



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

'Very special season' taking shape for 1967-68. p27
New CBS-TV rate structure: simplified but higher. p30
Radio spot and network revenues up 10.6% in '66. p40
Senate subcommittee votes changes in pending ETV bill. p50

COMPLETE INDEX PAGE 7

CONCORDIA COLLEGE
C. B. YLIVISAKER LIB
MOORHEAD MN 56560
IC FXP12/67

Cari B. Ylivisaker Library
Moorehead, Minn.
5/10/67

for sale:
a dog
a duck
2 mice
a lion
a wolf
and
a bear
that's
smarter
than the
average
bear...

now available:

HUCKLEBERRY HOUND

57 seven-minute segments

YAKKY DOODLE

32 seven-minute segments

PIXIE AND DIXIE

57 seven-minute segments

SNAGGLEPUSS

32 seven-minute segments

HOKEY WOLF

28 seven-minute segments

YOGI BEAR

67 seven-minute segments*

A total of 273 full color cartoons
available with bridges to make 91
half-hour programs

*Plus one half-hour
"Yogi Bear Special"

SCREEN GEMS





HUCKLEBERRY HOUND

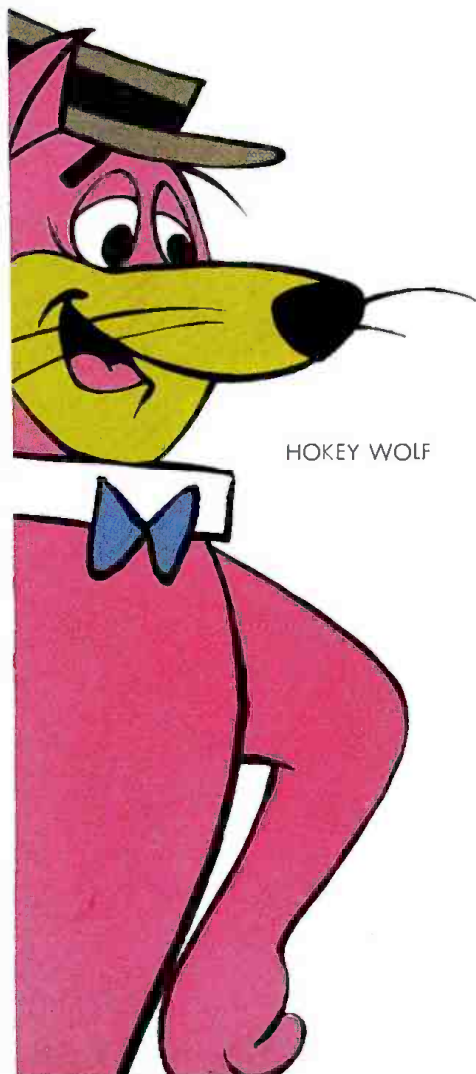


YAKKY DOODLE

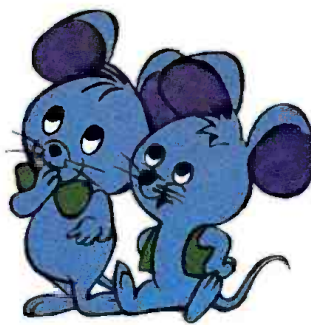


YOGI BEAR

SNAGGLEPUSS



HOKEY WOLF



PIXIE AND DIXIE



KRLD-TV continues to take 1st place honors in the Dallas-Ft. Worth market television audience event. The recent ARB market report shows Channel 4 leading the other three stations by a substantial margin — 22.9% more viewers per average quarter-hour than the second station; 32.5% more than the third station; and 74.9% more than the fourth station.*

Check your H-R representative for full details of KRLD-TV's dominance and choice availabilities in the nation's 12th ranked television market.

*Feb./ March 1967 ARB
Television Audience Estimates
Sun. thru Sat.
9:00 a.m.-Midnight

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

Clyde W. Rembert, President

TV repeat

Post of vice president, television, abandoned by National Association of Broadcasters in 1961, is about to be reinstated. William Carlisle, vice president, station services, is slated for promotion to TV post next month. President Vincent T. Wasilewski will seek executive-committee confirmation of promotion of Mr. Carlisle, veteran of nearly 13 years with NAB, to new assignment at committee's June 7 meeting in Washington.

TV vice presidency has been vacant since resignation of Charles H. (Chuck) Tower, who joined Corinthian group in June 1961. At that time board felt there was no special need for TV VP since so much of NAB activity at top level was devoted to television matters. Mr. Wasilewski later will name successor to Mr. Carlisle as director of station services.

Pursuing the audience

Problem in connecting portable, plug-in TV sets to New York Arbitron measuring service may be overcome if new equipment developed by American Research Bureau proves out in on-site tests. For Arbitron purposes, ARB attaches monitor to TV set in sample New York homes, connects this by wire to telephone circuit. Because portables are moved around frequently, fixed connection has been unsatisfactory.

New devices, which have proved out in engineering tests, are radio transponder to be attached to each TV set, and monitoring devices installed in out-of-way room or closet of home or apartment. Information on tuning of each receiver is transmitted over air, without wires, to monitoring apparatus which in turn is connected to telephone circuit. In addition to including portables in sampling transponder also reports UHF channels for first time. Devices are not yet capable of handling battery-operated TV sets.

Share alike

Dust-up on composition of board of directors of Communications Satellite Corp. that may lead to requests for congressional action is anticipated tomorrow (May 9) at Comsat stockholders meeting in Washington. Under present law, common carriers are entitled to six of 12 directors. They also are entitled to own up to 50% of outstanding stock. But, with ITT sale of 235,000 shares last week (see page

CLOSED CIRCUIT®

80) and previous disposals, carriers' ownership is understood to have fallen to slightly over 45%. Financial observers are sure some Comsat public stockholder is going to argue for proportional representation on board.

Casualties of times

Changing patterns of advertising on network TV have caused three major national agencies to retrench in their Hollywood operations. Herminio Traviesas of BBDO, William Craig of Benton & Bowles and A. V. (Bud) Cole of Campbell-Ewald, all VP's in charge of West Coast offices, have announced resignations in recent weeks. Set up essentially as service operations, Hollywood offices have little pertinence now that most advertisers are buying network minutes instead of programs.

Enforcement problem

Some FCC officials are becoming concerned over reports CATV systems may be thumbing their noses at commission in its efforts to enforce CATV rules. Two situations are cited. In one, CATV asks for temporary waiver of carriage and nonduplication rule, citing difficulty in obtaining switching gear. Commission routinely grants such requests. But lately, officials say, word has filtered back from manufacturers that deliveries can be made promptly.

Second situation involves fully equipped systems that allegedly refuse to provide protection, at least to extent required by rules. Complaints that CATV's provide protection one day but not next, for instance, have been forwarded informally by several UHF operators. Question of how to police burgeoning CATV industry—number of systems is approaching 2,000—is one for which commission hasn't yet found answer.

Glut of cars

Used-car advertisers in Southern California, nation's busiest market for such accounts, have just come through winter of discontent only to face even more bitter spring. Several dealers who have consistently used radio-TV in Los Angeles are selling out. Stations report their dealer billings off by 25% or more. Local dealers say they have experienced car sales slump long before rest of nation. Crux of

problem, they admit, is that market—thanks to radio and TV—has been oversold.

Radio entry

Hess & Clark, manufacturer of animal health-care products and major farm-radio advertiser, plans to move into consumer market with two new products (men's hand-care preparation and pest-control chemical) this fall through its regular agency, Cooper, Strock & Scannell, Milwaukee. Media plans: farm radio, of course, but with even larger schedule than before, perhaps quadrupled, using about 30 stations in Midwest markets for openers. Spokesman again will be TV star Andy Griffith.

Back to Dallas

CBS News, which has announced "exploration of possibilities" for further documentaries on Kennedy assassination-Warren Commission report, is doing more than that. It has been filming for some weeks in Dallas, with affiliate KRLD-TV news director, Edward Barker, as "reporter in the field," reportedly for projected three-hour news special next season.

Another threat?

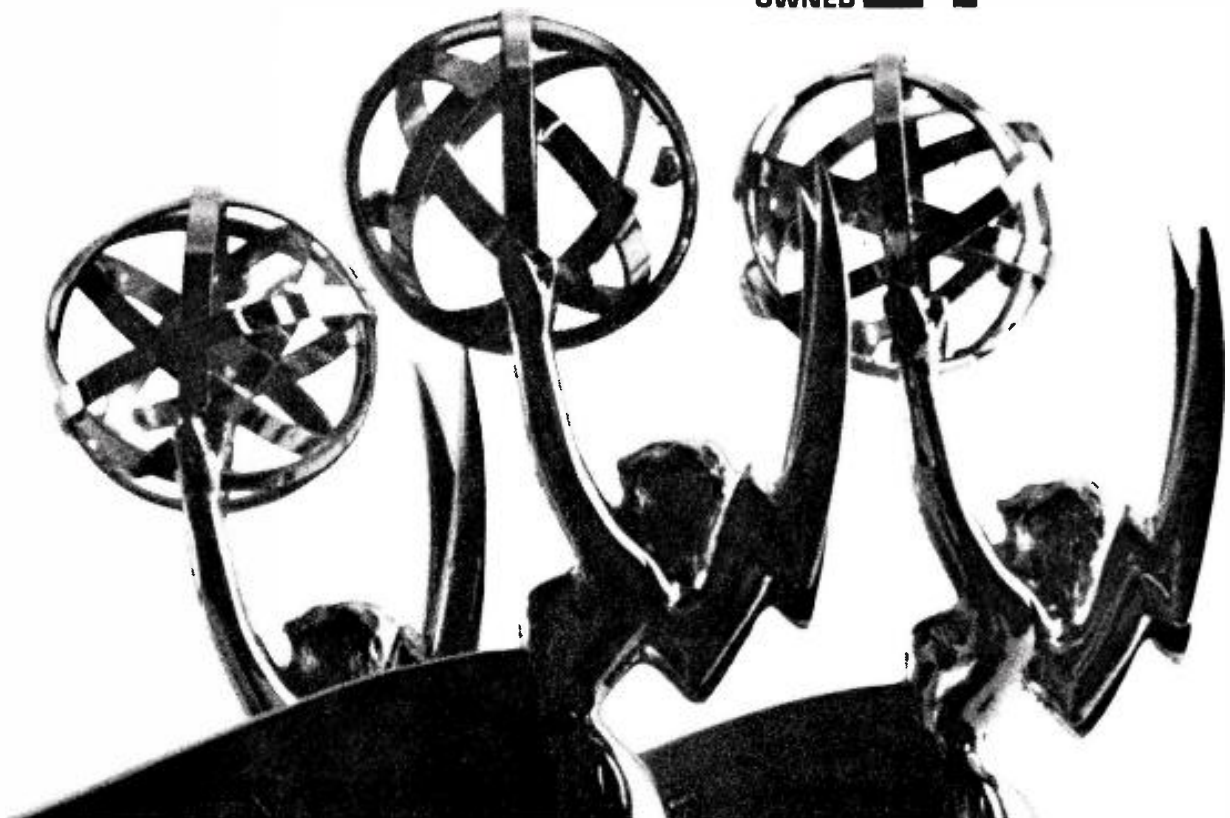
Growing number of commercial UHF operators are voicing concern that expanded noncommercial service, subsidized by government, may add to their burdens by competing for special audiences. View was expressed after formal panel discussion on non-commercial TV was held in Philadelphia last week (see page 51), and committee for Full Development of All-Channel Television has set topic on agenda for its May 25 meeting in New York.

Open shop

For second successive year, FCC won't formally declare month of August as "vacation" period although there's expected to be usual midsummer let-down. Year ago Chairman Rosel H. Hyde dropped August "hiatus" custom on ground there was too much to be done, and he's following same procedure this year. It's doubted whether formal weekly meetings will be held since several commissioners may be away part of month. Otherwise it will be business as usual.

For the third year in a row, KNBC has won more Emmy Awards than any other TV station in Los Angeles.

This year KNBC won three Emmy Awards for outstanding programming and public service from the Hollywood Chapter of the National Academy of Television Arts and Sciences. It marks the third consecutive year we've received more Emmys than any other television station in Los Angeles. The programs cited were "KNBC Survey," "Las Posadas Christmas Special," and "Negroes in American Culture." They are one more indication why KNBC is recognized as Los Angeles' community-minded station.



WEEK IN BRIEF

'A very special season' in preparation for 1967-68 as networks gear up to grind out nearly 300 entertainment and news shows. Advertisers find new merchandising pull in specials citing impact of multi-media promotions. See . . .

NEXT SEASON'S SURGE . . . 27

New CBS-TV rate card promises simplified price structure, but calls for generally higher rates. Overhaul drops Monday-Friday, weekend daytime distinctions; divides broadcast day into 15 periods each with own rates. See . . .

NEW CBS-TV CARD . . . 30

Storer's Lee offers time-standard recommendations at AWRT convention calling for separate prime-time rules for affiliates and independents. New rules, he says, will encourage independents to join NAB code. See . . .

SET OF STANDARDS . . . 34

'Friendly' color TV scores knock-out over old-fashioned black and white in TVAR research project. Current advantage and potential impact is measured with color TV out on top by more than 50%, in viewer reaction. See . . .

NO TV CONTEST . . . 37

RAB's David tells Denver Ad Club that spot-network radio revenues were up \$358 million last year. He says more advertisers are using radio-TV combination to provide adequate frequency and reach for better ad effort. See . . .

SPOT RADIO IN '66 . . . 40

'A CPTV rose is a CPB rose' even as it gets new name. Corp. for Public Broadcasting passes first congressional hurdle, is changed in structure, operating authority and range of activities. See . . .

CPTV BECOMES CPB . . . 50

FCC's Loevinger plays mailman to mend Hill fences with Senator Tydings. He stresses firm support for public television bill and reveals sympathetic attitude toward TV not always evident in his public statements. See . . .

MENDING FENCES . . . 57

San Diego CATV's win their day in court as FCC's authority to regulate systems is placed in doubt. Appeals court says FCC's stop order is illegal since commission relied on rules that apply only to FCC licenses. See . . .

CATV WINS A ROUND . . . 62

Minor changes on fair trial-free press issue offered by ABA include modification of contempt power. ABA claims more revisions may be made to Reardon Report. Justice Clark calls for reason in solving issue. See . . .

OFFERS MINOR CHANGES . . . 68

RCA stockholders see bright picture in 1967 for sales and earnings due to company's diversification program. Some discontent is heard over cash dividends and executive salaries. John Carson's salary is not revealed. See . . .

BRIGHT NEW WORLD . . . 78

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Broadcasting

THE AUTHORITY OF TELEVISION AND RADIO

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

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20038. On changes, please include both old and new addresses plus address label from front cover of magazine.



Key To COLOR In Knoxville

Complete Facilities

Newly-equipped larger studios, with ample facilities for producing all forms of color television.

- LIVE COLOR CAMERAS FROM RCA
- RCA COLOR TAPE EQUIPMENT
- RCA COLOR FILM CHAIN
- RCA COLOR SLIDE PROJECTOR
- GO COLOR ON WBIR-TV CHANNEL 10 — CBS

With the final arrival of RCA color cameras, WBIR-TV is now in a position to produce and broadcast television programs and commercials, whether they originate live or from color tape, color film or color slides. Go the colorful way with WBIR-TV, the total color station in Knoxville. Larger new studios with complete production facilities are at your service.

The "Reach Station" in Knoxville

wbir-tv

KNOXVILLE, TENN. CHANNEL 10

Signal Coverage in the Southeast...

Offering advertisers coverage of more than 1-million homes in six southeastern states.

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

WBIR-TV
Knoxville, Tenn.

WFBC-TV
Greenville, S. C.

WMAZ-TV
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.



Financial summaries hinted as compromise SUGGESTED BY JUDGE RYAN IN MUSIC FEE CASE

Major reduction in financial data TV stations must turn over to American Society of Composers, Authors and Publishers has been hinted by Judge Sylvester J. Ryan in lawsuit brought by stations to determine "reasonable" fees for their use of ASCAP music.

Originally Judge Ryan ruled that all 375 stations represented by all-industry committee must make available to ASCAP—but under conditions safeguarding confidentiality—all of their FCC financial reports since 1959, plus voluminous other data (BROADCASTING, Sept. 19, 1966). But in conference in his chambers in U. S. District Court in New York last Wednesday, according to court reports available Friday (May 5), he indicated he may permit all-industry committee to have annual summaries compiled from FCC reports, covering committee-represented stations as a group rather than individually, and require that no more than "a sampling" of individual station reports be turned over to ASCAP.

Summaries would show totals for stations as grouped into FCC's 13 revenue classes, ranging from stations with more than \$8 million annual revenues down to those with less than \$100,000. Judge Ryan said his current thinking was that ASCAP could then designate one revenue group—which might contain "38 or even 63" stations

—and he would require individual reports of those stations be made available (with call letters masked) so ASCAP could test validity of summaries. He indicated revenue group designated for sampling should not be so small as to enable ASCAP to identify stations.

Judge Ryan indicated summaries should show profit totals as well as fees paid to ASCAP but he said he would not admit evidence on whether a station had been "properly managed" or not.

Summaries presumably would be compiled from FCC records by accountant designated by all-industry committee counsel. FCC has indicated it will cooperate so long as stations consent.

All-industry group, Judge Ryan indicated, should be entitled to similar sampling of ASCAP records to test validity of ASCAP's own summaries of its receipts from stations.

ASCAP attorneys protested they need access to all FCC reports of all 375 stations, but Judge Ryan called on them to "try out" his idea, which he said was meant to speed disposition of suit, already over five years old. He asked both sides to submit memoranda on sampling idea by Wednesday (May 10). ASCAP seemed sure to oppose and all-industry group sure to support.

DDB chosen for GT&E's \$15 million ad account

General Telephone & Electronics Corp. has named Doyle Dane Bernbach, both New York, to handle \$15 million-plus advertising account, effective July 1.

Reassignment of account, after eight years with Tatham-Laird & Kudner, New York, involves Sylvania Electric Products Corp.'s nine divisions, GT&E in 33 states, GT&E Labs, GT&E International, General Telephone Directory and Automatic Electric Co.

GT&E reportedly reviewed Ogilvy & Mather, Benton & Bowles and Papert, Koenig, Lois and 10 other agencies before selecting DDB.

Total GT&E account in 1967 is expected to break down to about 25% in TV and 7% in radio. GT&E has commitments with CBS-TV for 10 news

documentary specials, which began in January 1966, and four CBS *Playhouse* 90-minute dramas for 1967-68 season. In radio GT&E is regular user of programs in New York, Boston, Chicago, Washington and Los Angeles. Last year firm spent estimated \$3.9 million in TV and \$400,000 in radio.

DDB spokesman said GT&E will be one of agency's largest accounts.

Hughes is buying 20% of Teleprompter stock

Teleprompter Corp. chairman and president Irving B. Kahn said Friday (May 5) his firm has agreed to sell approximately 200,000 common shares, valued at over \$5 million, to Hughes Aircraft Co., giving Hughes 20% interest in Teleprompter. Details remain to be worked out, he said. (TPT stock closed Friday at 25¼, up from 24¾ on

Thursday.) There are 826,324 shares outstanding.

