman—6 years major markets. Personality plus morning man, P. D. Production, play by play. \$175.00 minimum. Box E-104, BROADCASTING.

\$150.00 weekly gets, young married conversational D. J. Will locate east of the Miss. Box E-106, BROADCASTING.

7 years of top ratings in metro market. Lively pro DJ, tasteful humor, wide appeal. Box E-107, BROADCASTING.

Versatile deejay-announcer, authoritative newscaster. Relaxed personable sound production minded. Young ambitious. Will accept permanent position or summer relief possibility to become permanent. Box E-108, BROADCASTING.

Experienced announcer—young ambitious and married wants medium market with advancement. Write Box E-110, BROADCASTING.

14 years "Pro" on 50 KW top ten market now available. Style; bright and friendly. Excellent air salesman. Experienced all phases. Lets have immediate offer. Box E-112, BROADCASTING.

Swinger—Bright happy one-liner personality seeks market offering hops, remotes, opportunity. Married, dependable. Box E-115, BROADCASTING.

For Summer. Presently announcing in 375,000 midwest market on top forty regional network affiliate. First ticket, maintenance, can be your vacation time chief. College senior, 22, single, six years commercial experience, \$125 minimum. Box E-117, BROADCASTING.

Four years first phone. All formats medium to large market. Box E-121, BROADCASTING.

Top 40, Third phone, will travel, work hard, phone 415-344-2945 or Box E-124, BROADCASTING.

Northwesterner—Some experience first ticket (no maintenance). War veteran. Box E-128, BROADCASTING.

DJ—young married 3rd ticket college talent, available immediately. Box E-129, BROADCASTING.

Have Car, will travel. Leaving Army mid-June. Age 25, college. 4 years announcing, DJ. Heavy on news, copy, scripts, production. Some TV newspaper experience. Tape, resume available. Box E-130, BROADCASTING.

Strong on sports, 5 years experience play-by-play, news, interviews, DJ. Dynamic, Dependable, desires to move up. Excellent references. Box E-133, BROADCASTING.

Employed in 100,000 market. Looking for announcing-production in larger market. Experienced, capable, married. Box E-137, BROADCASTING.

First phone announcer—DJ, Experienced Good Voice, Midwest Only. Box E-144, BROADCASTING.

Hire My son the announcer—he also does creative production. He needs a good paying up-tempo middle of the road or top 40 station in California. He's got experience, BS degree in Broadcasting, 3rd ticket and a selling personality. Box D-145, BROADCASTING.



## Announcers—(Cont'd)

Announcer-negro. Some experience. Ambitious. Sparking radio personality tape available. Box E-148, BROADCASTING.

Somewhere in a major-market area is a station that wants a midnight-dawn personality to present a modern sound to its listeners. This announcer is no beginner—knows music, has smooth delivery, well versed in all aspects of radio. Also TV experience. If these qualifications meet your station standards, write Box E-151, BROADCASTING.

Top 40 dj with live swinging personality. Graduate of Chicago radio school. Eager to move to the top. Contact George N. Eberhard, 2635 N. Mango Ave., Chicago 60639, Ill.

\$110 will buy: 1st phone with good rock jock, age 21. Jim Bartlett, 822 Howard, Clearwater, Fla. Phone: 442-6654.

Live swinging top forty deejay, first phone experience. Prefer Kentucky area. Dave Reynolds, 502-447-2779.

Announcer, 24, Third class, looking for staff announcing . . . prefer afternoon. Like big band sound. I feel listener should be informed and entertained . . . so, I talk and supply a good sound, too! Prefer midwest and personal interview. Dan Wilson, 245 Wagner, Northfield Illinois . . . (312) 446-1621.

Personality jock/engineer desires position in northern Ohio or southern Michigan. Maintenance, if desired, with pleasure! Major market experience in top 40 and good music. Excellent references. Salary open. M. P. Cuett, 1752 W. Lawrence Lane, Phoenix, Arizona.

First phone announcer—Available immediately. Broadcast school graduate. Direct station experience, primarily in news. Will relocate. John Ryan, 2447 N. Albany, Chicago 47, Illinois.

## Situations Wanted—Technical

First license, age 43, car, consider any location, construction, directional, audio experience, last job Gates 5 kw. Immediately available. Box E-40, BROADCASTING.

First phone experienced AM-FM-TV-maintenance and construction—June first—Northeast preferred. Box E-90, BROADCASTING.

AM-FM-TV technician 6 years transmitter maintenance 15 years electronic experience. Box E-109, BROADCASTING.

First phone. No announcing. Prefer south or southwest. Box E-120, BROADCASTING.

First phone, technical school graduate, married and reliable, desires engineering work. Box E-131, BROADCASTING.

First phone-inexperienced. Anxious to learn, single, dependable, age 24. Will relocate. Marlowe Steege, Fredericksburg, Iowa.

## Production—Programing, Others

Music director with three years experience looking for the right offer. Box E-30, BROADCASTING.

Experienced sports director. OSU grad. Creative sports features and professional play-by-play. Excellent sales record. Versatile, good PR man. Will build money-making sports department. Box E-42, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box E-47, BROADCASTING.

Copy, continuity, and news writer. Recent college grad., (Dean's list). Campus station's pd. and make-up man. Writer for educational TV and radio. Military obligation fulfilled. Ambitious but willing to start at the bottom. Will travel anywhere. Box E-71, BROADCASTING.

## Production—Programing, Others

### Continued

Creative copy and winning promotional ideas. Plus top 50 metro market experience. Box E-101, BROADCASTING.

Award winning news director wants to relocate in major market. Aggressive young, married, not a clock watcher. Send full details 1st letter. Box E-111, BROADCASTING.

Speech M. A. desires college teaching position in September—Fundamentals, Broadcasting English. Box E-113, BROADCASTING.

Program Director/announcer available soon for quality property. Excels in interviews, news, music production. A planner, detailed. Outstanding background in programing and supervising. Masters. 15 radio years. Box E-114, BROADCASTING.