Mr. Kahn said transaction gives "vote of confidence to the CATV industry," noting that Hughes had already invested \$20 million in three Teleprompter ventures: CATV systems in New York and Los Angeles, and microwave experiment in New York. TPT management will remain intact and no changes in control are involved, Mr. Kahn said.

Denver CATV project to cost \$16 million

Cost of building 19-channel Denver-area CATV system that would import by microwave eight signals from Los Angeles and two from San Francisco is seen as \$16 million by Bill Daniels, president of Mountain States Video Inc. He described proposal Friday (May 5) to American Women in Radio and Television convention in Atlanta.

Mr. Daniels showed AWRT 14-minute audio-visual presentation he had given earlier in week to Denver city and county officials. Same presentation had been given in Washington on April 28 to FCC Commissioners Kenneth A. Cox and Robert E. Lee and commission staffers.

Mountain States proposes also to carry five Denver stations (four commercial, one ETV), 24-hour AP news and sports wires, and 24-hour weather channel. Another channel would carry financial news and stock market quotations. Nine FM signals would be fed to FM receivers. Installation charge would be \$14.95 with monthly rate of \$4.95.

Mr. Daniels is one of four applicants for CATV franchise in Denver. Others: Time-Life Broadcast Inc. (which owns KLZ-AM-FM-TV there), Lawrence C. Phipps III, and Laurel, Cable Vision Inc.

At same session John Pinto, vice president, RKO General Phonevision Co., said test with pay television at WHCT(TV) Hartford, Conn. (with 7,000 subscribers) is "still losing considerable money" but has "proved what we set out to prove"—that pay TV can be supplement to commercial TV.

Revenues 11.5% higher

TV network revenues for first four months of 1967 were 11.5% higher than for same period last year, according to analysis Friday (May 5) by

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Connelly

Martin F. Connelly, VP and general sales manager for WNEW-TV New York, named VP and director of sales for Metropolitan Broadcasting Television, New York. Mr. Connelly, in newly created post, will supervise all sales activities of Metromedia television division. Prior to joining WNEW-TV, he was VP and general sales manager for WTTG(TV) Washington. Both stations are owned by Metromedia.

William Craig, senior VP and associate director of media management, Benton & Bowles Inc., Hollywood, re-

signs, effective June 30. He will be succeeded by his assistant **John Hamlin**, who will have title of VP in charge of West Coast office. Mr. Craig has been with B&B since 1963. Prior to that he was executive with Procter & Gamble and Young & Rubicam. His plans include possibility of heading West Coast office of another New York-based organization.

Hank Fownes leaves post as senior VP, broadcast at MacManus, John & Adams, New York, to form C F Associates, TV, theater and feature film production company, with producer Joe Cates. Mr. Fownes remains as consultant to MJ&A. Going into immediate production at C F Associates is *Spoon River*, 90-minute special for CBS-TV and "Her First Roman," Broadway musical.

For other personnel changes of the week see FATES & FORTUNES

Broadcast Advertisers Reports.

Comparing BAR 1967 estimates with those of LNA/BAR in 1966, BAR said CBS-TV gained 16.8%, ABC-TV 9.5% and NBC-TV 7.5% in achieving four-month combined total of \$521,611,100 (for other details, see page 30).

FCC rules candidates are entitled to ROS schedule

Stations must make run-of-schedule spot announcements available to political candidates who request them, FCC said Friday (May 5).

Commission issued ruling in response to question from WFBG Altoona, Pa.

Station had said its policy was to refuse ROS Spots to candidates on ground that, since those less-expensive spots are subject to preemption, it could not guarantee equal time and opportunities to all candidates.

Commission, however, said Communications Act requires licensees to offer political candidates same kind of discounts it offers commercial advertisers. "ROS spots," commission added, "are discount privileges within the meaning . . . of our rules and therefore should be made available to candidates. . . ."

Repeats for daytime

Repeats of ABC-TV's *Africa* special on four consecutive Tuesdays starting Sept. 19 (see page 28), will be at unannounced hour during daytime, not between 7:30-8:30 p.m., as previously reported, ABC said Friday (May 5).

Moving day seen

"Substantial and constructive progress toward agreement" on relocation of broadcasters' antennas from 102-story Empire State Building to top of proposed 110-story World Trade Center in lower Manhattan was reported Friday (May 5).

Port of New York Authority, which is building center, and New York area broadcasters made announcement following meeting Thursday night. Further sessions are scheduled this week.

JFK career to 'Library'

CBS News and NBC News last week presented more than 650,000 feet of newsfilm and video tape to Mrs. John F. Kennedy and Senator Robert F. Kennedy (D-N. Y.). Footage becomes part of John Fitzgerald Kennedy Library in Cambridge, Mass.

In accordance with plan worked out to effect joint gift, NBC presented footage for odd-numbered years since 1954, and CBS gave copies of film and tape for even-numbered years.

Color from monochrome

ABC will demonstrate new process for creating full color images from black and white film this week (May 9, 10, and 11) in New York.

Process, developed by Technical Operations Inc., Burlington, Mass., uses advanced optical techniques that filter color back into picture as it is projected (BROADCASTING, Dec. 19, 1966). TO has joined with ABC to form ABTO

Inc., which will explore commercial possibilities of process. Frank L. Marx, ABC vice president, will be president of ABTO.

CATV's free to import

Three CATV systems have been given FCC approval to relay distant signals into small towns on outskirts of Knoxville, Tenn.

Commission, on 4-to-2 vote, waived its top-100 market rule (Knoxville is ranked 80th) to permit Tennessee Cablevision Inc., Kingston, Tenn., to import Chattanooga, Greenville-Spartanburg, S. C., and Asheville, N. C., signals; Lenoir City TV Cable Co. Lenoir, and Loudon TV Cable Co., Loudon, to bring signals of Chattanooga stations. All three will also carry signals of Knoxville stations.

Eastman Chemical enters 35 markets with color TV

Purchase by Eastman Chemical Products Inc. of Seven Arts Television's *The Professionals* half-hour color specials in 35 markets is being announced today (May 8). Agency for sponsor, subsidiary of Eastman Kodak Co., Rochester, N. Y., is Needham, Harper & Steers, New York.

Transaction marks Eastman Chemical's initial program series buy in syndication for Kodol polyester fiber. Markets bought range coast-to-coast and include New York, Los Angeles, Chicago, Atlanta, Boston, San Francisco-Oakland, Washington and New Orleans.

Program consists of 13 episodes and will be run, starting in February 1968, for total of 26 weeks.

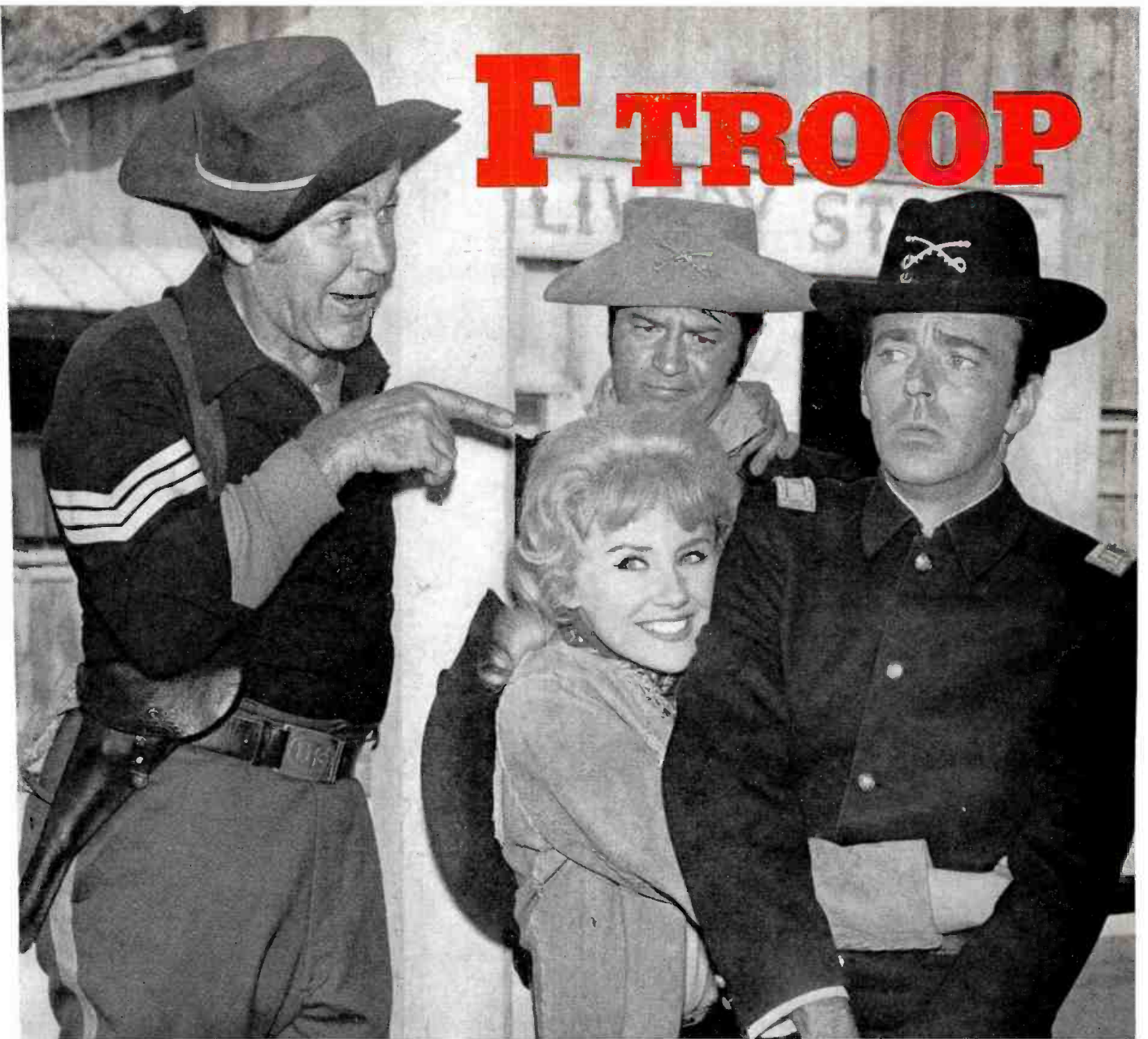
Sex and smoking

Cancer researchers meeting in Dallas asked medical and health institutions to declare war on cigarette smoking, and radio and TV advertising was named as major enemy.

Leaders criticized equating smoking with sexy girls and other pleasures of life as portrayed in commercials.

Take up 'Pursuit'

NBC-TV special, *Pursuit of Pleasure*, without sponsor since Insurance Company of North America cancelled support because of program's content (see page 46), has picked up two sponsors. Block Drug Co., Jersey City, N. J., through Grey Advertising, New York, and J. B. Williams Co., through Parkson Advertising, both New York.



F TROOP stars (left to right) Forrest Tucker, Melody Patterson, Larry Storch and Ken Berry.

*Now recruiting
for fall
enlistments!*

F TROOP, one of the most successful comedies the past two seasons, is still racking up impressive network ratings. Yet, it's available for fall start on local television stations.

In the latest NTI national report (two weeks ending April 16, 1967), F TROOP wins a 20 rating. And in the latest NSI reports (Feb.-Mar. 1967), it ranks *No. 1 in its time period in 19 of the top 25 markets*—a strong second in the other six.

F TROOP, with 65 half-hours (31 in color), is recruiting for fall enlistments. Sign up now—for top ratings!



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



ALL EYES ARE ON AVCO BROADCASTING

300,000 WOMEN LOVE HIM!



Meet Bob Braun, new host of Avco Broadcasting's "50-50 Club," a 21 year entertainment tradition in WLW-land. He's handsome, talented—no wonder he's a winner.

The program's first ratings with Bob as host were phenomenal! In Cincinnati, Dayton and Columbus the show leads in ratings, total homes share, adults, women, and women 18-49. It's a close 2nd in all categories in Indianapolis. That's less than \$2.00 CPM.*

What's more, that's sales for "50-50 Club" sponsors. Ask your BCG man for all of the facts on the Midwest's best noontime buy.

The "50-50 Club" is another example of why audience pleasing—client pleasing, local—live programming is synonymous with Avco Broadcasting Corporation.

*NSI Feb./Mar. 1967 Cincinnati, Columbus, Dayton and Indianapolis. Based on service indicated and subject to qualifications of service. Available on request.

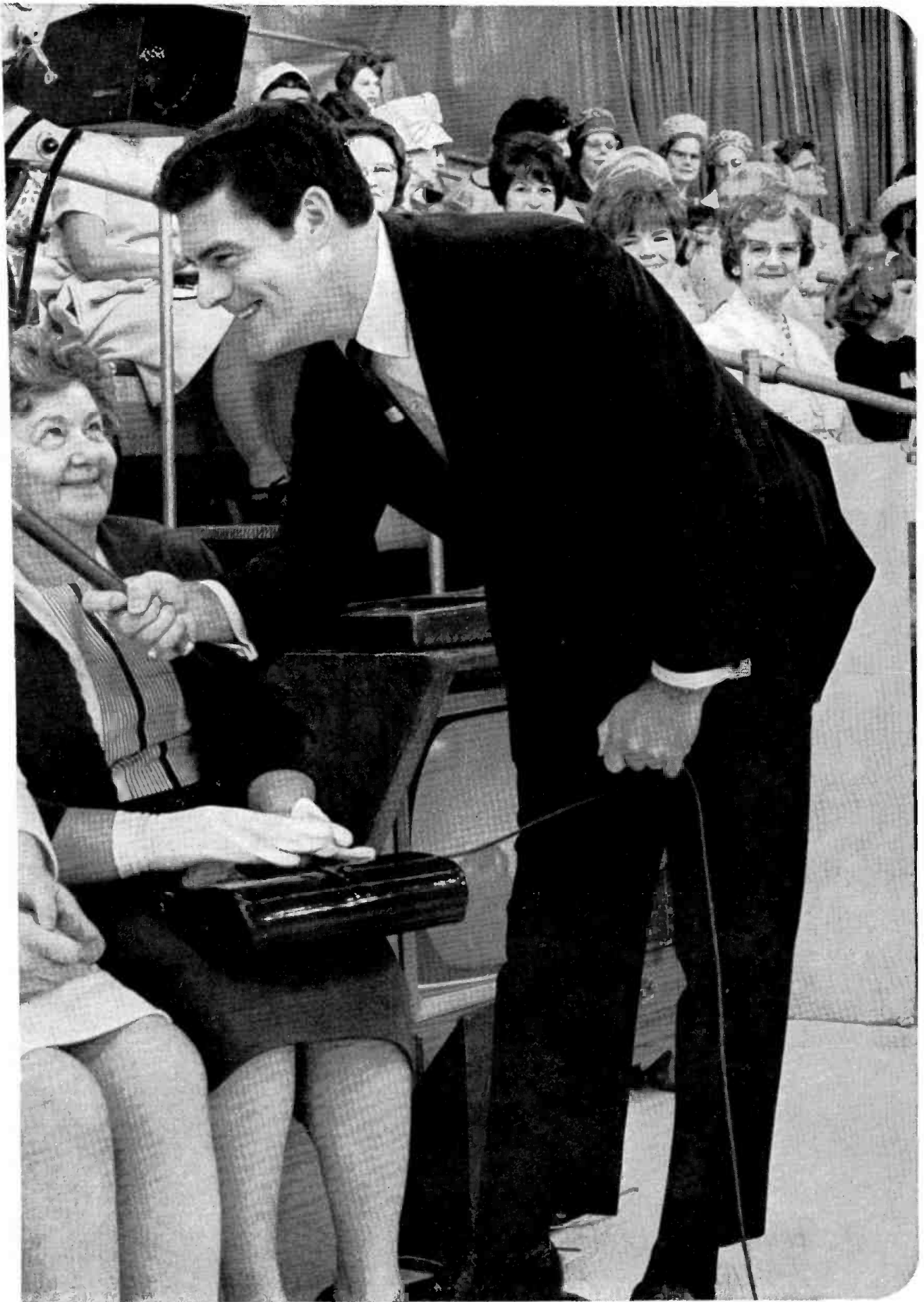
THE FORWARD LOOK



BROADCASTING CORPORATION

TELEVISION: WLW-TV Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / WOAI-TV San Antonio / **RADIO:** WLW Cincinnati / WOAI San Antonio / WWDC Washington, D. C. / KYA & KOIT San Francisco / Represented by BCG / WWDC-FM Washington, D. C. / Represented by QMI.







Chicago. The new Hotels Ambassador. The now hotel for you.

You're an action man — a busy, successful executive. You want a hotel that complements your personality. Chicago's Hotels Ambassador is now the hotel for you. You'll find the Ambassador completely new. Excitingly so. Credit the magic touch of Loew's Hotels. Credit famed designer Richard Himmel. New guest rooms and suites. New corridors and lobbies. New restaurants, cocktail lounges, and coffee shop. New function rooms. New air-conditioning. New, too — Loew's

style of service known the world over. (The only thing unchanged is the famed Pump Room.) Mere minutes from the Loop and the world of commerce, the new Hotels Ambassador is the now hotel for you.

HOTELS

Ambassador
CHICAGO

1300 N. STATE PARKWAY • 787-7200
A Loew's Hotel • Preston Robert Tisch, Pres.

DATEBOOK

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

■ Indicates first or revised listing.

MAY

May 7-9—Spring meeting, Virginia TV Cable Association. Mayflower hotel, Washington.

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

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

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

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

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

May 9—Chicago chapter, Station Representatives Association, annual Timebuyer of Year award luncheon. Continental Plaza hotel, Chicago.

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

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

May 10-11—Executive committee meeting National Community Television Association. Madison hotel, Washington.

■ May 10-12—Fourth annual convention of the National Association of Television Program Executives. Speakers include Joseph Levine, president of Embassy Pictures; Elliott Abrams, vice president, TV sales, Walter Reade Organization; Tad Reeves, vice president of creative services, Westinghouse Broadcasting Co.; Judith Crist, motion picture critic, and Eddie Albert, TV and motion picture performer. Americana hotel, New York.

May 10-12—45th annual convention of the Public Utilities Advertising Association. Chase-Park Plaza hotel, St. Louis.

May 11—Annual meeting of the New Jersey Broadcasters Association. Speakers include Senator Harrison Williams (D-N. J.) and Sherril Taylor, NAB vice president for radio. Rutgers University, New Brunswick, N. J.

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

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

May 11-13—State convention of the Iowa Broadcasters Association. Speakers include Vincent Wasilewski, president, National Association of Broadcasters. Holiday Inn, Waterloo.

■ May 11-13—Journalism institute sponsored by the University of Wisconsin. Speakers include Fred Friendly, former president of CBS News. Topics include fair trial-free



Forget your client's phone number?

Not very likely. But lots of his potential customers may not know it. That's why it's up to you to make sure his number appears wherever it can promote an inquiry or a sale. In all ad programs, on letterheads, brochures, collateral material—anything you prepare that may encourage a customer to reach for the phone. (And don't forget that the area code is part of the number.) Fringe benefit: this may help the client remember your phone number.





Broadcasting is for business people

... too busy to plow through a stack of business papers each week.

BROADCASTING is the one journal that reports the complete business week of broadcasting ... edited and departmentalized for readers who need to know ... but fast.

Broadcasting

1735 DeSales St., Washington, DC 20036

Here's my \$8.50 for the next 52 issues to be addressed:

Name _____

Company Name _____

Position/Title _____

Street _____

City _____

State _____

Zip _____

press issues. University of Wisconsin, Madison.

May 12—Luncheon of the Pacific Pioneer Broadcasters presenting "Salute to Armed Forces Radio & Television Service Day." Pat Buttram, emcee. Sportsmen's Lodge, North Hollywood, Calif.

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

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

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

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

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

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

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

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

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

May 16-19—Annual convention and trade show, National Community Antenna Television Association of Canada. Chantecler hotel, Ste. Adele (Montreal).

May 17—Deadline for reply comments on FCC's proposed rulemaking that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

May 17—Quarterly meeting of the Alabama CATV Association. Speakers include Doug Jarvis, Southeastern Trans-Video Inc., Dallas, and Bill Daniels, Daniels and Associates, Denver. Guest House Motor Inn, Birmingham.

May 17—Annual meeting of the stockholders of The Outlet Co. to elect directors and to transact other business. 176 Weybosset St., Providence, R. I.

May 17-18—Television code board meeting of the NAB. Washington.

May 17-20—Annual spring convention of Illinois Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. St. Nicholas hotel, Springfield.

May 17-20—Annual spring convention of Montana Broadcasters Association. Speakers include George Bartlett, NAB vice president for engineering. Finlen hotel, Butte.

May 18—Annual meeting of the Montana AP Broadcasters Association. Finlen hotel, Butte.

May 18-21—Western States Advertising Agencies Association 17th annual conference. Theme is "The Other Side of the Looking Glass"; businessmen outside advertising review the business. Palm Springs Spa hotel, Palm Springs, Calif.

May 22-23—National Foreign Policy Conference for Editors and Broadcasters sponsored by the Department of State. Speakers include the Secretary of State and other high ranking government officials. Department of State, Washington. Any domestic newspaper, magazine, radio or television network or station or other information medium engaged in informing the general public about foreign affairs may request an

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

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

May 11—Cherry Creek Inn, Denver

May 12—Town House motor inn, Omaha

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

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

June 12—Boston Statler Hilton, Boston

June 16—Sheraton hotel, Philadelphia

invitation to one or all of these conferences for its bona fide representative by writing to the Director, Office of Media Services, Department of State, Washington 20520.

May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees. Ottawa.

May 22-26 — 5th International Television Symposium. Speakers include Federal Councillor R. Gnagi, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

May 22-29—Executive council meeting of the Inter-American Association of Broadcasters. Buenos Aires.

May 24—Spring meeting of the New York State Community Television Association. Hotel Syracuse, Syracuse, N. Y.

May 25—Monthly luncheon, Federal Communications Bar Association. James O'Connell, director of telecommunications, Office of Emergency Planning, and telecommunications adviser to President. Washington.

May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Speakers include Robert Pauley, president of ABC Radio, and Vincent Waslewski, president of the National Association of Broadcasters. Carousel Inn, Cincinnati.

May 25-27—Annual spring meeting and engineering conference of the Alabama Broadcasters Association. Sheraton Inn, Huntsville.

May 26—West Coast seminar of the National Association of FM Broadcasters. Mark Hopkins hotel, San Francisco.

May 26—Annual meeting of the UPI Broadcasters of Pennsylvania. Marriott motor hotel, Philadelphia.

May-26-28—Annual convention of Pennsylvania News Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; David Schoenbrun, foreign correspondent, and Tom O'Brien, vice president for news of ABC Radio. Marriott motor hotel, Philadelphia.

May 27—Regional news seminar of the Radio-Television News Directors Association. Speakers include John H. DeWitt Jr., president of WSM Nashville; William Monroe, Washington director of NBC News; Ernst Wildt, Paillard Inc.; Elmer Lower, president, ABC News; and Joe Dembo, director of news, CBS Radio, New York. Studios of WSM-TV, Nashville.

May 29-June 3—Assembly meeting of the Inter-American Association of Broadcasters. Buenos Aires.

JUNE

June 4—Nineteenth annual Television Academy Awards sponsored by the National Academy of Television Arts and Sciences. Hosts will be Joey Bishop and Hugh Downs. (ABC-TV 9-11 p.m. EDT) Century Plaza hotel, Hollywood, and Americana hotel, New York.

June 5-6—Annual spring meeting of Wash-

■Indicates first or revised listing.

I've been thinking about speaking up at a P.T.A. meeting.

Once a month, when you go with your wife and sit in the school auditorium to listen to a bunch of other parents talking about things you think are for the birds, how come you don't say anything? They're talking about your kids, you know. What are you afraid of? Do you think what you want to say will establish you as a sage? Do you think, maybe, they'll want you to head a committee and do some work and maybe even get involved? Don't worry. The P.T.A. is democracy in action and what you're saying may be only bird seed too. But, who knows till you speak up? And what if you really are a sage?

Remember, though, getting involved in the P.T.A. can lead to a lot of things. If you get to like the meetings and the talking and the infighting and the politics and the results, you may discover a whole new world. Who knows what you might do next? You could even write a letter to the editor of your local paper or the general manager of your favorite television station or you might find something important enough to drop a line to your Congressman. Then you could find a parade to march in, a banner to wave or, son of a gun, you might even run for office yourself.

That's what involvement can do to a man. It can get him involved.

That's what we want. We want you to get involved... in your community, in your country, in your world. We are. Every one of us; the ABC Owned Television Stations. We take sides on important issues. We report them, we editorialize about them and sometimes because there are people who are involved and write letters and talk to other people and make waves, things happen. Not every time, but if more people didn't turn off their minds after they turned off their sets, maybe more things would happen.

Speak up at a P.T.A. meeting... Senator.

- Maybe reading should be taught phonetically again.
- Why don't we let the brighter students skip grades?
- A good teacher should be able to make a decent living.
- Would you please explain the new math?
- Let's fire the coach.

ABC
Owned
Television
Stations



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

7

We've got it*

CHEERFUL PEOPLE, the doctors say, resist disease better than the glum ones. Guess it's the surly bird that catches the germ.

Wheeling wtrf-tv

NEW GASOLINE puts a rabbit in your tank . . . it's for short hops.

wtrf-tv Wheeling

THE CUSTOMS man found a flask of whiskey in the old gentleman's luggage and said, "I thought you said you had nothing but clothes in here." "It's true," the old gent replied, "That, sir, is my nightcap."

Wheeling/Steubenville

UNCLE SAM wears a tall hat sure . . . that's why ya gotta be ready when he passes it around.

Upper Ohio Valley TV

OLD POSTMEN never die, they just lose their zip.

WTRF-TV ALL-COLORCASTING

APPALACHIAN POWER investing \$232,500,000 in a generating plant in WTRF-TV's Marshall County. More power in this Power Valley.

National Rep: Blair TV

MINI TIMES! "So you're lost, little man? Why don't you hang onto your mother's skirt?" Youngster: "Couldn't reach it!"

wtrf-tv Wheeling

LITTLE THREE YEAR OLD Claudia cryingly reporting her first encounter with a kitten, "I picked him up by his handle, and he bit me with his foot."

Wheeling wtrf-tv

*COLOR AUDIENCE . . . Nielsen estimates 149,343 Color TV Homes in the WTRF-TV Wheeling-Steubenville Market and our Blair Television Rep will share more goodies about color and TV audiences in this impressive market. Line him up for the next important schedule you have to place.

CHANNEL SEVEN **NB** WHEELING, WEST VIRGINIA

Make the grass greener on your side of the street.

See Page 35.

ington State Association of Broadcasters. Bayshore Inn, Vancouver, B. C.

June 6-7—The 1967 general conference of CBS-TV network affiliates. Speakers include John A. Schneider, CBS/Broadcast Group president; Stuart T. Martin, chairman of affiliates association; Thomas H. Dawson, president of CBS-TV network; Michael H. Dann, senior vice president-programs; David Blank, vice president-economics and research, CBS/Broadcast Group; William B. Lodge, vice president-affiliate relations and engineering, CBS-TV; Richard S. Salant, CBS News president; Walter Cronkite, CBS News correspondent; Carl Ward, vice president-affiliate relations, CBS-TV. Hilton hotel, New York.

June 6-8—Annual convention, Armed Forces Communications and Electronics Association. Speakers will be Major General William B. Latta, commanding general, U. S. Army Electronics Command; Robert W. Galvin, chairman, Motorola Inc.; Leonard Jaffe, director, space applications programs, National Aeronautics and Space Administration. Panel on "Digital Communications—the Challenge," concerning television among total digital communications, is one of sev-

NAB RADIO PROGRAM CLINICS

- May 18-19—Hotel Utah, Salt Lake City
- May 22-23—Rickey's Hyatt House, Palo Alto, Calif.
- May 25-26—Skirvin hotel, Oklahoma City
- June 4-5—Holiday Inn, Nashville
- June 6-7—Sheraton Cadillac, Detroit
- June 8-9—Marriott motor hotel, Philadelphia

eral scheduled sessions. Sheraton-Park hotel, Washington.

June 8-9—Combined convention of Alaska Broadcasters Association and Alaska AP membership (including newspapers). Speakers include FCC Chairman Rosel H. Hyde. Travelers Inn, Fairbanks.

June 8-10—Annual spring meeting of South Dakota Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. Madison.

■Indicates first or revised listing.

OPEN MIKE

NAB speech gets results

EDITOR: Well, broadcasting salesmen may not be doing the job as well as they might, but it doesn't take much to remind them! The amount of mail I've had from radio salesmen since you gave my speech a big play in [the April 10 issue of] BROADCASTING convinces me that, at least, there are some broadcasting salesmen around. I find this reassuring.

We've had some very interesting letters and quite a few provocative presentations. It is always easy to make a first call when you've been taunted—the acid test is what happens after the first excitement dies down.

We are seriously studying most of the proposals we've had and I'd like to hope that we will find something, even at this late date, that we can test. If we are going to use broadcasting effectively we will have to learn a lot more about it than we know now.—*Maurice B. Mitchell, president, Encyclopaedia Britannica, Chicago.*

Industry fears competition?

EDITOR: For years commercial broadcasting has been not at all inhibited in congratulating itself on its gifts to support educational television. For years the industry has uttered pious platitudes about greater cooperation and rapport between the commercial and noncommercial broadcaster.

Now, in recent issues of BROADCASTING we see references to "fixations of the eggheads," a picture depicting "WLB, the flagship station" mocking the proposal for public television, along with National Association of Broadcasters President Wasilewski's proposal

to water down the Corp. for Public Television with grants only, and the already accepted labelling of CPTV as a "government propaganda agency," plus strong editorial comment opposing a strong alternative service.

I guess those of us interested in non-commercial television know where the real enemy is.

We know something else: Apparently a strong noncommercial service will be forthcoming, since the commercial industry is paying such negative attention to the development of such a service. Why? Could it be the commercial industry—always highly vocal on the values of "competition"—is fearful of real competition?—*R. Franklin Smith, broadcasting instructor, Western Michigan University, Kalamazoo, Mich.*

Bias seen in labor legislation

EDITOR: The pending bill in the Missouri legislature that would prohibit employment of nonunion workers during strikes and prohibit use of supervisory personnel to keep broadcast communications in operation (BROADCASTING, April 10) should be questioned for constitutionality. This bill is biased toward labor . . . and in my mind deprives broadcasters of their free right to fight for what they believe is right. . . . Any legislation governing activity during a strike should be unbiased.—*Russell H. Cooper, technician, WENH-TV, Durham, N. H.*

NAB's codes defined

EDITOR: Maybe I missed the boat somewhere, but I just can't understand why the National Association of Broadcasters' radio code approves hemorrhoid

commercials and the TV code bans them.

What's the difference between a radio hemorrhoid and a TV hemorrhoid? (Or should I ask my doctor?)—*J. S. Fields, Riverdale, Md.*

(The NAB radio and TV codes, although administered by one office, are separate operations are overseen by separate code boards. Action by one code board does not necessarily mean the other has to or will follow suit.)

Queries WBOX's success

EDITOR: I note with interest a letter from the vice president of wbox Bogalusa, La., which you printed without comment (BROADCASTING, April 10).

I cannot understand the apparent pride in the re-establishment of business on wbox since most broadcasters are aware of why Mr. Ralph Blumberg lost this business in the first place—he was fighting the good fight against sponsor censorship. I can only hope that W. D. Womack Jr. has not surrendered completely.—*Frederick Epstein, president, KSTT-AM-TV Davenport, Iowa.*

(Mr. Blumberg testified before the House Un-American Activities Committee that the Ku Klux Klan threatened his family and intimidated his sponsors until he sold WBOX in March 1965 [BROADCASTING, Jan. 10, 1966].)

PR firm needs 'Yearbook'

EDITOR: We are interested in obtaining a current copy of BROADCASTING Yearbook. . . —*Sheila J. Sked, William M. Dietrick Inc., Richmond, Va.*

(A limited number of copies of the 1967 YEARBOOK are available at \$5. Order Circulation Department, BROADCASTING, 1735 DeSales St., Washington, D. C. 20036.)

BOOK NOTE

"Encyclopedia of Radio and Television Broadcasting: The Man Behind the Microphone," by Robert St. John. Cathedral Square Publishing Co., Milwaukee. 541 pp. \$16.95.

Robert St. John, in this three-for-the-price-of-one reference volume, provides the beginning broadcaster with a general anecdotal history of radio-TV as well as a specialized sampling of techniques used by famous veterans of the microphone.

Separate background chapters cover local and international news, weather, sports, DJ's, MC's, children's shows, programing and management. A third section of the book presents reference information such as the National Association of Broadcasters' radio and TV codes, pronunciation guides and a dictionary of musical and broadcasting terms.

BROADCASTING, May 8, 1967

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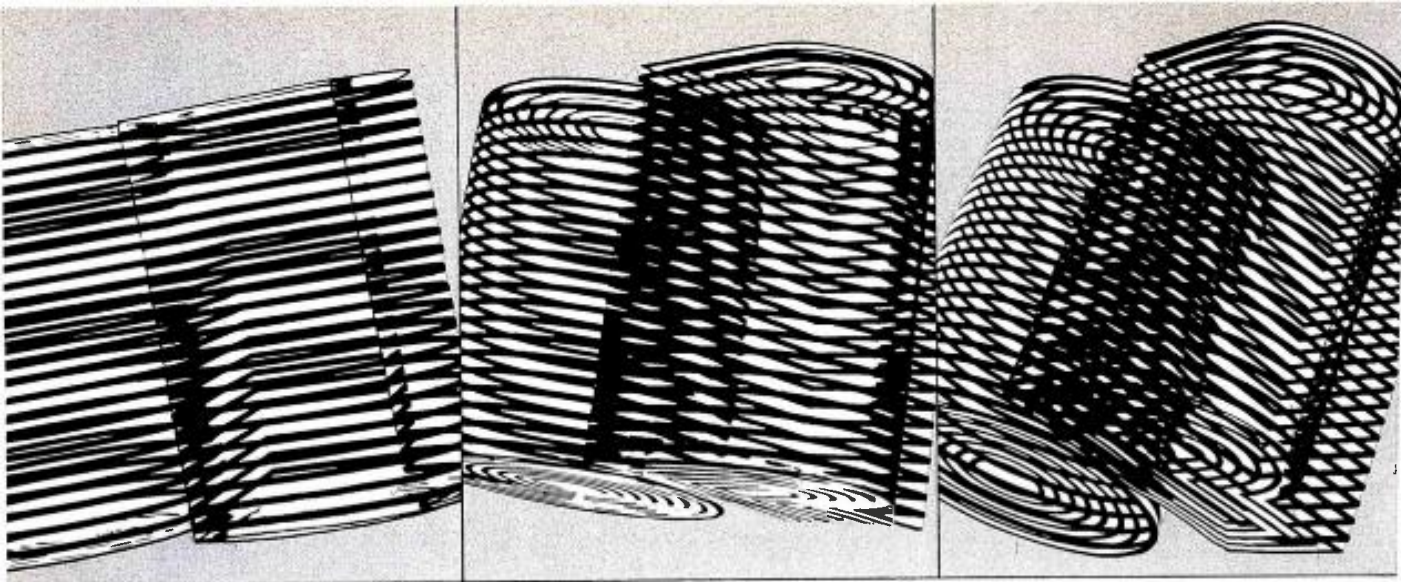
Why
 KWWL-TV
 took
 a stand
 against
 "MARRIAGE"
 ...and won
 an award
 for doing
 so!!!

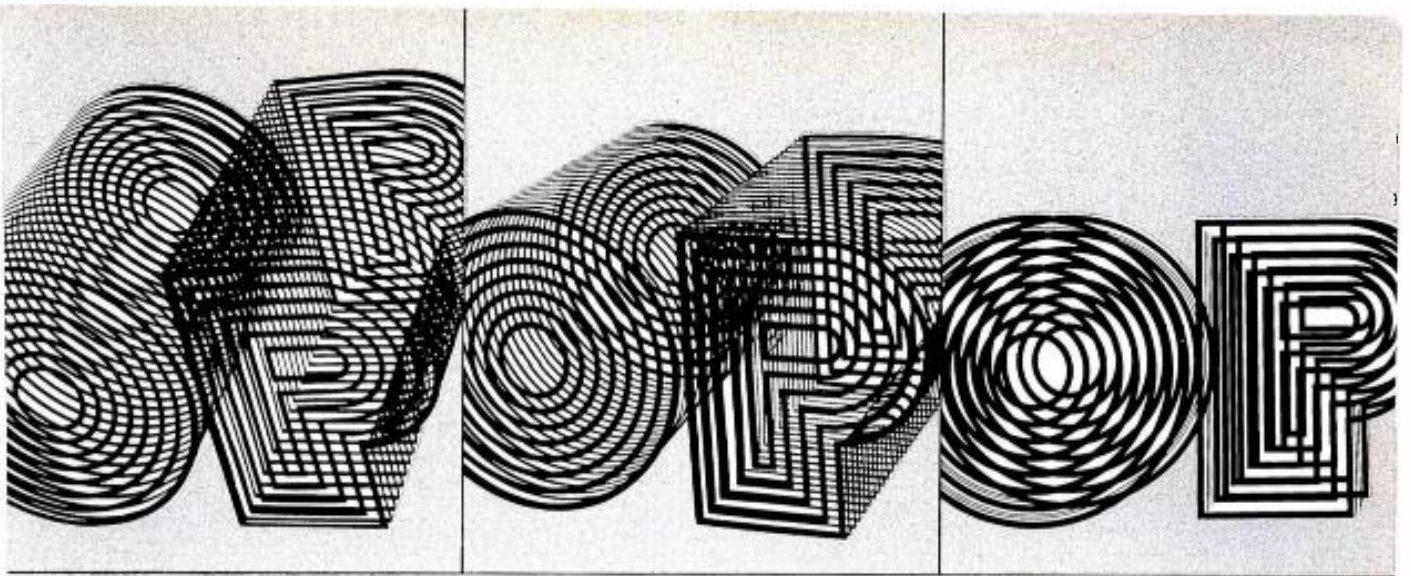
In February KWWL received a special Radio and Television award from the Northwest Broadcast News Association for "Thorough Research and Documentation" in recognition of the station's disclosure of the "Marriage Mill", a radio and television news documentary exposing wholesale marriages in Preston, Minn., just over the Iowa state line. As a result of the program, two public officials were indicted for perjury and charges are pending against two others. This award winning program was just another of the outstanding documentary programs produced by the KWWL-TV "Coverage Plus" news department.