Program Director or production manager for top 100 station with the desire to improve. Over eight years experience in all phases of production with one of the nation's top 50 markets. 36 family man. Creative ambitious. Available personal interview may be arranged on request. Reply Box E-116, BROADCASTING.

Copywriter and/or announcer. Radio and agency experience. Quality copy. Good commercial and news voice. Box E-119, BROADCASTING.

Young experienced newsmen available immediately. B. S. degree in Journalism. Will consider all offers. Box E-122, BROADCASTING.

Creative copy writer seeks position in TV or agency. Experience includes copy writing at two large midwest radio stations, and complete satellite operation. Presently continuity director. College, and good references. Write Box E-138, BROADCASTING.

Editorial writer. I'll increase your prestige and audience identification mightily—without boring. Also top-notch reporter, newscaster, announcer. Broadcast veteran, now with major station in major market. Box E-149, BROADCASTING.

Give your listening audience the full sports picture! Dynamic sports broadcaster of proven ability seeks to serve you and your listeners with colorful play-by-play coverage plus creative studio shows. Available only because of station license revocation decision by FCC. Highest ratings, references are top men in broadcasting and sports. Box E-150, BROADCASTING.

## TELEVISION—Help Wanted

### Management

Advertising and publicity executive needed to create and direct complete advertising, publicity and sales promotion program for an outstanding broadcasting group operation. We need a man with a strong background and complete resume of education, experience, and salary requirements. Box E-139, BROADCASTING.

### Technical

Chief engineer for VHF full power. Must have a solid engineering background, including a technical education. Have a wide range of experience with all types of studio equipment. VTR, IO's, vidcons, solid state devices, etc. have RCA transmitter and microwave installation experience. This is an interesting position in a medium sized midwestern city. Write Box E-41, BROADCASTING.

Video switcher, immediate opening, first phone, KCRL, Reno, Nevada.

Chief engineer—right man is ready to step from small to big midwestern market. Needs heavy remote and videotape experience. No soft job but great challenge. Box E-24, BROADCASTING.

## TELEVISION—Help Wanted

### Technical—(Cont'd)

Chief engineer KEZI TV, Eugene, Oregon. Full power VHF G.E. equipment. Salary open. Contact B. E. Tykeson, KEZI, 2225 Coburg Rd., Eugene, Oregon.

Permanent position available for experienced transmitter engineer. DuMont equipment experience desirable but not necessary. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

CBS affiliate in mid south has immediate opening for TV technician experienced in studio maintenance and operation. Must be ambitious, dependable and have 1st phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tenn.

Television technician for new communications center on campus of dynamic, expanding Mid-western college of 9,000+ enrollment. Complete benefit program. Experience in closed circuit and broadcast engineering. FM and IO TV. First class FCC license required. Salary from \$6,000. Maximum age 55. Contact William R. Freed, Personnel Office, Room 8, Administration Bldg., Ball State Teachers College, Muncie, Indiana.

TV technician assist in design and construction of closed circuit TV facilities. Operate and maintain studio and mobile cameras and VTR. Good long range opportunities in a growing department. Minimum requirements: 1 year TV experience and graduation from technical school or 2 years college. Additional experience preferred. Salary open. Send complete resume including salary history to: University of California, Campus Personnel Office, Berkeley, California. An equal opportunity employer.

## Production—Programing, Others

Newscaster-southwestern medium market CBS VHF station seeks the possessor of a unique audience-attracting style of news delivery. This man will work directly with a long-established and very capable news director and his chief responsibility will be to pull an audience. No limit for the right man. If you have that something extra, send resume and photograph to Box E-123, BROADCASTING and we'll tell you where to send your VTR audition.

News assignment editor writer position available immediately in combined AM-TV newsroom. College degree plus experience in broadcast journalism desired. Send resume of current salary, age, education, experience, marital and military status to Personnel Office, WLW/WLW-TV, Cincinnati, Ohio, 45202.

## TELEVISION—Situations Wanted

### Management

General manager—sales manager, 39. In broadcasting since age 14. Radio 17 years, television 8 years. Past decade in nation's 24th market. Nationally known and connected. Successful producer of ratings, prestige and profits. Box D-107, BROADCASTING.

Now ready for demanding management position. Ten years network and local TV-radio experience in management, sales, public relations, programing. Married, M. S. degree, aggressive. Box E-127, BROADCASTING.

Operations-program manager. Employed. Two years small-medium market. Experienced film buyer and sales co-ordinator. Six years additional experience as production head. Major program credits. Operate confidently from sale to billing. Box E-18, BROADCASTING.

### Announcers

Experienced announcer available. Former news-sports director. Presently producing and hosting documentaries, educational, childrens, weather. Medium-large market. \$800 minimum. Box E-95, BROADCASTING.

## TELEVISION—Situations Wanted

### Technical

Technician . . . can't eat titles or live on glamour. 10 years of experience in electronics. Currently employed as TV transmitter supervisor. Box D-315, BROADCASTING.

Eight years experience all phases TV control. Family man. Dependable. 1st phone. Prefer midwest. Available immediately. Call 701-663,2139.

### Production—Programing, Others

Top TV news man. Twenty years in radio/TV news management, reporting and editorial writing. Former network "on camera" reporter and producer. Finest references. Box D-255, BROADCASTING.

Program director: Dynamic response to challenge! Creative, sales-oriented programming concept! TV production, Director-6 years N. Y. Flagship; traffic, continuity experience. Now employed; will relocate for bright opportunity. Box E-126, BROADCASTING.

Experienced producer-director available. Knowledge all phases television. Produced top rated show with nationally known network personalities. Medium-large market wanted. Box E-132, BROADCASTING.

Producer-director N.Y.C. station and ad experience all phases of production and TV traffic—heavy live commercials. Can operate studio equipment. Currently directing musical at Worlds Fair. Age 28, married. Box E-75, BROADCASTING.