**BLACKHAWK
 BROADCASTING
 COMPANY**
 Waterloo, Iowa

KWWL-TV • KMMT-TV
 KWWL Radio • KLWW Radio
 KAUS Radio





What's Op?

Op, or optical, art is one of today's "in" forms of artistic expression. Along with pop, happenings and psychedelic painting. They're what's happening in a nation-wide cultural explosion that is causing once four-square foundations to rock...literally.

As focal points for entertainment and information in five major cultural centers, the CBS Owned television stations are "with it," of course. To wit, this Spring they are presenting "Eye on Art," a series of five hour-long color specials reviewing progress and problems in art in their communities. Co-produced by the stations for consecutive-week showing on all five, "Eye on Art" is a significant survey of cultural trends in some of the nation's most important patron cities. (Consult local listings for program times and dates.)

The CBS Owned stations have long maintained a solid record for being up on (or ahead of) the latest, and keeping their vast audiences up there with them. For example, "Repertoire Workshop," an on-air showcase for promising newcomers in the performing arts, is a joint project in its fifth season. Another series, the Community Affairs Program Exchange, is now in its ninth season. And so on.

This predominant interest in what interests people is one thing that makes our stations so interesting. One reason so many people find it so hard to turn us off. Which is precisely the reason we have always succeeded in turning hip advertisers on. Like our audiences, they know what's up!

©CBS Television Stations

CBS OWNED WCBS-TV NEW YORK,
KNXT LOS ANGELES, WBBM-TV CHICAGO,
WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS

Time sellers must aim at agency creative men too

There's a new breed of creative cat prowling around agency corridors these days. He's as vitally interested and involved in television as Claude Hopkins in his day was with the written word.

I'd like to call him the author-producer—the man who gets the ideas for a TV commercial and follows it through its infancy to its station debut.

The time when one man wrote or designed a commercial and another man produced it is fast disappearing. TV commercial production is a creative process from the moment of conception to the first airing date.

At our agency we treat it that way. You'll find our young wildcats writing pop music, editing their own films and designing sets—helping us create and produce commercials that put a little show business into the business of selling without a lot of monkey business.

Listening to the Creative ■ Why should sellers of time talk to these creative people? Well, first, the top executives in many of the biggest and hottest advertising agencies today are up-from-the-ranks creative people. While they rarely make media decisions, I'm sure they often influence them, sometimes instigate them and frequently question them.

We are beginning to hear rumbles of unrest with the "numbers game." As qualitative analysis of media becomes more equally balanced with quantitative analysis the creative man will be getting in his two cents worth right along with the computer. Also, as product competition becomes keener and the cost-per-thousand of airing a commercial becomes greater, the commercial environment is developing into a more important consideration in the creation of broadcast advertising.

So what should you talk to creative people about? What interests them?

Creative people would like program information in the same manner as magazines long have provided us with promotional materials on their editorial content. Creative people are readers. I am literally bombarded with promotion material from magazines. I receive and thumb through some 30 to 40 national magazines each month.

I can thumb through a magazine in about 10 minutes, but I can't get a similar reading on an hour-long show in a few minutes. So tell us about your programs, the stars, the writers, the format, the production values and the rationale for their existence. Tell it to us short and sweet in printed material

we can read at leisure.

Creative people want qualitative information on the audience. They want to know the audience profile. They want to know what kinds of homes they will be visiting with their messages, not the number of them. We're not interested in counting heads. We're interested in penetrating them.

Creative people need to have a feel of audience response to programing—especially nonformula programing. To a large degree TV makes the standards in entertainment today. Since entertainment is a tool of advertising as well, it is important that we know the whys and wherefores of programing.

Why did *Batman* become so popular? When did the James Bond bit begin wearing out? What kind of comedy is most effective today? What is the relative popularity of various styles of music?

Creative people need to be informed of personalities available for commercials at both the network level and the local station level. At our agency we have used local personalities on kid shows for one of our clients with outstanding sales results. We also have used local personalities for special market promotion with varying success from time to time.

Buying Patterns ■ Creative people want information on new buying patterns that are being offered. For example, if 30-second prime time spots were offered in the same fashion as 20's are now available it might result in a whole new creative strategy for a given client.

Creative people want and need case histories of successful television advertising campaigns. They want to know which local broadcast promotions are successful.

Did a sweepstakes commercial pull? Did a test-market introduction work? Did an awareness campaign get results? What kind of ideas are catching on best in various sections of the country?

Creative people welcome information on merchandising that stations and networks are willing to provide major advertisers. It helps them plan total programs around a media buy. This kind of information we need to plan proper trade promotions for clients, to intelligently plan in-store promotions and to effectively stir up salesmen.

Need to Know ■ If the creative people don't know what you have to offer they don't write it into their plans. You've lost a chance to solidify yourself with a client.

Creative people want to be aware of any new technological developments in broadcasting. What improvements are being made in video taping? Are there any new developments in editing, recording, camera equipment or remote facilities? Are there any new cost breakthroughs? Tell us what we need to know to make the most effective use of the medium.

Most of this material is probably already available. It just has to be interpreted properly toward the creative man's point of view.

Remember that by and large creative people are more intuitive than rational. They are interested in insight, not contracts; in psychological nuances, not numbers.

As media departments become more and more mechanized those in media as well as the creative departments are going to have to think more in terms of ideas and concepts. Decisions will be made in different ways at different levels so you'll have to communicate at these different levels too.



Robert J. Wanamaker is vice president and creative director of Clinton E. Frank Inc., Chicago. He joined agency in May 1962 as vice president and copy director, winning his present post in September 1964. Mr. Wanamaker started in broadcast advertising with Fulton, Morrissey Co., Chicago, in 1952 where he was assistant creative director. He joined Edward H. Weiss & Co. there in 1957 and was vice president-copy director before moving to the Frank agency.

Nationwide Broadcast Personnel Consultants



*Our radio client list reads like a... **WHO'S WHO***

WBBM — Chicago	WKLO — Louisville	KFJZ — Ft. Worth
WCKY — Cincinnati	WKYC — Cleveland	KIMN — Denver
WHB — Kansas City	WQAM — Miami	KLIF — Dallas
WHDH — Boston	WRIT — Milwaukee	KOL — Seattle
WIBC — Indianapolis	WRKO — Boston	
WIFE — Indianapolis	WSLR — Akron	
WIND — Chicago	WSPD — Toledo	
	WTMJ — Milwaukee	
	WTIX — New Orleans	
	WTRY — Albany	

***WHO'S** helping you?...find management, sales,
programming and engineering personnel.*

*Station management, please call conference number 312 337-5318
645 N. Michigan Ave. Chicago 60611*

ABC FILMS IS



HAPPENING.



AND COMBAT IS HAPPENING NOW!

Combat, perhaps the most outstanding hour series ever released in syndication.

Vic Morrow and Rick Jason co-star in the saga of the American infantryman. They are joined in each episode by guest stars such as: Sal Mineo, Fernando Lamas, Carol Lawrence, Ricardo Montalban, Telly Savalas, James Daly, Gary Merrill, Frankie Avalon, Keenan Wynn, Neville Brand, Frank Gorshin, Mickey Rooney, Rip Torn, Dan Duryea, Jack Carter, Tab Hunter, Eddie Albert, Richard Basehart, Denise Darcel, Howard Duff, Bobby Rydell, Ed Nelson, Geraldine Brooks.

152 hours available

abc **ABC**
FILMS

When Arthur Smith plays his guitar, Batman and Robin play second fiddle.



Arthur Smith does what the Joker and the Riddler have been trying to do for years.

When his show meets head-on with Batman, Arthur clonks the Dynamic Duo in a clash that isn't even close.

Three times as many men and 3½ times as many women watch Arthur as watch the Caped Crusader (153,000 more adults)*.

But Arthur has a history of felling the big ones. Bewitched made the mistake of contesting the Smith magic, and promptly retired to another time period.

Arthur's morning show, Carolina Calling, also stacks up with the big boys. At 7:15 each weekday morning, his show attracts more homes than all programs on the air in San Francisco, St. Louis, Cincinnati, Atlanta, Milwaukee, Kansas City or Washington.†

If you want your competition to play second fiddle in the giant WBTV market, you'll get results with Arthur Smith. Dynamic results!

*Oct.-Nov. 1966 NSI †March 1966 NSI

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

WBTV CHARLOTTE

JEFFERSON STANDARD
BROADCASTING COMPANY
WBT / WBT-FM / WBTV /
Jefferson Productions

Represented Nationally by 

Next season's surge of specials

Prospects now: nearly 300 will be scheduled on networks in 1967-68, as advertisers find new merchandising punch in special sponsorship

When the plans and projections finally jell, 1967-68 promises to be what ABC is already touting as "a very special season" indeed—and on all three TV networks.

There will probably be 170 to 180 entertainment specials on the three networks. And indications are that there will be more than 115 news specials too.

This probable 1967-68 total of at least 285 news and entertainment specials, compiled in a special BROADCASTING roundup last week, is 70 more than in the current season, 115 more than during 1965-66. (For detailed commitments, see story page 28.)

Estimates of network revenues from 1967-68 network specials—even without those of CBS News, which refused to offer estimates—run to more than \$80 million, or \$10 million more than this year's.

Agency and network opinion as to reasons for steadily increasing special programming in recent years ranges from a casual "just a seven- or eight-year cycle," through "they offset the drabness of series programming in recent years," to loftier considerations of "philosophy" and public service. But nobody is arguing with the observable fact of increasing advertiser interest, particularly in the use of specials to move merchandise.

Quality and Mass • R. E. (Buck) Buchanan, J. Walter Thompson Co. vice president and manager of broadcasting, New York, credits the increase to advertiser demand for "the opportunity to sponsor something a cut above continuing series, while still reaching large audiences."

He says: "There is an important advertising factor in the association of an advertiser with quality programming, which is terribly expensive on a continuing basis. But half or full sponsorship of a special allows him to impress millions and millions of people with the idea he has brought them something valuable."

Among JWT advertisers especially active in specials are Ford and Eastman

Kodak on ABC, the American Gas Association and the Institute of Life Insurance on NBC and other networks, and the Singer Co. on CBS.

Singer, a familiar spot and network participation advertiser (more than \$4.5 million last year, according to the Television Bureau of Advertising), got its feet wet in specials this season, with the Tony Bennett and Herb Alpert specials in the fall and spring, respectively (BROADCASTING, April 17).

A primary aim in both cases was to broaden Singer's image from that of a sewing-machine manufacturer to the entire range of its consumer products line. Both were coordinated with extensive radio, print and point-of-purchase advertising. Both were "very, very successful," according to Alfred di Scipio, vice president, consumer products group of North America.

The Alpert special promoted the biggest sale in Singer history with a record-

album premium, and local advertising by Singer "centers" and dealers. Said Mr. di Scipio: "Managers had one of the best weeks in history. Customers were lined up outside the stores."

How to Merchandise • William H. Lynn, BBDO vice president for program planning, believes many advertisers, sophisticated in the "tonnage" use of spot and network participations, are increasingly interested in specials and "special uses of television," such as movies. The most sophisticated realize that "specials have got to be worked," with print advertising, premium promotions and specials sales, he says.

Mr. Lynn cited the April 23 Pepsico "Go!!" special on ABC as an example of a successful multi-media promotion.

In addition to spots for a number of Pepsico Products, there was a one-minute commercial for a paper-clothes

A danger of collision with summer repeats

The 1967-68 network television season will get off to the earliest "official" start in recent history—at least on CBS-TV. The introduction of CBS-TV's new "fall" programming is scheduled to start Tuesday, Sept. 5, the day after Labor Day.

CBS authorities confirmed the plans last week after a new CBS-TV rate card came to light showing Sept. 5 as the effective date of the new prices (see page 30). NBC-TV and ABC-TV have not disclosed their kick-off plans, but spokesmen indicated last week that they would probably be around Sept. 10 and 11, respectively.

It was noted that NBC-TV will be carrying the Miss America beauty pageant on Saturday, Sept. 9, and that the next evening would be a logical time to start unveiling its

new-season programming. Similarly, it was noted that ABC-TV has scheduled its all-evening program on Africa for Sunday, Sept. 10, and that this would be a reasonable springboard from which to plunge into ABC's new schedule.

The networks traditionally jockey around for whatever advantage they can get in the opening weeks when viewers are sampling new programs. Last year the new season started officially on Sept. 11, but ABC "sneak-previewed" 12 of its 16 shows a week early, and NBC advanced the premieres of three of its new entries. There was a report last week that ABC might delay its introductions this year until the other networks have finished theirs, but an ABC spokesman said he "never heard of it."

The specials for next season that are committed now

The TV networks' preliminary estimates of the number of their entertainment specials planned for the 1967-68 season total 177. Included are some 15 to 20 projected with various degrees of firmness. But even the discounted total is three times as many entertainment specials as were planned at this stage of the 1965-66 season, and 70 more than originally planned for last season.

▪ ABC plans about 70 new entertainment specials, better than two-and-a-half times as many as last season, and four repeats. "Event" specials are the Academy Awards, the Tony Awards, the New American Beauty Pageant, the Deb Star Ball, the Miss Teenage International beauty contest, and the International Beauty Pageant. "Personality" specials are two each with Carol Channing and Debbie Reynolds, one each with Princess Grace of Monaco, Sophia Loren and Shirley MacLaine. Other light entertainment specials are a children's musical, "Who's Afraid of Mother Goose?", "Holiday in Mexico," and two or three "blockbuster movies," including "The King and I." "Cultural" specials include

12 each for the Wednesday and Sunday movie slots, "12 or more" Hubbell Robinson productions, eight new B. F. Goodrich-sponsored shows, and repeats of three Goodrich shows and the Peabody Award-winning "A Christmas Memory."

▪ CBS has planned or projected 52 entertainment specials for next season and eight repeats. "Events" are the Miss U.S.A., Miss Teenage America, Miss Universe, and the Model of the Year beauty shows, and the Cotton Bowl, the Tournament of Roses and the Thanksgiving Day Parades. "Personality" specials will star Dick Van Dyke, Barbra Streisand, Red Skelton, Don Knotts, Jim Nabors, "probably" Lucille Ball and Frank Sinatra, and "possibly" Eddie Albert. Other light entertainment specials are one new and four repeat "Charlie Brown" cartoon shows, "Marineland Carnival," one new Dr. Seuss children's show, "Horton Hears a Who," and a repeat of "How the Grinch Stole Christmas," eight to 10 of "The Children's Film Festival" series, "The Sweetest Sounds," honoring Richard Rodgers, and repeats of

"The Wizard of Oz" and "Cinderella." "Cultural" specials will include two with Hal Holbrook, a repeat of "Mark Twain Tonight," and a new one; three Royal Shakespeare Co. productions, "King Lear" with Paul Scofield, and "MacBeth" and "Midsummer Night's Dream"; two consecutive readings by Michael MacLiammoir of Oscar Wilde works, entitled "The Importance of Being Oscar"; Flanders and Swann in "At the Drop of Another Hat"; two dramas, "From Chekhov with Love" and "Spoon River"; four CBS Playhouse productions, including "Do Not Go Gentle into that Good Night," starring Melvyn Douglas, and Reginald Rose's first long dramatic work for television in some years, "Dear Friends"; four National Geographic specials; four children's concerts; two of four dramas, Edward Albee's "Zoo Story," "Andersonville Trial," "Luther," and "Look Homeward, Angel"; and possibly "Robert Frost: Promises to Keep."

▪ NBC has definite plans for 55 new entertainment specials (including two late Sunday afternoons), and four repeats: "Events" will include

premium by the show's star, Ryan O'Neal. This was backed up with a paper-clothes fashion show integrated into the special (to the Pepsico song, "Music to Watch Girls By"), and spun-off through spot radio by Pepsi-Cola bottlers, a feature in *Glamour* magazine, and point-of-purchase advertising for the premium in supermarkets.

"It was a beautifully conceived merchandising-marketing package," Mr. Lynn said.

BBDO specials advertisers Armstrong, B. F. Goodrich, and 3M will spend "close to \$9 million" next season, "a majority on ABC, with CBS and NBC splitting the difference," according to Mr. Lynn.

Really Big Show ▪ The 3M company will be half-sponsor of ABC's four-hour, prime-time "Africa" project, the centerpiece of what may be the largest multi-media promotion ever based on a TV special. The other half of the sponsorship is currently being offered at \$550,000.

The nut of this gigantic project is 600,000 feet of African location film, 11,000 of which will be edited out for the four-hour show on Sunday, Sept. 10. On the following four successive Tuesdays "Africa" will be shown in

one-hour segments (7:30-8:30 p.m.), aimed at school children and their parents.

The remaining film and sound footage will be tailored to a number of purposes: 13 half-hour TV shows on the *Discovery* format; 13 25-minute radio shows for ABC radio presentation starting June 1 and continuing through the summer; six to 12 half-hour educational films for distribution through, initially, the California and New York state educational systems; two four-sided record albums, one of Alex North's score for the show and one of African folk and tribal music, and film strips and slide packages for distribution to school systems through the American Educational Publications subsidiary of Xerox.

In addition, what is coming to be called the ABC African repository contains 13,000 still photographs. Applications of these, according to ABC special projects director William Silag, will include four textbooks. The first of the series, "Africa's Animals," is currently in production. 3M has ordered 200,000 copies as premiums; a child's book club has ordered 300,000 in advance.

ABC is also producing "more than

100,000 copies" of a teacher's study-planning guide for the "Africa" show, for distribution through the National Educational Association and the National Council of Social Studies Teachers.

The show will be backed up commercially with "Africa weeks" in 530 department stores across the country. McGregor is planning an "African" line of men's clothing, and various manufacturers have similar women's lines in production.

PR Purpose ▪ While there is a trend toward "product-sell" and TV-keyed multi-media advertising, a great deal of money will continue to be spent on specials to build "corporate image" and to improve public relations.

Important specials-sponsors such as American Telephone & Telegraph, the American Iron and Steel Institute, the American Gas Association and the Institute of Life Insurance are more or less locked into this kind of advertising. And NBC sales vice president John M. Otter estimates that the 14 *Bell Telephone Hour* specials alone will realize "nearly \$7 million" in gross revenue next season.