Want solid news coverage, top notch news film? Experienced newsmen, photographer available June 1. Vet., university TV-Journalism grad., 28, single. Will be pleased to forward complete dossier. Leland C. Kenower, 2427 Eric Circle, Madison, Wisconsin.

## WANTED TO BUY

### Equipment

RCA-TRR-1A microwave receiver and control, working condition, contact Chief Engineer, WTAP-TV, Parkersburg, West Virginia.

Equipment wanted, test equipment all types. TV, AM, FM, Xmters. Cameras. Microwave links, all types, BC Equip. Tech systems. 42 W. 15th St. N. Y. 11, N. Y.

Need several used Ampex 1000A or C VTRs. Write stating location, model, condition, accessories, and price. Box D-263, BROADCASTING.

Wanted to buy—One 5 or 10 kw transmitter VHF, 1 channel 13 antenna. Box D-244, BROADCASTING.

## FOR SALE

### Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line: Teflon insulated, 1 1/4" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

For Sale Raytheon KTR 1000 A microwave, RCA TS-30 B field switcher/fader, HP 330 C distortion analyzer, Raytheon cue link, 5820 Orthicons. Box E-77, BROADCASTING. 212 Endicott 2-5680.

GE 3KW FM Transmitter, type BT-3-B, GE FM Monitor, type BM-1-A, GE 4-Bay antenna, type BY-4-C. Good condition. Box 221, Lebanon, Tenn.

## FOR SALE

### Equipment—(Cont'd)

250 ft. self supporting galvanized tower. Excellent condition. Make offer. Eastside Broadcasting 114 Lakeside, Seattle, Washington.

Xmission line, RCA Stealite, insulated, 3 1/4", rigid, 20 foot sections, like new. Also new 125' Ideco galvanized self-supporting tower, disassembled. University of South Florida, Tampa, Florida.

Spectrum analyzer TS-148 UP new, 843-963 mc for stereo or TV work by using I. F. stage, also HP 360D low-pass filter and Micro lab XM4000 plus coax input. Portable case included. Write: WGTS FM, Takoma Park, Md. or Phone Mr. Hiten, 202-589-1836.

Tower-600 foot Stainless G36, two tapered sections, one top section, two vase insulators, guy wire, disassembled. Priced to sell. C. W. Baker, WTPA-TV, Harrisburg, Penna.

Tape recorder Ampex 601 portable single track. Electrovoice 664 Microphone Excellent condition. \$450.00. Flinton, 215 W. 7th, Los Angeles 14, Calif.

New and used Auro remote pickup complete system. Call or write for information. World Wide Communications, Seminary Hts., Weatherford, Texas, 76086.

Two (2) Newcomb Model SM310-4 Tape recorders, New condition. Each \$200.00—Contact Mr. Cook Shrader Sound, Inc., 2803 M St., N. W., Washington, D. C. 202-965,1300.

Equipment For Sale. Test equipment. TV, AM, FM, station equipment. Microwaves, remote weather radar repeaters. You name it. Tech. Systems, 42 W. 15th St., N. Y. 11, N. Y.

Andrew antenna tuning unit—\$200, two Gates turntables, Audax tone arms, G. E. cartridges—\$270, Gates limiting amplifier—\$200, Doolittle frequency monitor—\$250, RCA modulation monitor—\$85, RCA design program amplifier—\$85, new transistorized remote amplifier—\$78.50. All items in excellent condition, clean throughout. We buy, sell and grade all types of broadcasting equipment. Broadcast Equipment and Supply Co. Box 3141, Bristol, Tenn.

Get in FM cheap . . . G.E. 250 watt FM BT-1-A and G. E. 6 bay FM antenna BY-6-D. . . Both for \$1850 firm. Excellent condition. Jones, WFMG, Gallatin, Tenn. Phone 452-2257.

Heavy duty guyed tower—275 feet—insulated with lighting—ready to ship—also Rust remote control, and Gates antenna tuning unit—New condition—KVEN—Box 1811, Ventura, Calif.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

Deejay manual . . . A collection of gags, station breaks, fillers, bits, gimmicks for clever deejays. \$5.00. Show-Biz Comedy Service (Dept. DM) 65 Parkway Court, Brooklyn, N. Y. 11235

How to become a radio announcer in seven days. The funniest laugh riot ever! Show it around if they don't howl laughing we'll send back your buck and you keep the book! \$1 ppd. Swerdna Showcase, P. O. Box 495, Elkhart, Ind.

## INSTRUCTIONS

Is Broadcasting the career for you? Let's discuss it—write Broadcasting Institute of America, 1636 Toledano St., New Orleans, Louisiana.

## INSTRUCTIONS—(Cont'd)

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

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.

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.

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.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

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.

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 May 13, July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st class radio-telephone license in 5 weeks. Complete tuition \$295. Your license is guaranteed or a complete refund. Write Dwain Glenn at his new beautiful location, Radio Engineering Institute, Box 3855, 1336 Main St., Sarasota, Fla.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin May 18, July 20 and September 21. For free brochure, write: Dept. 4-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

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.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

FCC license in six weeks. Total cost \$285.00. Complete combination course, DJ, newscasting, etc. Total cost \$450.00. Train in fabulous Houston. Houston Institute of Electronics and Broadcasting, 904 M and M Building, Houston, Texas. CA-7-0529.



**Help Wanted—Sales**

**SALES ENGINEER**  
For  
**GENCOM DIVISION**  
**WHITTAKER CORP.**

Excellent opportunity to join established broadcast-TV equipment manufacturer as East Coast Sales Manager. Applicant must be experienced in broadcast equipment sales and have engineering background. Reply in strictest confidence with full details, including salary requirements.

Reply to—  
National Sales Manager  
GENCOM DIV. Whittaker Corp.  
12838 Saticoy St., N. Hollywood, Calif.