NBC plans "only a few more specials than last year," according to Mr. Otter,

Miss America, Golden Globe Awards, the Orange, Sugar and Rose Bowls, the Junior Miss Beauty Pageant, the Macy's Thanksgiving Day Parade, and "The Best on Record," the Grammy awards. "Personalities will include nine Bob Hope, three Andy Williams, five or six Danny Thomas specials, and one each with Jack Benny, Bill Cosby and Rock Hudson. Other light entertainments are: "Androcles and the Lion," "Sneak Preview" with Rowan and Martin, the Ice Follies and Ice Capades, Ringling Bros.-Barnum & Bailey Circus, "Big Cats, Little Cats," "The Fabulous Funnies," "Radio City at Christmas Time," the musical "Legend of Robin Hood," four musical "Salutes," "Saturday Night Around the World" with music by Richard Rogers," and repeats of "Lorne Greene Christmas," "Mr. Magoo Christmas," and "Rudolph the Red-Nosed Reindeer." "Cultural" specials include five new and one repeat "Hallmark" shows, "Down to the Sea in Ships," "Flesh and Blood," and 14 "Bell Telephone Hours," of which two will be presented on Sunday afternoons.

but on what has been traditionally "the specials network," that means a total of 58 new entertainment specials next season, and total specials revenue of more than \$40 million.

"We can't make a profit any more on production" Mr. Otter said. "We just make it on time."

In addition to AT&T, NBC's announced major sponsors of specials include Chrysler for the nine Bob Hope shows, and Timex for six entertainment specials: "The World of Horses," "Sneak Preview," "Ice Follies," "The Fabulous Funnies," "Radio City at Christmas Time," and a repeat of "Mr. Magoo's Christmas."

Hallmark will sponsor six entertainment specials.

The \$10 million purchase by Gulf Oil of NBC News coverage of the political conventions, rights to "instant news specials" plus sponsorship of one-half of *Walt Disney's Wonderful World of Color* was recently announced (BROADCASTING, May 1).

The American Iron and Steel Institute will sponsor the John Glenn-Great Explorations show on "Dr. Livingston in Africa," and co-sponsor, with the New York Life Insurance Institute, eight as yet unannounced news specials.

Ronson has signed for NBC News' "America and the Americans," based on John Steinbeck's book; the American Gas Association for "Down to the Sea in Ships."

NBC participating sponsors of a number of entertainment specials include Campbell Soup, Nabisco, MacDonald Systems, Vick Chemical, Coca-Cola, Pontiac, the Savings and Loan Foundation of New York, R. J. Reynolds, Burlington Mills and General Mills.

On CBS Books ■ According to Michael Campus, director of special programming, CBS has planned or projected 52 entertainment specials next season, including 24 in the cultural area. Richard Steenberg, director of special sales, estimates CBS revenue from entertainment specials at "between \$15 and \$20 million."

Coca-Cola will sponsor a new "Charlie Brown" special and the planned four repeats. General Telephone & Electronics will sponsor all four *CBS Playhouse* productions. Xerox will sponsor both the new Hal Holbrook Mark Twain show and the repeat. And the Foundation of Commercial Banks will sponsor both Dr. Seuss cartoon shows, the new "Horton Hears a Who," and the repeat, "How the Grinch Stole Christmas."

Overall, however, the pattern of CBS entertainment specials sponsorship appears to be participating, according to both announced and anticipated advertisers: Mobile Chemical, Ralston-Purina, W. A. Scheaffer (pens), Noxell, Metrecal, General Mills, Pepsico, Motorola, Vick Chemical, Chrysler, P&G, Nabisco, Polaroid and Deluxe-Reading Toys.

Heavy on News ■ In the area of news specials, all three networks are committed to coverage of the two political conventions and at least five presidential primaries during the 1967-68 season. But CBS and NBC plans are difficult to specify further. Don Meany, NBC News vice president, was able only to "name areas of interest," while Bill Leonard, programming vice president of CBS News, refused to discuss plans.

NBC News announced last month its intention to produce "more than 45 news specials" next season, with 26 alternating in the Friday, 10-11 p.m., slot with the *Bell Telephone Hour*.

Among the areas of interest specified by Mr. Meany were: an evaluation of foreign aid; an examination of "some area" of the Office of Economic Opportunity's work, probably job retraining or the Vista program; Middle Eastern Arab nationalism and conflict with Israel; the traffic-jam crisis in U. S. courts; an examination of collective bargaining and labor-management relations; the Dead Sea scrolls; country and western music; and the already announced "Sicily of Roberto Rossilini."

CBS News plans could be divined only by referring to what has been described as a generalized presentation to advertising agencies. Among the projects listed in that presentation which are still reportedly "in production or under consideration" are the Wednesday, 10-11 p.m. news hour, which "approximately one week in four is a half-hour in length," and 12 other shows. Their themes are activism in the ministry; an examination of nonprofit foundations; "The World of Eric Hoffer," a self-educated longshoreman; "The Spy Game"; "The North Pole"; "Barry Goldwater's Arizona"; "Criminal Lawyers"; an unspecified treatment of the 50th anniversary of Soviet power; "Congressional Ethics"; "The Great American Novel," reportedly partially completed and examining the relevance to modern America of "Moby Dick," "Babbitt," and "Grapes of Wrath"; a review of the U. S. space program; and "Our Friends the Germans."

Entertainment ■ If ABC is able to realize its ambitious plans, it may be number one in entertainment specials next season. It has 70 on the drawing board, including 12 each pre-emptions in for the Wednesday and Sunday night movies, "12 or more" Hubbell Robinson productions, eight B. F. Goodrich specials and eight of the projected 12 Jacques Yves Cousteau underseas explorations.

Thomas Wolf, ABC News director of special programming, plans 18 specials for the '67-68 season, including the epic "Africa"; an updated "The Long Childhood of Timmy"; "The World of Charles Dickens"; a John Secondari-"Saga of Western Man" on Venice; an updated and expanded "How Life Begins," produced by Jules Power; a half-hour on juvenile rehabilitation, "A Boy Named Joe"; a special based on Rachel Carson's book "A Sense of Wonder"; and "In the Name of God"—all sponsored (half in the case of "Africa") by 3M.

Also planned by ABC News are specials on the Dieppe raid, "Rehearsal for D-Day"; Gettysburg; football coach Paul (Bear) Bryant; and one or more "One-Night Stands," combination entertainments and documentaries of life on the road.

ABC has sunk \$3.5 million in the Cousteau series of 12 genuinely original undersea explorations, one of which is a U. S. Navy-subsidized study of why sharks eat people. It has invested millions in the "Africa" project and already has another continent under study.

BBDO's Bill Lynn expressed the view that "advertiser pressure is forcing the networks into producing more specials." Dick Steenberg, director of special sales at CBS, looked at it another way: "All the networks have a very good year for specials—if only this market lasts."

A new CBS-TV rate card

New price structure that is simpler and that calls for generally higher rates than at present is sent to advertisers and agencies for Sept. 5 start

A new CBS-TV network rate card, carrying the present one's simplification theme even further and in the process calling for generally higher prices, will go into effect Sept. 5.

Copies of the new card, No. 18, were distributed to agencies and advertisers last week by Frank M. Smith Jr., network sales vice president.

Like the current card, which went into effect last September, the new one specifies rates only for the use of network facilities, or time. Charges for package minutes, which represent the bulk of network sales and are priced to cover program costs as well as time, are not shown but will be made available to agencies and advertisers "on request."

With its present card CBS-TV led the way in overhauling old price structures and setting charges that vary by season of the year and time of day, at the same time virtually eliminating discounts. ABC-TV and NBC-TV subsequently adopted similar approaches, effective next fall.

The new CBS card covering time

sales eliminates the present one's distinction between Monday-Friday and weekend daytime periods, dividing the broadcast day into 15 periods that are applicable, each with its own rates, seven days a week. For each period, different rates are specified for winter, spring and summer, generally as in the current card but with the seasons uniform instead of varying, as they do now, according to whether Monday-Friday or weekend daytime periods are involved.



Mr. Smith

The current card's quotation of 52-week average rates is omitted in the new version.

Same Discount ■ The only discount left in the current card, for 52-week continuity, is continued in the new one and expanded to include daytime but at a lower discount level than for night.

The 15 periods into which the broadcast day is divided in the new card represent a further refinement of the time-period breakdown principle. In the current card, for instance, Monday-Friday time is divided into 12 periods per day.

The new periods come from splitting two nighttime blocks into half-hour units. In the present card, the same rate applies to each half-hour between 6 and 7:30 p.m., and the 8:30-10 p.m. block also carries a uniform half-hour rate. In the new card, each half-hour in these two blocks carries a different rate in most seasons of the year.

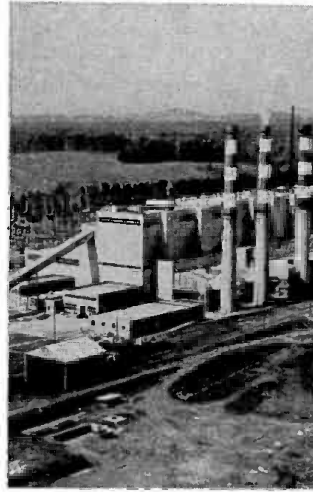
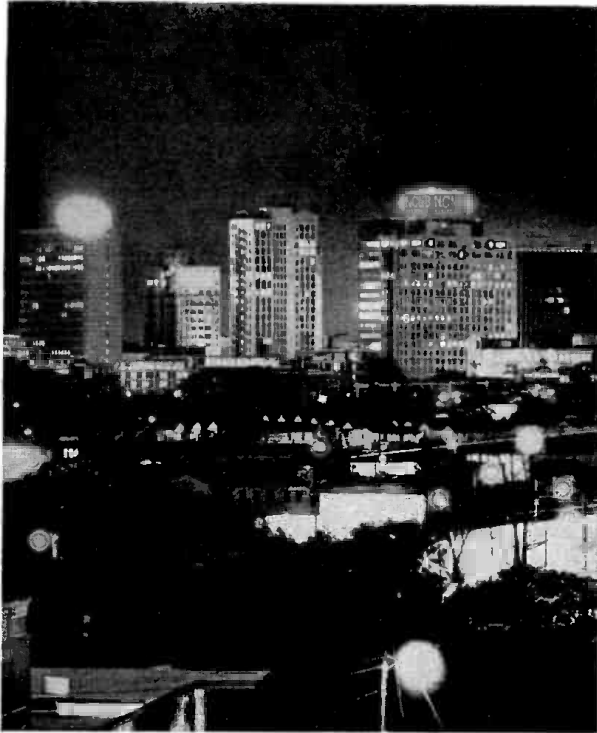
Partially offsetting the four new periods thus obtained, two early-morning periods in the present card—sign-on to 8:30 and 8:30-10 a.m.—are combined for rate purposes in the new form.

The rates in both cards are for half-hours of time but are stated as percentages of the Class A hour rates of all stations ordered and carrying a specific program. Thus the base rate will vary according to station lineup; for the full

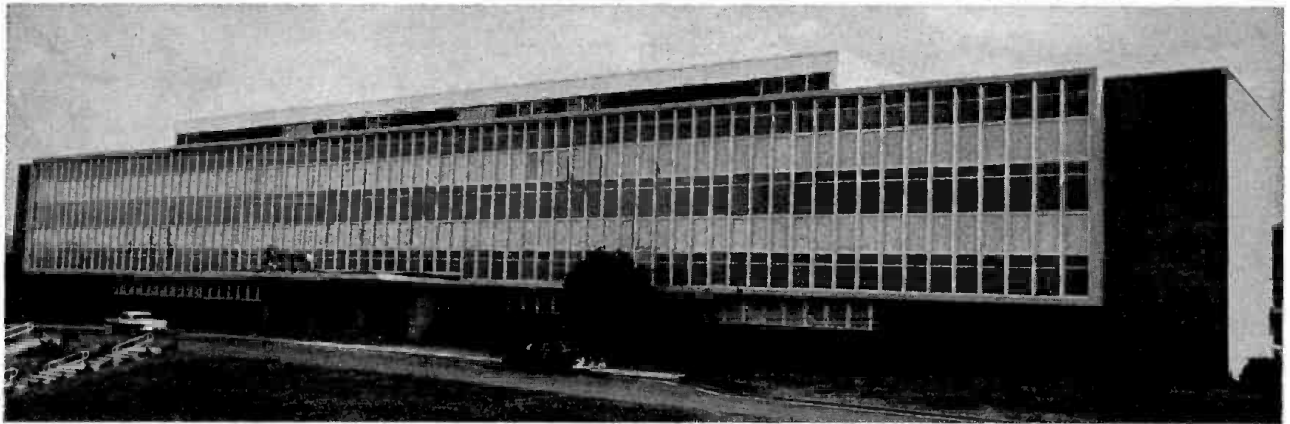
BAR network billing report for week ending April 30

BAR Network TV dollar revenue estimates—week ended April 30, 1967
(Net time & talent charges in thousands of dollars)

Day parts	Networks	Week ended April 30	Cume April 1-30	Cume Jan. 1-April 30	Day parts	Networks	Week ended April 30	Cume April 1-30	Cume Jan. 1-April 30
Monday-Friday	ABC-TV	—	—	—	Sunday	ABC-TV	48.2	481.2	2,577.8
Sign-on-10 a.m.	CBS-TV	\$103.6	\$421.6	\$2,191.7	6-7:30 p.m.	CBS-TV	203.7	1,019.0	4,904.6
	NBC-TV	258.4	1,176.8	4,997.0		NBC-TV	40.0	870.6	3,604.8
	Total	362.0	1,598.4	7,188.7		Total	291.9	2,370.8	11,087.2
Monday-Friday	ABC-TV	1,286.9	5,188.1	25,452.2	Monday-Sunday	ABC-TV	4,597.3	21,386.2	95,357.4
10 a.m.-6 p.m.	CBS-TV	2,766.3	11,972.5	58,495.7	7:30-11 p.m.	CBS-TV	5,526.6	23,880.9	105,805.3
	NBC-TV	1,538.3	6,598.9	30,550.6		NBC-TV	6,308.5	27,157.1	109,387.8
	Total	5,591.5	23,759.5	114,498.5		Total	16,432.4	72,424.2	310,550.5
Saturday-Sunday	ABC-TV	540.5	4,528.9	15,945.6	Monday-Sunday	ABC-TV	223.5	1,830.8	2,697.4
Sign-on-6 p.m.	CBS-TV	743.6	4,509.8	17,631.9	11 p.m.-sign-off	CBS-TV	113.5	251.7	827.0
	NBC-TV	462.1	2,000.6	8,390.3		NBC-TV	410.3	1,646.6	6,530.1
	Total	1,746.2	11,039.3	41,967.8		Total	747.3	3,729.1	10,054.5
Monday-Saturday	ABC-TV	289.2	1,229.0	5,134.8	Network totals	ABC-TV	6,985.6	34,644.2	147,165.2
6-7:30 p.m.	CBS-TV	517.0	2,092.2	10,964.0		CBS-TV	9,974.3	44,147.7	200,820.2
	NBC-TV	554.9	2,237.3	10,165.1		NBC-TV	9,572.5	41,687.9	173,625.7
	Total	1,361.1	5,558.5	26,263.9	Grand totals				
					All networks		\$26,532.4	\$120,479.8	\$521,611.1



Charlotte's **WSOC-TV**



The action station in the action city!

For any advertising campaign aimed South, Charlotte should be among the top three cities on your list. In many respects it warrants the top spot. 75-mile radius population largest in the Southeast. Center of the Southeast's heaviest industrial concentration; second largest distribution city in the Southeast. WSOC-TV's coverage area includes 3 million people with an EBI* of \$5.9 billion. Among families with children, the college educated, young marrieds, sports lovers, WSOC-TV does a big job for advertisers. Ask us or H-R for the facts.

*Sales Management, June 10, 1966

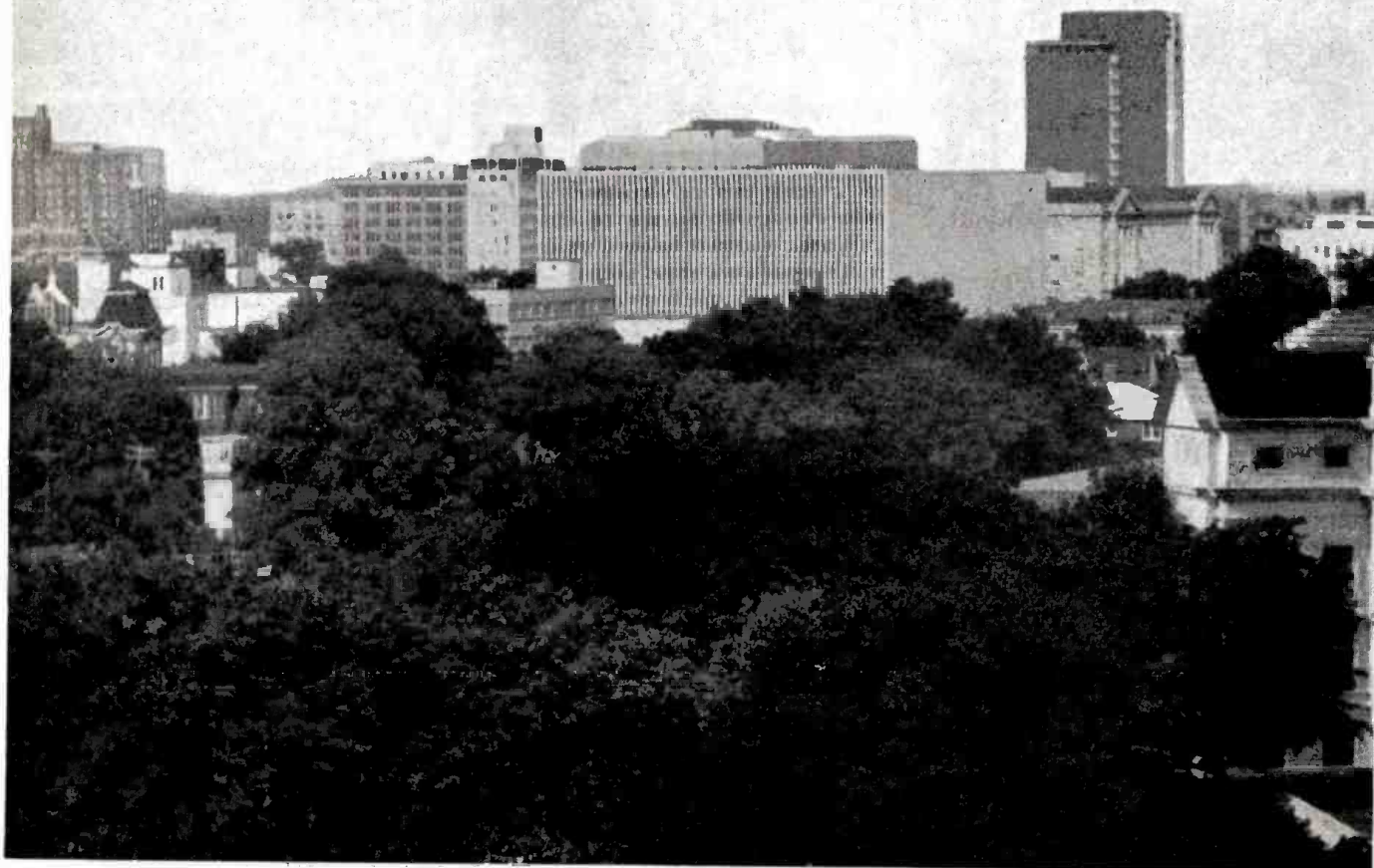
NBC/ABC—Represented by H-R



CDX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU(TV), San Francisco-Oakland; WIIC-TV, Pittsburgh.

Now watch KARK-TV. KARK-TV has appointed Blair Television!

Color KARK-TV first in Little Rock, Arkansas. In full color throughout the day, KARK-TV looks like the leader it is. Continuously dominant since air date, April, 1954, KARK-TV has an impressive plant; uses local live, film and tape color; boasts a fully equipped mobile unit which appears at all important events. Little Rock, too, is on the move, growing in every direction. In addition, the city is the key to the \$1,200,000,000 state and federal government program which will make the Arkansas River navigable all the way to the Mississippi, turning Little Rock into a Gulf port, and opening up vast areas of business expansion. Now KARK-TV has appointed the nation's number one station representatives, John Blair & Company, to represent the station nationally. Now watch KARK-TV move! **Blair Television**



Listen to this. KARK has appointed Blair Radio!

News, sports, personalities, music, farm service! You name it. KARK has it. 24 hours a day. An NBC affiliate, on the air since 1928, KARK's prestige and acceptance are evidenced by the fact that it's the Arkansas radio station with the most blue chip national and local advertisers. KARK has the largest broadcast news bureau in Arkansas; broadcasts the Arkansas U. football and basketball games; is the leading farm service station in a multi-million dollar farm market. Now KARK has appointed the broadcast industry's number one station representatives, John Blair & Company, to represent the station nationally. Now you'll be hearing still more success sounds from KARK Radio! **Blair Radio**



U. S. network it totals about \$168,000.

Winter rates—the highest—run three weeks longer in the new card, spanning 32 weeks from Sept. 5, 1967, to April 15, 1968 (as against 29 weeks from Sept. 11 to April 1 in the current season). Spring rates, second highest, will run 10 weeks instead of 13 (from April 16, 1968, through June 24, 1968), and summer rates, lowest of all, will again be in effect for 10 weeks, from June 25 through Sept. 2, 1968.

Ups and Downs ■ The new time rates will be higher in virtually all Monday-Friday periods but lower in a number of weekend periods.

For example, in the present card any half-hour in the 8:30-10 p.m. block costs, at winter prices, 50.3% of the affiliates' Class A hourly rate. In the new card, each half-hour in the block is priced higher than that: 54% for 8:30-9 and also for 9-9:30 and 52% for 9:30-10.

In the new spring-season price list those same half-hours—8:30-9, 9-9:30 and 9:30-10—will be pegged at 45%, 47% and 48% respectively, as against 44.2% for any one of them in the current card. In the new summer prices, these periods are priced at 37%, 40% and 42% as compared to 38.5% for any one of them in the current card. (Thus in the new summer list 8:30-9 will be priced lower than now.)

An even smaller reduction is indicated for 8-8:30 in the new summer schedule: down from 33.2% to 33%.

The split-up of the 6-7:30 block into different half-hour rates will also reduce the 6-6:30 rate from 39.5% to 37% in the winter schedule but raise the 6:30-7 and 7-7:30 winter prices from 39.5% to 42% and 46% respectively. Similarly, the new spring schedule will drop the 6-6:30 price from 28.8% to 28% but increase the 6:30-7 and 7-7:30 charges to 30% and 34% respectively.

Several increases are also provided in the new daytime rates. Where early-morning half-hours in the current winter card are priced at 6.8% in the period from sign-on to 8:30 a.m. and at 8.8% in the 8:30-10 a.m. period, for example, they'll go at 12% per half-hour from sign-on to 10 a.m. in the new lineup.

Among other daytime increases, Monday-Friday half-hours in the 10-11:30 a.m. block will go from 10.8% to 18% in the winter schedule, from 9.4% to 17% in the spring season and from 8.4% to 17% in the summer period.

On weekends, several decreases are indicated in the new card. Half-hours between 9 a.m. and 1:30 p.m. are pegged at 23.7% in the current winter schedule; in the new one they'll be 12% between 9 and 10 a.m., 18% in the 10-11:30 block and 22% in the 11:30-1:30 period.

The present winter schedule prices

weekend half-hours at 28% throughout the 1:30-6 p.m. period. The new one puts half-hour prices at 25% throughout the 1:30-5 p.m. period but at 35% in the 5-6 p.m. period.

The only discount in the present card, estimated unofficially at about 3%, is continued in the new one, offering \$1,000 a commercial minute for advance, noncancellable orders of at least one nighttime minute (between 6 and 11 p.m.) every fortnight for a 52-week period. In addition, a new discount amounting to \$250 a commercial minute is offered for similar orders for time between 9 a.m. and 6 p.m.

Another set of time standards

Storer executive calls for separate rules for affiliates, independents

The seemingly endless dialogue over television time standards continued in Atlanta Friday (May 5) when Storer Broadcasting Co. made public its recommendations of what the time standards should say.

The comments came less than two weeks before the National Association of Broadcasters television code board is to meet in Washington (May 17-18) to discuss proposals aimed at overhauling the time standards.

In Atlanta, Terry Lee, Storer's vice president for television, used a forum of the American Women in Radio and Television convention (also see pages 60 and 69) to outline the Storer proposals that "our managers, sales managers and broadcast standards people have been working on . . . for many months."

He hit at the code board's idea of simplifying and streamlining the time standards, saying those "are commendable virtues and objectives . . . but not at the expense of creating more complications and problems than they resolve."

Among the Storer recommendations:

- Make prime time a three-and-a-half-hour period, either 7:30-11 p.m. or 6:30-10 p.m., to conform with local network scheduling. (The code now sets prime time as any consecutive three-hour period between 6 p.m. and midnight.)

- Make separate prime-time standards for affiliates and independents. Such a move, Mr. Lee said, would encourage independents to join the code and "would simultaneously aid most UHF stations."

- Make code membership mandatory

before a station could become a member of NAB. Stations could join without joining NAB, but could not be NAB members without first being code subscribers.

- Establish a maximum number of messages to be aired in a time period without setting up a maximum number of interruptions or number of adjacent messages. The last two areas could be handled in "the commercial market place," Mr. Lee said.

- Establish time standards based on 30-minute segments rather than the 60-minute criteria now used. The only exception would be averaging for programs of one hour or longer. (The code now allows 10 minutes, 20 seconds of nonprogram material in each prime-time hour and 16 minutes, 20 seconds of nonprogram material in other times.)

- Establish separate criteria for commercials in programs and commercials on station breaks.

- Set up "clear limitations" for commercial and other nonprogram material that will be observed by both networks and their affiliates. The networks' voluntary standard, he said, "is unrealistic and vulnerable" since it is "more rigid" than standards followed by the stations themselves. "Maximum commercial content" could not be changed and "primary attention" should be devoted to cutting back on clutter.

Storer's comments came only four weeks after Westinghouse Broadcasting Co.'s proposal on the same subject became known (BROADCASTING, April 17). Westinghouse President Donald H. McGannon was opting for a limited number of prime-time interruptions (two in a half-hour, three in an hour plus station breaks), and limiting commercial time (including public service and promos) to three minutes in a half hour or six minutes in an hour plus breaks.

Limits Proposed ■ Outside of prime time, the Westinghouse proposal called for limiting commercial material (including public service and promos) to five minutes per half-hour, 10 minutes per hour; no more than two interruptions and seven product impressions per half hour. Both areas exclude station-break time. Program credits would be restricted to 30 seconds and color logos would be dropped by the television networks.

Billboards would not be counted as commercial time under the Westinghouse plan, but they would be allowed only for single sponsored half-hours or single or co-sponsored hour shows. They would not be allowed on participating shows.

The Storer and Westinghouse proposals along with some 40-50 others from stations, groups and the networks, have been garnered by the code authority in the past two months. Next week the



Local color: it will make the grass greener on your side of the street.

Big things are happening in color. Shoot them that way and watch what it does to your image—and your profit picture. Both viewers and advertisers appreciate the added dimension of interest you show in the community by filming the news in color. And Kodak makes your switch to color smooth and easy with a versatile new film system: *Kodak Ektachrome EF Films* and the ME-4 Process. The films are fast, sharp, fine-grained, and have wide exposure latitude with excellent color saturation. Your cameraman will love them, so will your audience. Fast processing service is available in many areas; but if not in yours, consider processing the film yourself. The ME-4 Process, with its packaged chemistry, is fast, dependable, and virtually foolproof. Naturally, we'll help you set up your process and provide information and continued service. For full details, call your nearest Eastman Kodak motion picture engineer.

Eastman Kodak Company

Atlanta: 404/GL 7-5211 Chicago: 312/654-0200
Dallas: 214/FL 1-3221 Hollywood: 213/464-6131
New York: 212/MU 7-7080 San Francisco: 415/PR 6-6055

Kodak
TRADEMARK

In Iowa who delivers more in the morning?

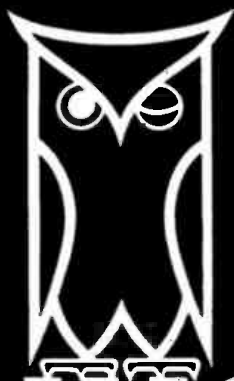
178.3% MORE
adults (6 AM - 12 Noon) than Station 2

199.5% MORE
women (6 AM - 12 Noon) than Station 2

151.2% MORE
men (6 AM - 12 Noon) than Station 2

PLUS: 64.5% MORE
net unduplicated homes weekly
than Station 2

SOURCE:
93-County Pulse Area Survey
Sept.-Oct., 1966



WHO RADIO

...that's who!

50,000 WATTS • 1-A CLEAR CHANNEL •  • DES MOINES, IOWA



Represented Nationally by Peters, Griffin, Woodward, Inc.

code board will get a look at the findings of those comments, although it is not expected to take definitive action at that time.

More likely is another code board meeting in mid-June so that definite recommendations can be presented to the parent television board during its June 26-30 meeting at Williamsburg, Va.

Color vs. B&W: no TV contest

TVAR research shows color
causes responses to TV ads
and is active and exciting

If you think egg yolks should be yellow and grass should be green, you're probably quite normal. And if you've thought color television is more visually exciting and a more effective broadcast and advertising medium than its black-and-white counterpart, you're both normal and correct in your assumptions.

What you may have concluded intuitively or empirically (through higher ratings or sales) has at last been verified by the results of a research project begun a year ago, recently completed, and just published by Television Advertising Representatives Inc., New York. A presentation was made to advertisers and advertising agencies at a breakfast at New York's Waldorf-Astoria last week.

Called "Psy-color-gy—a Study of the Impact of Color Television," the TVAR report is based on research undertaken by the Institute for Motivational Research, under Dr. Ernest Dichter. IMR has attempted to measure scientifically the impact of color as compared to Black-and-white television.

IMR researched color at two levels: its *current* advantage over black-and-white TV, and its *potential* impact. The field work took place between May 1966 and October 1966 and involved interviews with hundreds of women in color-TV homes.

The current status of color television was determined by screening identical commercials in both color and black and white, measuring the responses of the viewers and collating the collected data under four broad areas of response: rapport (the emotional affinity between viewer and commercial); comprehension; context (the extent to which the commercial reinforced or conflicted with the viewer's knowledge



L to r: Dr. Dichter; Robert McGredy, president of TVAR; and Robert M.

Hoffman, TVAR vice president for marketing and research.

of the brand); and activation (the extent to which the viewer was stimulated to purchase the product advertised).

Investigative Technique ■ Statements were read to viewers after the screening of each commercial and viewers were asked to indicate whether they had a positive or negative or neutral reaction to each statement, reflecting their agreement or disagreement with it, based on the commercial just seen. As expected, color commercials evoked considerably more positive responses than monochrome commercials.

The IMR data would also seem to suggest that women owning color sets for six months or more rated the tinted tube higher than "new" owners in their reactions to the statements that tested their rapport, comprehension, context and activation. Almost without exception, color television increased the woman's understanding, stimulated her more, etc., if husband had been making payments on a color set for six months or more. IMR concludes that color TV is not a fad and that viewers become color educated.

Youth, too, has something to do with the viewer's response. Younger women, according to the IMR data—at least those under 40—reacted more positively to commercials in color than did women over 40 years of age.

IMR tested the potential of color television by asking women to respond to four different symbols to test their emotional involvement, or degree of noninvolvement, with color and black-and-white television. The participants felt black-and-white TV was more erratic and evoked less emotional involvement.

Participants in the tests also found color television to be more intimate, more active, and more exciting than black and white. Responses to the IMR tests also indicate that viewers feel color television adds a dimension of depth. One respondent told IMR: ". . . Since we got our color television, I don't need to turn the volume up the way I used to. For some reason, I can hear better when I watch color shows."

Offered a choice among six words to describe color and black-and-white television, participants responded by choosing the words "unique," "adventurous," and "sophisticated" as suitable adjectives for color TV, while the black-and-white form was described more as "ordinary," "routine," and "down-to-earth" than its more colorful and younger sibling.

More Friendly ■ Color television was also found to be more "friendly" than monochrome TV. Viewers were asked to indicate which of three pictures—one of a box with six dots, another with 29 dots, and a third with one dot—best represented watching color TV and which black-and-white TV. Most women indicated the box with the most dots represented color TV, while the boxes with fewer dots represented black-and-white TV. IMR concluded that ". . . color television is more sociable" than black-and-white television, the feeling toward it is "friendly" rather than "reserved." To no one's surprise, the study found that color television is more "modern" than black and white, which was found to be "old fashioned."

TVAR and IMR concluded by saying the study indicated that color television

A fast ad-agency critique of TVAR color study

A study of color in TV commercials, prepared for Television Advertising Representatives by Dr. Ernest Dichter (see story below), sparked an unexpected critique by a major advertising agency.

The critical comment was offered by Cunningham & Walsh, New York. William G. White, director of media and TV programing, said Thursday he was publicizing the views as indicative of "one agency's opinion."

Mr. White said that though "interesting," the study was one that "would have been of more interest to the industry in the embryonic days of the development of colorcasting to support faster conversion of programing from black and white to color." And, he said, perhaps the money for the study could have been better invested in the support of

"more meaningful research, such as the various projects of the Advertising Research Foundation."

In noting the Dichter study measures public preference of color and black and white, Mr. White said, "this has been known and understood since the dawn of recorded history."

Mr. White charged that the study "does not properly" indicate attention "or communication value" in comparisons of color with monochrome in commercials, asserting "the results are biased to a degree since the commercials were measured only among color-set owners having a naturally greater involvement with color."

Moreover, Mr. White stated: "The method of alternating color and black and white in a forced environment will always produce a sig-

nificant bias in favor of color whether done with TV commercials or photographs."

Offered by Mr. White: "The ideal measurement" would be one conducted in an unforced situation; at the very least, he said, this study would be more meaningful if the interviews had been conducted first with all black-and-white commercials in black-and-white homes, second with all black-and-white commercials in color homes, third, with all color commercials in color homes and finally all color commercials in black-and-white homes. He said findings in the study were "obviously inflated" because of its alternate presentation of black-and-white and color commercials among color-conditioned viewers. TVAR officials could not be reached for comment.

currently has a 17% to 34% advantage—depending on the response measured—over black-and-white television. Its potential advantage, according to data produced by the IMR methodology, is better than 50%.

However, the study warned advertisers that color is no substitute for creativity and that a color print alone of a black-and-white commercial is not enough to unloose the purchasing passion of the housewife with a color set. To realize color's potential, TVAR's "Psy-color-gy" counsels a new kind of thinking combining concept and color.

The complete report containing the detailed results of the tests may be obtained from Robert M. Hoffman, 90 Park Avenue, New York 10016.

Business briefly . . .

Calavo Growers of California, Los Angeles, through Anderson-McConnell, Hollywood, this week start an \$85,000 broadcast campaign for company's new frozen avocado dip called Guacamolo. Campaign will introduce product into 11 regional markets. Except for a single television buy—KNXT(TV) Los Angeles—the push will be strictly via radio. Key markets in California, Oregon, Texas, Louisiana and the District of Columbia will be covered initially.

General Foods Corp., White Plains, N. Y., has announced a "super hero" theme in its advertising of Gravy Train dry dog food. It'll be incorporated in a heavy schedule of network and spot

TV commercials, via Benton & Bowles, New York.

Campbell Soup Co., Camden N. J., through BBDO, New York, will support its "Soup 'n Sandwich" campaign in June and July with additional pre-lunch network and spot radio, and network TV messages.

F. and M. Schaefer Brewing Co., through BBDO, both New York, will sponsor The Withers stake race from Aqueduct in 16 Eastern television markets on May 13, 4:30 p.m. EDT. Broadcast is part of *Schaefer Circle of Sports* series.

Gillette Safety Razor Co., Boston, has scheduled commercials on ABC-TV's *Sunday Night Movie*, *The Invaders*, and *The FBI*, NBC-TV's *Tuesday Night Movies* and in spots in major markets to introduce its new 10-edge Techmatic razor hand cartridges. Purchase was through Jack Tinker and Partners, New York.

Kal Kan Foods Inc., Los Angeles, through Honig-Cooper & Harrington, same city, has bought time on 104 radio stations in 90 markets to promote its new Shaggy Dog product. The Pet food manufacturer will begin the radio campaign in mid-May with a tie-in with the theatrical release of Walt Disney's movie, "The Shaggy Dog." As part of the radio buy, Kal Kan has bought what is said to be the largest purchase of a network of Eastman & Co. represented stations ever made on the West Coast. In addition, the Shaggy Dog promotion will be backed with TV and newspapers

in most major markets.

National Airlines, New York, through Papert, Koenig, Lois, same city, will spend \$2.5 million this summer to promote "The Summer of the Flying Vacation." Budget covers TV and print ads.

P. Lorillard Tobacco Co., New York, enters the Spanish-language TV market with purchase of a 100-segment, Mexican-produced dramatic series called *El Derecho de Nacer* (*The Right to be Born*). Lorillard now sponsors the series on KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex., and has Spanish-language rights for the entire U.S. Spanish-language contracts for Lorillard are handled by Spanish Advertising and Marketing Service, New York.

Alberto-Culver Co., Chicago, through Knox Reeves Advertising, Minneapolis, will introduce nationally Kleen Guard furniture polish and Kleen Guard dusting aid with saturation schedules on 10 daytime programs on ABC-TV, CBS-TV and NBC-TV, all of which initially are to run through September. Move to national for these two products comes after successful TV testing in selected markets.

Rep appointments . . .

■ KBTR Denver: Avery-Knodel Inc., New York.

■ WPRO-FM Providence, R. I., and WGAN-FM Portland, Me.: Mort Bassett & Co., New York.

■ KVML Sonora, Calif.: Advertising Sales West, San Francisco.

**“Really, Tommy,
I don’t know why you
always look so unhappy.
You’re part of the most popular
nighttime schedule
in television.”**

**“Yeah, but Mom always
liked you best.”**



**The CBS Television Network
is attracting the biggest average nighttime audiences
for the 13th consecutive year.**



Based on National Nielsen Television Index average audience household estimates for January-April 1967, and for January-December in prior years, subject to qualifications on request. Nighttime covers 6-11 pm, Monday through Sunday.