**Help Wanted—Announcers**

Wanted for major Idaho and Montana farm markets a combination farm director and sales or air personality, and member of NATRFD, to be associated with an 8-station farm group. Reply to:  
**Box E-99, BROADCASTING**

Top personality for leading music-news station in Rocky Mountain area. Man who can build and hold audience during nighttime hours. (First phone preferred). Reply:  
**Box E-100, BROADCASTING**

**EXPERIENCED ANNOUNCER**  
Permanent position. Basic radio staff, TV opportunities, good conditions, terms and fringes. Tight board operation and production ability required. No news. Three years commercial experience necessary. Please address resume, air check and photo to Program director, WOC AM-FM-TV, Davenport, Iowa.

**Situations Wanted**

**Production—Programing, Others**

**COMPLETE AIR STAFF OF TOP 15 MARKET**  
swinger got the ax, me among 'em. Operations manager, program director, with 10 years in the business. College grad., married, with live wire top 40 show to offer. Good rating story. Severance pay running out—Let's go!  
**Box E-96, BROADCASTING**

**STATIONS FOR SALE**

|   |  |
|---|--|
| 1. SOUTHWEST. Full time. Low cash down and excellent terms. | 3. SOUTHEAST. Metro. market. \$30,000 down.          |
| 2. PACIFIC NORTHWEST. Medium market. \$30,000 down.         | 4. WEST SOUTH CENTRAL. Metro. market. \$20,000 down. |

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, California

**TELEVISION—Help Wanted**

**Sales**

Wanted by eastern N. C. TV station expanding, ABC affiliate. 3 salesman, newsman, weather and sports, 2 announcers immediately. Send picture, complete resume 1st letter. No collect phone calls please. Nathan Frank, or Don Pierce, WNBE TV, Newburn, North Carolina. Phone 919-637-2111.

**WANTED TO BUY**

**Stations**

**Want to Buy**  
**VHF OR UHF TV**

Wish to purchase Television Station or CP. Write in strict confidence giving full details to:  
**Box D-291, BROADCASTING**

**FOR SALE**

**Stations**

**New England Daytimer**

Excellent signal in fine market. Making money now and has good potential. \$100,000 needed for down payment.  
**Box E-85, BROADCASTING**

**TAMPA, FLORIDA**

10,000 Watts—Non-directional day—1550KC new equipment—furnishings—studios. Assets include transmitter property with new building. Excellent opportunity for Country-Western-Religious format in Florida's largest industrial city. Low down payment—attractive terms. Call John McLendon—601-948-1617—Jackson, Mississippi—P. O. Box 197.

**JACKSON, MISS.**  
**METRO POP. 225,000**

5KW/1KW fulltime facility in this rapid growth—stable radio market. Ideal for Top-40 or Country, Western-Religious format. Priced for quick cash sale. Call John McLendon—601-948-1617—Jackson, Miss.—P. O. Box 197.

|       |        |          |        |       |
|-------|--------|----------|--------|-------|
| Fla.  | single | fulltime | \$ 60M | terms |
| N. E. | single | daytime  | 100M   | 29%   |
| N. C. | small  | AM & FM  | 90M    | terms |
| Ala.  | medium | 5 kw-D   | 109M   | 29%   |
| S. E. | Top 50 | daytime  | 237M   | 29%   |

buying and selling, check with  
✓ **CHAPMAN COMPANY INC**  
2045 PEACHTREE RD., ATLANTA, GA. 30309

*Continued from page 97*

leave to amend in proceeding on its application for new AM in Rhinelander, Wis. Member Berkemeyer abstained from voting. Action May 4.

■ By memorandum opinion and order, in proceeding on applications of Chronicle Publishing Co. and American Broadcasting-Paramount Theatres Inc., to increase ant. height of KRON-TV and KGO-TV, respectively, both San Francisco, in Dockets 12865-6, granted petition by Allied Pilots Association for leave to intervene. Action May 4.

■ By memorandum opinion and order in Boston TV channel 44 proceeding in Dockets 15323-5, (1) granted petition by United Artists Broadcasting Inc., to extent of enlarging issues to determine whether Integrated Communication Systems Inc. of Massachusetts in view of staffing proposal is qualified to operate station in manner proposed in application; and (2) certified to commission for determination United's motion to enlarge issues concerning feasibility of Integrated's program proposals in 3 VHF station market. Action May 1.

■ By memorandum opinion and order, in Toledo, Ohio, TV channel 79 proceeding in: Dockets 15326-8, denied petition by D. H. Overmyer to dismiss Producers Inc. application; or, alternatively, that Producers be required to elect between prosecuting application in proceeding and application in proceeding, that issue to determine Producers' compliance with Sect. 73.636 multiple ownership be added. Member Nelson not participating. Action May 1.

■ By memorandum opinion and order, in proceeding on applications of Chronicle Publishing Co. and American Broadcasting-Paramount Theatres Inc. to increase ant. height of KRON-TV and KGO-TV, respectively, both San Francisco, in Dockets 12865-6, granted petition by Crocker Land Co. for leave to intervene. Crocker Land Co. is owner of 104-acre site on Mount Bruno, where KRON-TV now has transmitting facilities. Action May 1.

■ Members Berkemeyer, Pincock and Slone adopted decision (1) granting applications for new AM's of Greenwich Broadcasting Corp. to operate on 1490 kc, 250 w. un1. in Greenwich, Conn., conditions, and Milford Broadcasting Co. to operate on 1500 kc, 5 kw, D, in Milford, Conn., conditioned that presunrise operation with daytime facilities is precluded pending final decision in Docket 14419, and (2) denying applications for new stations of WPD Inc. and Berkshire Broadcasting Corp. to operate on 1490 kc, 250 w, un1. in Danbury and Stratford, Conn., respectively. June 24, 1963 initial decision looked toward this action. Action April 30.

**ACTIONS ON MOTIONS**

**By commission**

■ By order, commission extended for six weeks time for filing on proposed rules governing ex parte communications in hearing proceedings. New dates are June 11 for filing comments and June 22 for filing reply comments. Extension was requested by executive committee of Federal Communications Bar Association. Action May 1.

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner Jay A. Kyle to preside at hearing in proceeding on FM ap-

**FOR SALE**

**Stations (Cont'd)**

To buy or sell Radio and/or TV properties contact:  
**PATT McDONALD CO.**  
**P. O. BOX 9266 - GL 3-8080**  
**AUSTIN 56, TEXAS**

**CONFIDENTIAL NEGOTIATIONS**  
For Buying and Selling  
**RADIO and TV STATIONS**  
in the eastern states and Florida  
**W. B. GRIMES & CO.**  
Dupont Circle Building  
Washington, D. C. 20036  
DEatur 2-2311



lications of Contemporary Radio Inc. (WAYL) and Hubbard Broadcasting Inc. Minneapolis; scheduled prehearing conference for June 5 and hearing for July 8. Action May 4.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on FM applications of Marine Broadcasting Corp. and Onslow Broadcasting Co., Jacksonville, N. C.; scheduled prehearing conference for June 4 and hearing for July 7. Action May 4.

■ Designated Examiner H. Gifford Irion to preside at hearing in proceeding on FM applications of Skylark Corp. and Kingston Broadcasters Inc., Kingston, N. Y.; scheduled prehearing conference for June 4 and hearing for July 7. Action May 4.

■ Designated Examiner Millard F. French to preside at hearing in proceeding on FM applications of WENY Inc. and Elmira Heights-Horseheads Broadcasting Co., Elmira, N. Y.; scheduled prehearing conference for June 9 and hearing for June 13. Action May 4.

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on FM applications of Dubuque Broadcasting Co. and Telegraph-Herald, Dubuque, Iowa; scheduled prehearing conference for June 5 and hearing for July 8. Action May 4.

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Ultra-vision Broadcasting Co. and WEBR Inc. for new TV's to operate on channel 29 in Buffalo, (1) granted Ultravision's motion to extend time to May 1 to file, opposition to WEBR's request for an "Evansville issue," and (2) granted joint motion of applicants to continue April 28 prehearing conference to a date to be announced. Action April 28.

■ By separate order in the above proceeding, scheduled further prehearing conference for June 1, evidentiary hearing for June 22 and established other procedural dates. Action April 30.

By Hearing Examiner Millard F. French

■ Granted petition by M. H. Wirth for leave to amend application for new AM in Mason, Mich., to specify new trans. site 2.5 miles southeast of Mason, and removed amended application from hearing docket and returned it to the processing line. Action May 1.

■ Reopened record in proceeding on AM application of Norristown Broadcasting Inc. (WNAR), Norristown, Pa., received in evidence WNAR Exhibit 12 and closed record; extended time to file proposed findings to May 15 and for replies to May 29. Action April 30.

■ In proceeding on applications of Saul M. Miller and Bi-States Broadcasters for new AM's in Kutztown and Annville-Cleona, respectively, both Pa., in Dockets 14425, 14440, granted request by Miller and scheduled oral argument for May 7 on petition and supplemental petition by Bi-States for leave to amend and Miller's opposition. Action April 29.

■ On own motion, scheduled further prehearing conference for May 6 in proceeding on application of Bigbee Broadcasting Co. for new AM in Demopolis, Ala. Action April 29.

By Hearing Examiner David I. Kraushaar

■ Issued order after May 4 prehearing conference in proceeding on AM application of Horace C. Boren (KWON), Bartlesville, Okla. and directed counsel to exchange exhibits by close of business June 8, and hearing to commence, as previously scheduled, on June 24. Action May 4.

By Hearing Examiner Jay A. Kyle

■ In consideration of commission's May 1 memorandum opinion and order in proceeding on AM applications of Burlington Broadcasting Co., Burlington, and Mount Holly-Burlington Broadcasting Inc., Mount Holly, both New Jersey, in Dockets 13931, 13933, scheduled prehearing conference for May 8. Action May 1.

■ Granted petition by Salem Broadcasting Co. to change certain procedural dates and schedule hearing for May 18 in proceeding on its application for new AM in Salem, Ohio. Action April 29.

By Hearing Examiner Forest L. McClenning

■ In proceeding on applications of Springfield Television Broadcasting Corp., D. H. Overmyer, and Producers Inc., for new TV's to operate on channel 79 in Toledo, Ohio, granted their joint petition to extend time from May 11 to May 18 to exchange ex-

hibits and to continue May 20 hearing to May 25. Action May 1. Granted request by Springfield Television Broadcasting Corp. for further prehearing conference on May 1. Action April 30.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In proceeding on applications of Edina Corp. and Tedesco Inc. for new AM's in Edina and Bloomington, respectively, both Minn., in Dockets 14739-40, granted joint petition by Broadcast Bureau, Tedesco Inc., and Swanco Broadcasting Inc., to extend time from May 1 to May 22 to file proposed findings and from May 22 to June 12 for replies. Action April 30.

■ On own motion, advanced May 25 hearing to April 29 in proceeding on application of WBEK Inc. for new FM in Pittsfield, Mass. Action April 29.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by Spartan Radiocasting Co. for continuance of May 1 further prehearing conference to date to be fixed by further order not later than 14 days after disposition of Spartan's motion to enlarge and change issues and its petition for reconsideration and grant without hearing of its application for new TV broadcast translator station in Asheville, N. C. Action April 30.

## BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 5

KEAR(FM) San Francisco, Calif.—Granted SCA on sub-carrier frequency of 25 kc.

KEBR(FM) Sacramento, Calif.—Granted SCA on sub-carrier frequency of 29 kc.

KKIS Pittsburg, Calif.—Granted assignment of CP to change trans. and studio location to present station licensee Major-Minor Corp.

WATR-TV Waterbury, Conn.—Granted CP to change ERP to 200 kw vis., and 20 kw aur.; change type trans. and type ant.; make changes in ant. structure, and increase ant. height to 710 ft.; condition.