Spot radio in '66: \$237 million

RAB's Miles David reports \$358 million revenues for network and spot radio, releases list of top 100 advertisers in medium

Spot and network radio revenues increased by a combined 10.6% in 1966 over 1965, Miles David, president of the Radio Advertising Bureau, told a Radio Day meeting of the Denver Advertising Club last Thursday (May 4).

Mr. David told an audience of advertiser and agency executives that spot radio income rose 12% in 1966 (\$286.2 million) and network radio revenue jumped by 6% (\$71.8 million). Combined revenues last year totaled \$358 million.

Coincident with Mr. David's speech, RAB issued a listing of the 100 leading spot radio advertisers in 1966. They spent \$237,445,000 in the medium last year. A similar report for network radio will be issued shortly.

Mr. David pointed out that more and more advertisers are learning the value of using radio in combination with television to provide adequate frequency and reach. He added that by supplementing TV with radio, advertisers can achieve "a stronger and better balanced advertising effort."

SPOT RADIO ADVERTISERS (BY BRANDS) YEAR 1966

	Est. Expenditure
1. Ford Motor Co.	\$21,315,000
Autolite Div.	16,000
Ford cars	18,131,000
Ford tractor	147,000
Ford trucks	199,000
Lincoln-Mercury Div. cars	2,653,000
Institutional	169,000
2. General Motors Corp.	17,204,000
Buick cars	2,815,000
Cadillac cars	1,140,000
Chevrolet cars	4,864,000
Delco-Remy Div.	4,000
Fisher Body Div.	4,000
Frigidaire Div.	321,000
GMAC	1,107,000
GMC trucks	190,000
Guardian Maintenance	1,779,000
Harrison Radiator Div.	630,000
Oldsmobile cars	1,555,000
Pontiac cars	2,044,000
Soap Box Derby promotion	6,000
Institutional	745,000
3. Chrysler Corp.	16,767,000
Airtemp Div.	16,000
Chrysler cars	3,790,000
Dodge cars	6,361,000
Dodge trucks	190,000
Imperial cars	535,000
Plymouth cars	5,392,000
Dealer service	398,000
Institutional	85,000
4. American Tobacco Co.	10,719,000

	Est. Expenditure
Carleton cigarettes	\$123,000
Half & Half filter cigarettes	102,000
Lucky Strike filter cigarettes	1,416,000
Lucky Strike menthol filter cigarettes	563,000
Lucky Strike regular cigarettes	1,100,000
Mayo cigarettes	7,000
Montclair cigarettes	519,000
Pall Mall Gold filter cigarettes	3,155,000
Pall Mall regular cigarettes	2,502,000
Sweet Caporal cigarettes	126,000
Tareyton cigarettes	864,000
Tennyson cigarettes	242,000
5. R. J. Reynolds Tobacco Co.	9,583,000
Camel cigarettes	2,897,000
Salem cigarettes	1,298,000
Winston cigarettes	5,164,000
Prince Albert pipe tobacco	216,000
Day's Work chewing tobacco	8,000
6. The Coca-Cola Co.	8,857,000
Coca-Cola Co./Bottlers	
Coca-Cola	7,171,000
Fanta	11,000
Fresca	482,000
Sprite	340,000
Tab	498,000
Teenage campaign	27,000
Duncan Foods Div.	
Carnation coffee	96,000
Duncan Foods Div.	
Butternut coffee	232,000
7. Pepsico Inc.	7,758,000
Pepsi-Cola Co./Bottlers	
Devil Shake	6,000
Diet Pepsi	650,000
Mountain Dew	523,000
Pepsi-Cola	6,366,000
Teem	69,000

	Est. Expenditure
Frito-Lay Div.	
Mrs. Cubbison's Dressing	\$18,000
Fiesta Snacks	6,000
Fritos	99,000
Potato Chips	6,000
Pretzels	8,000
Towie Olives	7,000
8. P. Lorillard Co.	6,922,000
Danville cigarettes	368,000
Kent cigarettes	1,891,000
Newport cigarettes	1,932,000
Old Gold cigarettes	880,000
True cigarettes	1,833,000
Between The Acts Little Cigars	18,000
9. American Home Products Corp.	5,364,000
Anacin	1,682,000
Anbesol	94,000
Denalin	1,000
Heet	1,000
Momentin	12,000
Neet	14,000
Preparation "H"	3,220,000
Sleep-Eze	13,000
Brach Candy	302,000
Gulden's mustard	25,000
10. American Oil Co.	4,917,000
Amoco gas & oil	2,803,000
Amoco heating fuel	21,000
Amoco—tires, batteries, accessories	369,000
Standard gas & oil	1,337,000
Standard heating fuel	51,000
Standard tires, batteries, accessories	336,000
11. American Telephone & Telegraph Co.	4,800,000
Combined Bell System companies	4,800,000
12. Campbell Soup Co.	4,363,000
Campbell's beans	148,000
Campbell's soups	3,236,000
Campbell's tomato julce	10,000
Franco-American foods	17,000
Pepperidge farm products	786,000
Swanson frozen foods	2,000
V-8 Juice	164,000
13. Jos. Schlitz Brewing Co.	4,139,000
Burgermeister beer	774,000
Old Milwaukee beer	734,000
Schlitz beer	2,626,000
Schlitz Malt Liquor	5,000
14. Royal Crown Cola Co./Bottlers	3,911,000
Diet Quench	2,000
Lift	1,630,000
Quench	55,000
Royal Crown Cola	28,000
15. Anheuser-Busch Inc.	2,196,000
Budweiser beer	3,739,000
Busch Bavarian beer	2,768,000
Michelob beer	331,000
640,000	
16. Humble Oil & Refining Co.	2,758,000
Esso gas & oil	2,361,000
Esso heating fuel	341,000
Tires, batteries, accessories	56,000
17. F&M Schaefer Brewing Co.	2,700,000
Schaefer beer	2,700,000
18. American Motors Corp.	2,621,000
Rambler cars	2,621,000

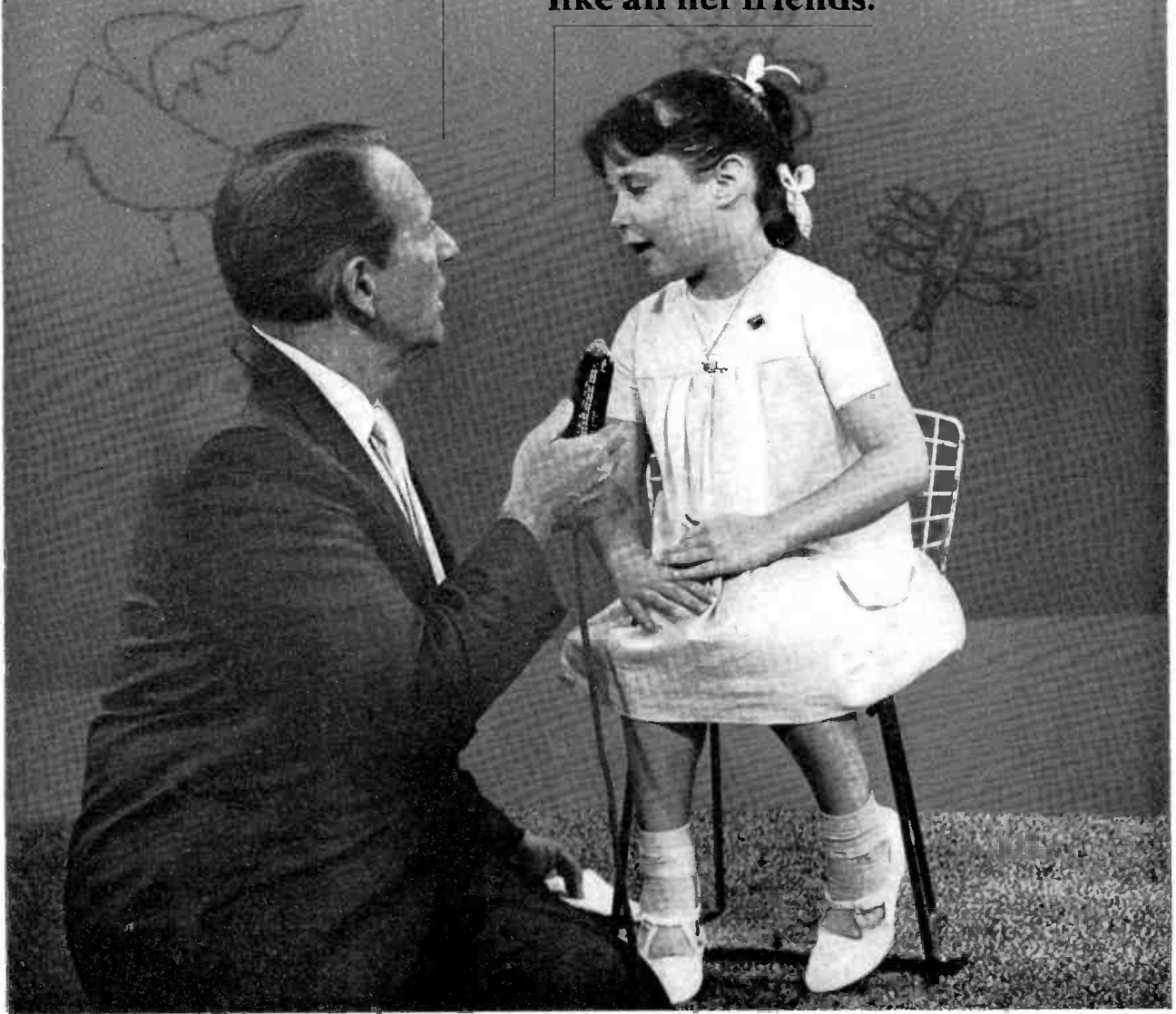
Radio: a personal medium

Radio was hailed last week by Stephen B. Labunski, president, NBC Radio Division, as a medium that is "unmatched" by any other in permitting an advertiser to talk to potential purchasers on a personal basis.

He told an audience at the 51st convention of the National Consumer Finance Association in San Francisco that with radio, an advertiser has the opportunity of reaching prospects personally. He said that "we call this one-to-one listenership, and it's the very thing that every man in business to sell a product or service is striving for."

**“You mean your mommy
doesn’t give you lunch
when you come home
from school?”**

**“No, she’s too busy
looking at CBS
daytime programs
like all her friends.”**



**The CBS Television Network
is attracting the biggest daytime audiences
for the 10th consecutive year.**



Based on National Nielsen Television Index average audience household estimates for January-April 1967, and for January-December in prior years, subject to qualifications on request. Daytime covers 7 am-6 pm, Monday through Friday.

	Est. Expenditure
19. Equitable Life Assurance Soc. Insurance	\$2,615,000
20. Beneficial Finance Co. Loan & financing	2,531,000
21. Trans-World Airlines Inc. Air travel	2,513,000
22. P. Ballantine & Sons Ballantine beer & ale	2,504,000
23. Colgate-Palmolive Co. Ajax Cleanser	2,459,000
Ajax Laundry Detergent	455,000
Ajax Power Pads	79,000
Cashmere Bouquet	7,000
Code 10	9,000
Colgate dental cream	13,000
Cue dental cream	33,000
Dear Diary	28,000
Fab	57,000
Palmolive	41,000
Respond	8,000
Tackle	17,000
Ultra Brite	761,000
Wash N' Dri	9,000
Wildroot	181,000
007 Gift Set	670,000
24. Canada Dry Corp./Bottlers Canada Dry	91,000
Wink	2,341,000
25. Warner-Lambert Pharmaceuticals Inc. After Action Lotion	1,983,000
Bromo-Seitzer	358,000
Controlax	6,000
Corn Huskers lotion	26,000
Listerine	8,000
Three Flowers Brilliantine	2,226,000
26. Household Finance Co. Loans & financing	17,000
27. Rheingold Breweries Inc. Esslinger beer	20,000
Gablinger beer	2,073,000
Knickerbocker beer	2,073,000
Rheingold beer	2,070,000
28. Falstaff Brewing Co. Falstaff beer	18,000
29. Seven-Up Co./Bottlers Like	13,000
Seven-Up	408,000
30. Liggett & Myers Tobacco Co. Chesterfield cigarettes	1,631,000
Lark cigarettes	2,026,000
L&M cigarettes	2,026,000
Red Man chewing tobacco	2,011,000
31. Pan American World Airways Air travel	226,000
32. Carling Brewing Co. Carling Black Label beer & ale	1,785,000
Heidelberg beer	1,989,000
Lancer's A-1 beer	430,000
Stag beer	30,000
33. American Airlines Inc. Air travel	1,371,000
34. Wm. Wrigley Jr. Co. Wrigley gum	158,000
35. Plough Inc. Black & White Ointment	1,973,000
Coppertone	1,973,000
Creolin	1,946,000
Di-Gel	1,880,000
Mexsana Powder	14,000
Moroline hair tonic	9,000
Musterole	43,000
Nix Deodorant	1,905,000
Penetro nose drops	1,905,000
Q. T. Lotion	1,820,000
Ril-Sweet	1,820,000
Royal Blend	1,749,000
St. Joseph Aspirin	2,000
St. Joseph cough syrup	337,000
Solarcaine	5,000
Gray Drug Div.	158,000
Delta Air Lines	125,000
Air travel	8,000
	162,000
	2,000
	210,000
	35,000
	2,000
	516,000
	9,000
	147,000
	21,000
	1,738,000
	1,738,000

	Est. Expenditure
37. Shell Oil Co. Shell gas & oil	\$1,640,000
Shell heating fuel	1,262,000
Shell Chem. Div.-Atrax Insecticide	277,000
Tires, batteries, accessories	43,000
38. Northwest Orient Airlines Air travel	58,000
	1,582,000
	1,582,000

	Est. Expenditure
39. B. C. Remedy Co. B. C. headache & neuralgia remedies	\$1,575,000
40. General Foods Corp. Awake	1,575,000
Certo	1,545,000
Gainsburgers	96,000
Great Shakes	8,000
Horizon coffee	13,000
Instant Breakfast	695,000
Maxim coffee	141,000
Maxwell House coffee	17,000
Open Pit barbecue sauce	82,000
Post Cereals	164,000
Postum	6,000
Sanka	10,000
Whip 'N Chill	4,000
41. Pabst Brewing Co. Pabst Blue Ribbon beer	254,000
Blatz beer	55,000
Big Cat Malt Liquor	1,522,000
42. Keebler Co. Cookies & crackers	1,163,000
43. Studebaker Corp.—STP Div. STP Additive	358,000
44. Stroh's Brewing Co. Stroh's beer	1,000
Goebel beer	1,515,000
45. Gulf Oil Corp. Agricultural products	1,515,000
Gulf gas & oil	1,475,000
Gulf heating fuel	1,475,000
Tires, batteries, accessories	1,475,000
46. Union-Pure Oil Co. "76" Gas & Royal Triton oil	1,424,000
Pure Firebrand Gas & Purlube oil	1,310,000
47. Firestone Tire & Rubber Co. Firestone tires & tubes	114,000
48. Heublein Inc. Theo Hamm Brewing Co.—Hamm's beer	1,423,000
Vintage Wines Co.—wines	4,000
49. Texaco Inc. Texaco gas & oil	864,000
Texaco heating fuel	44,000
Tires, batteries, accessories	511,000
50. Monarch Wine Co. Manischewitz wine	1,389,000
51. Standard Oil of California Chevron gas & oil	487,000
Chevron heating fuel	902,000
Chevron Chem. Div.—agricultural	1,384,000
Tires, batteries, accessories	1,384,000
52. General Electric Co. Appliances	1,284,000
Flash bulbs	1,153,000
Lamps	131,000
Industrial	1,274,000
Institutional	1,188,000
Hot Point Div.—appliances	76,000
53. Midas Inc. Midas Mufflers	10,000
54. General Mills Inc. Betty Crocker mixes	1,260,000
Bisquick	1,260,000
Cereals	1,200,000
Flour	1,165,000
Morton Foods—chips & snacks	13,000
55. United Air Lines Inc. Air travel	12,000
56. Water Specialties Co. Miracle White soap & detergent	10,000
57. Miller Brewing Co. Gettleman beer	1,162,000
Miller High Life beer	46,000
58. Nestle Co. DeCaf	49,000
Nescafe	650,000
Tarter's Choice	104,000
59. Bristol-Myers Co. Ammens	286,000
Ban	27,000
	1,113,000
	1,113,000
	1,102,000
	153,000
	251,000
	334,000
	117,000
	247,000
	1,059,000
	1,059,000
	1,012,000
	1,012,000
	1,001,000
	19,000
	982,000
	983,000
	922,000
	48,000
	13,000
	962,000
	1,000
	265,000


Furness makes Hill debut

Here's TV personality Betty Furness in a career-woman role appearing for the first time before a congressional committee last Thursday as special assistant on consumer affairs to President Johnson. She was testifying before a subcommittee of the Senate Commerce Committee on amendments to the Flammable Fabrics Act.

Miss Furness was sworn in by the President last Monday (May 1).



As a boost for his new consumer adviser (Miss Furness is succeeding Esther Peterson, assistant secretary of labor), the President for the first time named some members of his cabinet to the President's Committee on Consumer Interests—the Secretaries of Interior; Agriculture; Commerce; Labor; Health, Education and Welfare; Housing and Urban Development, and the Attorney General of the U. S.—as well as the chairman of the Council of Economic Advisers, the director of the Office of Economic Opportunity, the chairman of the Federal Trade Commission and the administrator of the Veterans Administration. Miss Furness receives \$26,000 a year in her new post.



“Look at CBS go!”

**“I guess we settle
for place and show
again.”**

**The CBS Television Network
sports schedule is watched in more homes
than any other sports on television.**



Based on National Nielsen Television Index average audience household estimates for all network sports telecasts from May 1966 through April 1967, subject to qualifications on request. Monday through Sunday, 7 am-11 pm.