WMIX-FM Mt. Vernon, Ill.—Granted CP to install new ant., and make changes in ant. system; remote control permitted; conditions.

KSLA-TV Shreveport, La.—Granted mod. of CP to change type ant. and incorporate electrical beam tilt; ERP to 295 kw vis., and 148 kw aur.; ant. height 1800 ft.; without prejudice to such action as commission may be required to take as result of outcome of appeal pending in U. S. Court of Appeals, D. C. Circuit, by KMCM Inc. vs. FCC, Case No. 18,549.

■ Granted licenses for following VHF TV translator stations: K13AG, Texline Lions Club, Texline, Tex.; K04DC, Norton Chamber of Commerce, Norton, Kan., and change type trans.; K11GH, Southwest Oregon Television Broadcasting Corp., Tri City, Riddle and Canyonville, all Oregon; K11G1, K13FZ, Jackson Hole Translator Inc., Jackson, Wyo.

Actions of May 4

WLS Chicago—Granted renewal of license for AM and auxiliary; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of the Network Study Staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

WDWS-AM-FM Champaign, Ill.—Granted renewal of licenses and SCA.

WFMB(FM) Nashville, Tenn.—Granted license covering use of old main trans. as an auxiliary trans.

KDRO Sedalia, Mo.—Granted license covering change in studio and trans. location.

WATE-TV Knoxville, Tenn.—Granted mod. of license to delete present auxiliary ant. system from currently licensed auxiliary trans.

WTIX New Orleans—Granted extension of completion date to July 15.

■ Granted licenses for following VHF TV translator stations: K13FD, City of Cabool, Cabool, Mo.; K04BX, K05BP, EZ-TV Inc., Northome, Bergville, Funkley and Shooks, Minn.; K06AS, K12BB, Martinsdale-Lennep TV Assn., Martinsdale, Mud Creek Area and Levee, all Montana.

■ Granted renewal of licenses for following: WAHR(FM) Huntsville, Ala.; WIVV Vieques, P. R.; WMSJ Sylva, N. C.; WORG Orangeburg, S. C.; WWCC Bremen, Ga.; WITA AM-FM San Juan, P. R.; WKJK Granite Falls, N. C.; WOKS Columbus, Ga. and WZZZ Boynton Beach, Fla.

KAIR Tucson, Ariz.—Granted change in remote control authority.

KDGO Durango, Colo.—Granted relinquishment of negative control by Marcie Fitch through transfer of 2% stock to Kenneth Balcomb.

WIGS Gouverneur, N. Y.—Granted mod. of CP to change ant.-trans. and studio locations; make changes in ant. system (increased height); and change type trans.; remote control permitted.

■ Following stations granted extensions of completion dates as shown: WLVA-TV Lynchburg, Va., to Nov. 11; WXXW(ED-TV) Chicago, Ill., to Nov. 11; WHNB-TV New Britain, Conn., to Oct. 11 (main trans. & ant., & aux. ant.).

Actions of April 30

Merced Broadcasting Co., Merced, Calif.—Rescinded action of April 3 which granted CP for new FM station. Applicant does not intend to construct station.

KBVG Big Spring, Tex.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

KTRC Santa Fe, N. M.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; installation of new trans. and side mount FM ant.; conditions.

KDWT Stamford, Tex.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; installation new trans., conditions.

KTNM Tucumcari, N. M.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; installation new ant. and trans., and changes in ground system; conditions.

\*WNIC(FM) DeKalb, Ill.—Granted CP to change facilities from 91.1 mc; 10 w, to 89.7 mc; ERP 630 w; ant. height 250 ft.

KITV(FM) San Antonio, Tex.—Granted CP to increase ERP on 92.9 mc from 19 kw to 100 kw; installation new trans. and change transmission line.

\*WVIS(FM) Terre Haute, Ind.—Granted mod. of CP to increase ERP on 89.7 mc to 11.5 kw; ant. height to 360 ft.; change ant.-trans. location; type trans. and type ant.; remote control permitted.

■ Granted renewal of license for the following stations: K10BO, Trident Community Club, Trident, Mont.; K11BJ, White Bird T.V. Association, White Bird, Idaho; K12AF, Riggins TV Association, Riggins, Idaho; K78AJ, Broadbent Television Translator Inc., Broadbent, Ore.; K09CW, Midnight Sun Broadcasters Inc., Usibelli, Suntrana, and Healy, Alaska; K12BO, Valley T.V. Club Inc., Glasgow, Mont.; KF2XDJ, Byron W. St. Clair, State of New York; WEAW-FM Evanston, Ill.; KPRS Kansas City, Mo.; KAHK Redding, Calif.; K09C San Antonio, Tex.; KISW(FM) Seattle; \*KVTT(FM) Dallas; WAPG Arcadia, Fla.; WAPX Montgomery, Ala.; WCBT Roanoke Rapids, N. C.; WDLF Panama City, Fla.; WHPL Winchester, Va.; WKLC St. Albans, W. Va.; WNDP Daytona Beach, Fla.; WPRY Perry, Fla.; WTMP Tampa, Fla.; WTOB Winston-Salem, N. C.; WYZZ(FM) Wilkes Barre, Pa.; WSGC Elberton, Ga.; WMGA Moultrie, Ga.

Actions of April 27

KPGE Page, Ariz.—Granted license covering increase in daytime power.

WKEU Griffin, Ga.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

KPGE Page, Ariz.—Granted assignment of CP for increased daytime power to Harold J. Arnoldus.

WPEL-FM Montrose, Pa.—Granted CP to change type trans.

K08BG Troy, Mont.—Granted CP to change trans. location, and make changes in ant. system for VHF TV translator.

WKR Pompton Lakes, N. J.—Granted modification of CP to change ant.-trans. and studio location, type trans., and make changes in ant. system (increase height).

KNOK-FM Fort Worth, Texas—Granted modification of CP to increase ERP to 37 kw, and change type trans. and type ant.

KCRA-FM Sacramento, Calif.—Granted extension of completion date to June 1.

Action of April 28

KLST(FM) Colorado Springs, Colo.—Set aside April 2 action which granted CP to move studio and ant.-trans. location, install new trans., increase ERP to 1.65 kw and ant. height to minus 850 feet and regranted CP with condition.

Action of April 9

KMPX(FM) San Francisco, Calif.—Granted license covering changes in ERP and ant. height, and installation of a new trans.

# *They have a rendezvous at a supermarket*

They get together every day. Not really—not in a face-to-face sense. It's the tractor-trailer that stocks the supermarket with the food products the housewife buys. And it goes on like this all over America. More than food—everything the housewife buys travels all or part of the way to her (and her family) by motor transport.



## *American Trucking Industry*

THE WHEELS THAT GO EVERYWHERE American Trucking Associations, Inc., Washington, D. C. 20036



**A**s vice president of Benton & Bowles and manager of the agency's Hollywood operation, Bill Craig's major assignment is to ride herd on the television programs and commercials produced in the movie capital for B & B clients. Since the agency's list includes such major advertisers as Procter & Gamble, General Foods, S. C. Johnson & Son, Philip Morris and Beech-Nut Life Savers, this calls for a better-than-average familiarity with the requirements of television for both entertainment and advertising.

Mr. Craig's knowledge of the video field and the way he acquired it is a convincing testimonial to the truth of that ancient adage that the best way to start on the road to success is to be in the right place at the right time.

For Bill Craig, the place was Cincinnati, headquarters of Procter & Gamble, in 1948. He had joined P&G in 1946 as supervisor of two radio serials—*Ma Perkins* and *Pepper Young's Family*—and had advanced to the post of manager of daytime radio.

One day he was called into the office of Howard Morgens, who was then advertising manager of the company. (Today Mr. Morgens is president of P&G.)

**TV Student** ■ "How'd you like to be head of our television department?" Mr. Morgens asked. "Great," Mr. Craig replied, "except for one thing. I don't know anything about television." "Neither do we," Mr. Morgens countered, "but if you learn about it, you can teach us."

Mr. Craig went home, packed up his wife and youngsters and set off for New York for the school year, September 1948 to June 1949. While the children were learning their three R's, Bill Craig acquired a basic education in television at the studios of the TV networks—DuMont's cramped quarters at 515 Madison Avenue, CBS's cavernous expanse in Grand Central Palace, NBC's reconverted radio studios in the RCA building. Auxiliary classrooms were the offices of William Morris, MCA and the other program packagers who were trying to find out how television was going to fit into their scheme of things. And there were frequent visits to the western campus in Hollywood, where Frank Wisbar was producing one of TV's first filmed series, *Fireside Theater*, for P&G.

"Don't ever let anyone tell you anthology shows won't go," Bill Craig said last week. "*Fireside Theater* ran for six years for P&G as a prime-time network program and for many years after that in syndication. Meanwhile, we added *The Doctor* (produced by Marion Parsonette in New York) and the *Beulah*, *Dinah Shore* and *Pinky Lee* shows out of Hollywood to P&G's

## A happy wife comes before the soap operas

filmed programs, plus TV's first 'spectacular' (although the name hadn't been coined then)—*Musical Comedy Time*, a Sunday evening hour on NBC-TV done live in New York at a cost that even in those days of the early 1950's was too much for one company to bear. P&G sponsored it every other week. And I nearly forgot *Welcome Travelers*, a daytime audience participation show out of Chicago."

**Daytime, Too** ■ About that time TV's

## WEEK'S PROFILE



William Fairfield Craig—VP Benton & Bowles and mgr., Hollywood office, 1963; b. Lynn, Mass., June 8, 1915; Mount Hermon (Mass.) Academy; Oberlin College, AB (English), 1938; actor (summer stock, radio, Broadway), 1938-39; cashier, "P.M.," 1939; Navy V7 trainee, December 1940; commissioned, March 1941; public relations officer, 3d Naval Dist., 1941; active service with Mediterranean Fleet, 1942-45; business manager, Dave Elman Productions ("Hobby Lobby," "Radio Auction"), 1945; Supervisor, "Ma Perkins," "Pepper Young's Family," Procter & Gamble Co., Cincinnati, 1946; manager, daytime programs, P&G, 1947; director of TV, P&G, 1948; account executive, William Morris agency, New York, 1957; Grey Advertising, New York, 1958; associate director of TV, Young & Rubicam, New York, 1961; m. Jane Louise Pasche, March 14, 1941; children—Bill, 21, Catherine, 18; member—Academy of Television Arts & Sciences, Presbyterian Church; hobbies—fishing, golf, bridge, poker, family music (Bill, accordion; Jane, piano; young Bill, guitar, Cathy, vocals).

first daytime serial, *The First 100 Years*, made its debut and of course Procter & Gamble was the sponsor. "It was a frothy comedy and it didn't last long," Mr. Craig recalled. "We learned that the formula that had worked so well for so long in radio was also the right one for television. Women at home alone don't want to laugh; they want to suffer vicariously right along with the beset-upon heroine of the program.

"In 1952 we transferred *Search for Tomorrow* and *Guiding Light* from radio to television and today, 12 years later, they're both still going strong. In 1955, I got together with Tom McDermott, then head of television at Benton & Bowles in New York, and we launched the first half-hour daytime serials on TV—*As the World Turns* and *Edge of Night*. They started July 1 on CBS-TV and they too are still on and still selling P&G products to watching housewives."

As director of radio and television for P&G, Bill Craig had the kind of a job "you couldn't run from a desk in Cincinnati and I was just about the airlines' best customer. But even I was shocked when, early in 1956, my wife showed me a calendar for the previous year, marked with my absences from home. They added up to just over seven days out of every 10. I loved my job, but first things first and so, after 10 years and one month, I very regretfully left Procter & Gamble."

**Agency Man** ■ He went to New York as an executive with the William Morris agency but selling packaged programs wasn't his cup of tea and before long he was vice president in charge of television at Grey Advertising. After three years there, he moved to Young & Rubicam, where he remained until a year ago, when Lee Rich, senior vice president for broadcast programming and media at Benton & Bowles, told him that Al Kay, head of the B&B Hollywood office, was retiring and asked if he would like the job. So, on July 1, 1963, he assumed his present position.

That Bill Craig should find a career in television was inevitable. A stage-struck youth ("There were 21 plays staged at Oberlin while I was there. I was in 19 and to this day I can't figure out how I missed the other two."), he rushed off to Broadway "ready to replace Alfred Lunt at a moment's notice." The notice never came, but the war did and he spent five years in the Navy. By now he knew he was never going to replace Alfred Lunt, so he entered the commercial end of show business as business manager for Dave Elman, who had two successful radio shows going at the time—*Hobby Lobby* and *Radio Auction*. Then he met the head of radio for Procter & Gamble, and the rest is history.



## Are the Pulitzers passe?

THE annual Pulitzer Prizes were announced last week—the *ne plus ultra* in journalism. The winners were outstanding and we congratulate them.

But were they truly awards for outstanding performance in *all* journalism in 1963? Would a jury of members of the public rather than of professional newspapermen have made the same selections?

Last November, when the President of the United States was assassinated, when a new President assumed office and when the accused assassin was shot down with the whole nation watching, journalism history was made. This was broadcast journalism.

The Pulitzer awards, established by the formidable editor-publisher at the turn of the century, were for printed-page journalism and the literary arts. That definition of journalism was precise then. It is archaic today.

Joseph Pulitzer Jr., editor and publisher of the *St. Louis Post-Dispatch*, grandson of the founder of the awards, knows the prowess of broadcast journalism. KSD-AM-FM-TV St. Louis, owned by the *Post-Dispatch*, is a pioneer in both radio and television.

Columbia University, curator of the Pulitzer Prizes, knows the stature of broadcast journalism. Dean Edward Barrett of its graduate school of journalism, is one of the nation's top authorities in the entire field.

The Pulitzer Prizes are fine for what they are, but perhaps their rules ought to be updated.

## Two door openers

CBS has set to work on two projects that could considerably improve the functions of modern journalism.

As announced by Frank Stanton last March and amplified by him last week in a speech to CBS-TV affiliates, CBS has undertaken to underwrite a cooperative development of standards of media practice in the coverage of arrests and trials and to engage in its own development of news equipment that will be less obtrusive than that in use now.

As to the first of these two projects, Dr. Stanton has proposed that the Brookings Institution, an independent research organization in Washington, undertake a study, in consultation with all media, the bar and the courts, of ways to establish standards that would at once protect the rights of those accused of crimes and the rights of news media to report and of the public to know. As reported elsewhere in this issue, the board of the Brookings Institution was to consider his proposal last Friday.

Until more is known about the direction that the Brookings study might take, the project can be endorsed only in principle. Certainly, as this publication has frequently observed, there is a growing need for some kind of general accommodation that will impose order on all media representatives who may be covering an event but will not inhibit the responsible exercise of journalistic enterprise.

We have no doubt that if workable guidelines were developed for the conduct of all kinds of newsmen in the coverage of arrests and trials they could easily be extended to apply to coverage of other events. The logical outcome of that would be the general admission of television and radio to legislative and other sessions from which they are excluded now.

As to CBS's announced determination to whittle news equipment down to presentable size, this project—as we have been saying for some time—is essential in the broadcast journalist's campaign for equal access.

## New era on the way

IT IS more than possible that radio is at the beginning of an age of renaissance. The signs are evident in the changing attitudes of broadcasters themselves.

There is a willingness to experiment with new program forms, to invest in unorthodox research, to risk rather than to reject the untried.

In programing there is evidence of an urge to modify or break away from the rigid formulas that were first developed as an antidote to television.

More and more radio broadcasters are daring to investigate their works by more sophisticated means than ratings. The study of listener attitudes financed by the Colorado Broadcasters Association, which is extensively described elsewhere in this issue, is an example of the new directions that audience research is taking.

All in all there is among radio broadcasters today a kind of self-confidence that many of them lacked in the slow recovery period following the advent of television as a national advertising medium. When self-confidence is coupled with a restless urge to progress, the result cannot be anything but a flowering of the radio medium.

## Variable values of film

ALL television broadcasters would do themselves a service by cooperating in a campaign now underway to get the Internal Revenue Service to liberalize its present rules on film depreciation.

The National Association of Broadcasters and the Institute of Broadcast Financial Management have combined forces on the campaign. The NAB has sent to all television members a questionnaire soliciting information about their present film buying and depreciation policies. From the answers the NAB and IBFM hope to build case histories that will persuade the tax bureau to change its mind.

As the IRS rules stand now, stations must depreciate film by the so-called straight-line method which may be advantageous to some but is disadvantageous to others. What is needed is a more flexible ruling that will permit broadcasters to depreciate film in accord with realistic values—which change from station to station and year to year. A unanimous response to the NAB questionnaire is in the best interest of all broadcasters.



Drawn for BROADCASTING by Sid Hix

"He's trying to set a world's record for rushing down to a neighborhood drugstore!"

**Pâté costs more than liverwurst.  
Bisque costs more than soup.  
Stroganoff costs more than stew.  
KPRC costs more than other Houston TV.  
Life is short.**



**KPRC OF HOUSTON**

Courtesy of Cheese of Holland

**THAT  
EXTRA  
TOUCH**

the catalyst that inspires  
public action . . . in  
Philadelphia, two of the ten  
fugitives on the FBI's most  
wanted list were identified by  
citizens who saw their  
pictures on WRCV-TV. Their  
arrests make us all a  
a little safer.

WRCV-TV/PHILADELPHIA