	Est. Expenditure		Est. Expenditure		Est. Expenditure
Bromo-Quinine	\$32,000	77. Kitchens of Sara Lee	\$775,000	87. Tidewater Oil Co.	\$656,000
Bufferin	38,000	Sara Lee frozen bakery products	775,000	Flying A gas & oil	601,000
Excedrin	216,000	78. National Dairy Products Corp.	767,000	Heating fuel	55,000
Fact	1,000	Breyer's ice cream	46,000	88. General Tire & Rubber Co.	656,000
Ipana	57,000	Kraft barbecue sauce	63,000	General tires & tubes	656,000
Mum	2,000	Kraft cheese	24,000	89. Phillips Petroleum Co.	640,000
No-Doz	8,000	Kraft Deluxe Margarine	9,000	Phillips "66" gas & oil	640,000
Resolve	47,000	Kraft Dinners	3,000	90. Volvo Inc.	627,000
Vitalis	58,000	Kraft jams & jellies	126,000	Volvo cars	627,000
Clairol Div.—Summer Blonde	237,000	Kraft mayonnaise	13,000	90. Melville Shoe Co.	627,000
60. Robert Hall Clothes Inc.	948,000	Kraft Miracle Whip	191,000	Miles shoes	29,000
Clothing	948,000	Kraft Parkay margarine	78,000	Thom McAn shoes	598,000
61. Eastern Air Lines Inc.	929,000	Kraft Pizza	161,000	92. Genesee Brewing Co.	624,000
Air travel	929,000	Kraft salad spread	2,000	Genesee beer & ale	624,000
62. Armour & Co.	922,000	Kraft Sesame	1,000	93. M. J. B. Co.	621,000
Agricultural products	679,000	Sealtest ice cream	16,000	M. J. B. coffee	517,000
Appian Way Pizza	1,000	Sealtest milk	34,000	Tree rice	104,000
Dial soaps	9,000	79. Procter & Gamble Co.	751,000	94. Union Carbide Corp.	617,000
Lard	2,000	American Family detergent	40,000	Eveready batteries	30,000
63. Sun Oil Co.	912,000	Bold	9,000	Eveready flash bulbs	4,000
Sunoco gas & oil	855,000	Camay	4,000	Glad Wrap	117,000
Heating fuel	57,000	Cheer	7,000	Oil Miser	233,000
64. National Biscuit Co.	889,000	Crest	77,000	Prestone anti-freeze	225,000
Cookies & wafers	502,000	Gleem	188,000	6-12 insect repellent	8,000
Crackers	17,000	Head & Shoulders	34,000	95. E. I. duPont de Nemours & Co. Inc.	616,000
Cream of Wheat	317,000	Hidden Magic	54,000	Antron Carpet Fibre	3,000
Milkbread bread	20,000	Lava	25,000	Cantrece	504,000
Mr. Salty pretzels	9,000	Lift	22,000	Golden	21,000
Shreddies	24,000	Liquid Prell	30,000	Karmex	18,000
65. International Nickel Co.	833,000	Puffs	9,000	Lorox	7,000
Nickel products	833,000	Safeguard	7,000	Paint	2,000
66. Piel Bros.	882,000	Secret	28,000	Zerex	18,000
Beer	882,000	Tide	130,000	96. Seaboard Finance Co.	598,000
67. American Express Co.	869,000	White Cloud	1,000	Loans & financing	598,000
Credit cards	167,000	Zest	6,000	97. International Minerals & Chemical Corp.	597,000
Money orders	10,000	Swing Ding promotion	73,000	Fertilizer	136,000
Travelers Cheques	692,000	Folger's coffee	7,000	Ac'cent International Div.—Ac'cent	461,000
68. Atlantic-Richfield Co.	851,000	80. Chas. Pfizer & Co. Inc.	750,000	98. Dr. Pepper Co./Bottlers	594,000
Atlantic gas & oil	210,000	Agricultural products	289,000	Dr. Pepper	537,000
Richfield gas & Richlube oil	631,000	Coty Div. perfumes	461,000	Hustle	2,000
Heating fuel	10,000	81. Menley & James Labs	735,000	Pommac	55,000
69. Standard Brands Inc.	829,000	Contact	735,000	99. Universal C. I. T. Corp.	582,000
Blue Bonnet margarine	130,000	82. Blue Cross/Blue Shield	735,000	Loans & financing	582,000
Chase & Sanborn coffee	128,000	Hospital & medical insurance	735,000	100. B. F. Goodrich Co.	575,000
Fleischmann's margarine	6,000	83. Beecham Products Inc.	732,000	Farm equipment	13,000
Fleischmann's yeast	63,000	Brylcream	15,000	Footwear	2,000
Kendall dog food	1,000	Macleans toothpaste	717,000	Koroseal products	3,000
Planters peanuts	3,000	84. Sterling Drug Inc.	725,000	Tires & tubes	552,000
Royal desserts	240,000	Bayer aspirin	35,000	Rayco Div.—accessories	5,000
Royal No-Bake cake	11,000	Campho-Phenique	193,000		
Siesta coffee	6,000	D-Con	292,000		
Tenderleaf tea	241,000	Dr. Caldwell's laxative	14,000		
70. Lever Bros. Co.	818,000	Energine	4,000		
Breeze	3,000	Ironized Yeast	42,000		
Dove liquid	110,000	Midol	77,000		
Lifebuoy	6,000	Lehn & Fink Div.			
Lucky Whip	3,000	Beacon Wax	14,000		
Pepsodent	1,000	Dorothy Gray Cosmetics	1,000		
71. Beech-Nut Lifesavers Inc.	816,000	Lysol	52,000		
Bustello coffee	3,000	Stridex	1,000		
Tetley tea	813,000	85. Quaker State Oil Refining Co.	723,000		
72. Great Atlantic & Pacific Tea Co.	808,000	Quaker State oil & lubricants	723,000		
A&P Stores	808,000	86. The Borden Co.	720,000		
73. McCormick & Co.	792,000	Aunt Janes Pickles & Relish	11,000		
Mayonnaise	6,000	Brandywine mushrooms	12,000		
Schilling spices	786,000	Cheese	1,000		
74. Revlon Inc.	792,000	Comstock pie fillings	4,000		
Color Silk	4,000	Danish margarine	10,000		
Hi and Dri	1,000	Drake's bakery products	2,000		
Natural Wonder	184,000	Fluid milk	121,000		
Perfumes	9,000	Ice cream	136,000		
Pub Men's Cologne	184,000	Old London Foods	33,000		
Sunnyside Up	120,000	Reaffig juice	12,000		
Top Brass	238,000	Realemon juice	191,000		
Esquire shoe polish	52,000	Realprune juice	11,000		
75. American Cyanamid Co.	792,000	Snow's canned clam & fish products	23,000		
Agricultural products	252,000	Wise potato chips	135,000		
Breck shampoo	325,000	Wylor soups	9,000		
Drug products	70,000	Chemicals	2,000		
Formica Div.	20,000	Smith-Douglas Div.—fertilizer	7,000		
Preen	125,000				
76. Cities Service Oil Co.	781,000				
Citgo gas & oil	781,000				

SOURCE: Radio Advertising Bureau

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

Grey gets Ronson account

Appointment of Grey Advertising Inc. as agency for the personal and home electric appliance domestic advertising of the Ronson Corp., New York, was announced last week by Louis V. Aronson, president of Ronson. The product spend approximately \$700,000 annually, of which an estimated \$500,000 is in TV-radio. Grey replaces Smith, Your & Dorian, New York, as agency for the appliances. McCann-Erickson, New York, continues as agency for Ronson's flame products, including butane lighters, candles, torch cookette, as well as accessories for lighters and other flame products.

**“I guess this
just about wraps up
a very special
season.”**



**The CBS Television Network
has presented six of the ten most popular
special broadcasts this season.**



Based on National Nielsen Television Index average audience household estimates for Oct. 1966–Apr. 1967, covering 6-11 pm, Monday–Sunday.
Subject to qualifications on request. “Specials”—programs aired not more than once a month.

Newspapers ask ANA to help on TV study

The Association of National Advertisers was formally asked last week by the Bureau of Advertising of the American Newspaper Publishers Association, to assume a leadership role in the bureau's proposal for a major study of television audience ratings methodology (BROADCASTING, May 1).

An ANA official said the association had not had a chance to consider the bureau's suggestion, which was based on charges that TV audience figures are grossly inflated.

The formal request by the bureau was outlined in a letter sent to Samuel Thurm of Lever Brothers, chairman of the ANA, by Dr. Leo Bogart, executive vice president and general manager of the bureau. Dr. Bogart noted that during the ANPA's convention two weeks ago the bureau pledged a contribution of up to \$10,000 toward a major advertiser-sponsored study of television audience measurements.

"Advertisers will believe such a study only if they pay for it and control it," Dr. Bogart wrote. "That is why we did not propose to underwrite the research ourselves."

He said a study is needed because there is a gap between measurements of homes using TV and people viewing, and because there is a substantial difference between TV audience levels as measured by Audimeters and diaries and those found by the Alfred Politz re-

search firm in a study using the personal coincidental interview method.

Dr. Bogart said the only rebuttal he has read of the Politz survey came from a TV network research director who stated that Politz's "not at home" figure (35%) was excessively high and that in a substantial number of cases, people who did not answer the doorbell actually were at home watching TV.

Dr. Bogart said this explanation did not convince him but that even if the A. C. Nielsen Co.'s high level of set tuning in the evening is correct (about 55%), Nielsen's figures on people viewing would still be 28% higher than those reported by Politz.

He asked ANA to assume its "traditional role of leadership in this important matter." He said that if the advertising industry does not act on "a matter of such great concern as the integrity of media statistics," it would be playing into the hands of its critics.

NBC's hedonistic show loses sponsor

The pursuit of sales isn't consistent with *The Pursuit of Pleasure*, The Insurance Co. of North America decided last week as it cancelled sponsorship of a one-hour NBC News special scheduled for broadcast today (May 8) at 10 p.m. EDT.

Content of the special was considered "unsuitable for our selling message and inappropriate to our purposes," ac-

cording to Bradford Smith Jr., INA chairman. "We sell insurance and we don't advocate any of the matters on the program," he said.

The color documentary deals with LSD, beer-swilling, motorcycles, sexual freedom groups, and other manifestations of the so-called "fun morality."

INA said it had received a number of letters protesting its sponsorship of the program, all voicing objections apparently based on advance publicity released by NBC. "We must admit all the letters came from an area in Southern California, but on the whole they were written by well-meaning and decent people," Mr. Smith said.

No Paean ■ Network and advertising officials indicated, however, that the program's content could never be construed as a paean to the new morality. "If anything," one advertising source said, "the hippies and wierdos come off like a bunch of fools by anybody's standards. They all look kind of sad."

Thomas J. McDermott, senior vice president for media services and programming at N. W. Ayer & Son, INA's advertising agency, said his firm had recommended dropping the program, but that the final decision was made at INA headquarters in Philadelphia.

"We also felt the program was not the appropriate vehicle for selling insurance," he said. INA, through Ayer, has now arranged for commercials in seven baseball games on NBC-TV's *Game of the Week* beginning May 13. NBC as of last Thursday had not found a substitute sponsor for the special.

The program, said to have cost between \$200,000 and \$250,000, includes interviews with Dr. Timothy Leary; Hugh Hefner, publisher of *Playboy* magazine; William F. Buckley, editor of *The National Review*; Dr. Harvey Cox, associate professor of the Harvard School of Divinity, and publisher Ralph Ginzburg, who is appealing a pornography conviction, and who told BROADCASTING: "I salute NBC for having the courage to put the show on anyway, even if it is costing them a quarter-million bucks."

Dodge buying more white hats on radio

Chrysler Corp.'s Dodge division has had such tremendous success so far this year with its \$6 million "white hat special" promotion, which relied heavily on radio, that Dodge is extending the campaign still longer. The agency is BBDO, Detroit.

Effective immediately and running through June 17, Dodge is running heavy schedules on NBC, CBS and ABC plus supplementary radio spot buys. Collectively a total of 500 markets are

Fearless ads for Pacific Air Lines

Are most people scared witless of flying? Obviously, Stan Freberg, Hollywood's hippest ad-maker, thinks so. What's more he got an airline advertiser to agree with him. Last month, they combined to mention this unmentionable in both print and on radio as part of a startling different campaign, backed by some \$500,000 worth of multimedia allocations, but not before the advertiser's agency bailed out.

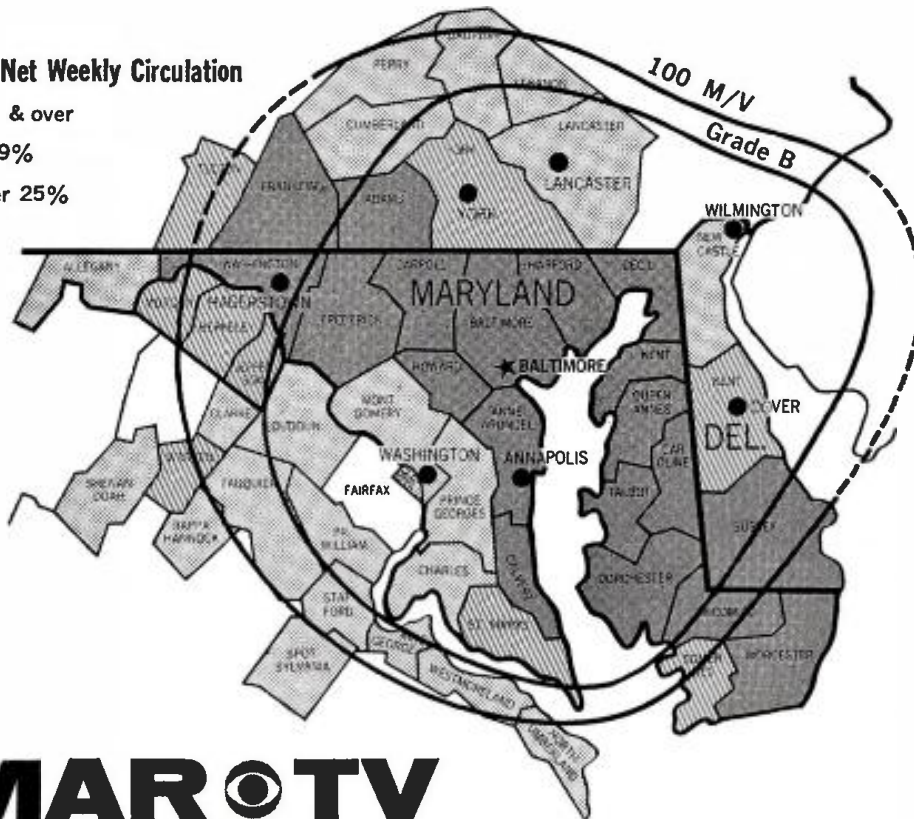
The campaign for Pacific Air Lines, San Francisco, opened with full page ads in 30 newspapers throughout California, Nevada and Oregon and on radio in 37 Western markets. Radio and print advertising were pegged to the same theme. "Hey there! You with the sweat in your palms," the message began. It went on to say that "it's about time

an airline faced up to something: MOST PEOPLE ARE SCARED WITLESS OF FLYING." It promised that PAL would practice "aeronautical honesty" on its future flights, "take a candid attitude" that would surprise passengers. Along the line, the advertising gets in a low-keyed pitch for PAL's new non-stop jet service.

D'Arcy Advertising Co., San Francisco, agency for PAL, which apparently went along with the campaign for a time, reportedly resigned the account just before the print and radio ads were to break. The campaign, created and produced by Mr. Freberg's Freberg Ltd., Hollywood-based advertising consultant firm, is being placed temporarily through Freeman & Gossage Co., San Francisco.

Counties with Net Weekly Circulation

- 50% & over
- 25-49%
- under 25%



WMAR-TV

outcovers the rest ... outprograms the rest

ARB's 1965 Coverage Study proved — as every coverage study in the past has proved* — that WMAR-TV gives you coverage no other Baltimore station can approach.

WMAR-TV topped all other Baltimore stations in both total net weekly and total average daily circulation.

WMAR-TV's Channel 2 signal extended into 51 counties of 5 states, more than any other Baltimore station.

WMAR-TV was first or tied for first among Baltimore stations in both net weekly and average daily circulation in over twice as many counties as the other two stations combined.

*NCS #1 (1952), NCS #2 (1956), NCS #3 (1958), NCS '61: ARB 1960

Check the figures for yourself:

STATION CIRCULATION SUMMARY

	WMAR-TV	STA. A	STA. B
Net Weekly Circulation			
Total Week	818,300	752,700	783,800
Counties in Which Station Leads (including ties)	41	7	13
Average Daily Circulation			
Total Week	553,000	492,100	500,100
Counties in Which Station Leads (including ties)	39	9	7

COVERAGE LEVELS

	WMAR-TV		STA. A		STA. B	
	Co's*	TV Homes in Area	Co's*	TV Homes in Area	Co's*	TV Homes in Area
50% & Over	19	730,000	16	674,800	17	695,600
25% - 49%	9	132,400	7	163,200	4	94,400
Under 25%	23	979,700	17	743,200	21	894,400
Total	51	1,842,100	40	1,581,200	42	1,684,400

*Counties reported by ARB with Net Weekly Circulation of 5% or more. Source: 1965 ARB Coverage Study.

All audience measurement data used herein are estimates only, subject to errors and limitations inherent in indicated sources due to sample size and selections, and other methodological procedures.

WMAR-TV not only reaches farther than the rest, but it reaches deeper — with programming that attracts and holds them . . . year after year after year.

Examples:

DIALING FOR DOLLARS — which made its debut in Baltimore back in 1940 — and has been on the air ever since — now features Stu Kerr as Mr. Fortune, the man whose lucky job it is to give away the dollars. Viewer interest builds as the jackpot mounts. (9:40-10:00 AM., Monday-Friday) in color!

THE WOMAN'S ANGLE — features Sylvia Scott . . . wife, business executive, world traveler, sportswoman. Sylvia puts forth the practical approach to cooking, decorating, and home management. She receives more than 600 requests each week for her individualized help in solving homemaking problems. (1:00-1:30 PM., Monday-Friday) in color!

PROFESSOR KOOL & HIS FUN SCHOOL — alias Stu Kerr, plays classroom games with an in-studio audience of 20-25 children. (9:00-9:30 AM., Saturday) in color!

PASSPORT . . . THE STORY OF PEOPLE — is a continuing public affairs program featuring fascinating guests and a charming moderator, Mrs. Elise Kemper. in color!

ROMPER ROOM — with Miss Sally is one of the most popular children's shows in the Channel 2 area. (9:00-9:30 AM., Monday-Friday) in color!

No Wonder . . . In Maryland
 Most People Watch **COLOR-FULL**
WMAR-TV

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

being covered. Musical commercial minutes are being used. Originally planned to counter the general decline in auto sales the first months of the year, the factory campaign combines two popular themes, "Dodge Boys" and "good guys in white hats," both of which have been used with considerable success in radio and TV. Special package models of the Dodge car are featured in the current radio promotion.

The factory campaign has generated a good deal of additional local broadcast business, Dodge indicated, because so many dealers ran their own promotions tying in with the drive.

Microfilm service offers articles to agencies

A new microfilm index service, aimed primarily at ad agencies, will supply articles from BROADCASTING and other advertising trade publications in more than 200 categories and subcategories.

The Microfacts Advertising Reference File, soon to be published by World Clippings, Detroit, will feature collections of clipped and indexed articles by subject category. Instead of the usual microfilm roll, the new service will use microfiche, each containing 72 frames with each frame holding a

Case on loudness

A progress report on the FCC's efforts to turn down the volume on loud television commercials



Sen. Case

has been asked by Senator Clifford P. Case (R-N.J.). The Senator, in a letter to the commission, said he hadn't noticed any diminution of loudness

since he last heard from the FCC on the matter, almost a year ago. "And apparently," he added, "neither have my constituents."

Senator Case, long a critic of loud commercials, asked the FCC to explain what further steps had been taken since it made a policy announcement on the matter in July 1965.

Micro-Clip of an actual article.

The fiche are 4 by 6 inch microfilm cards that fit into a viewer.

Included in the subscription to the file are: rental of the viewer, a minimum of 50 microfiche, an index file box to hold the fiche, and a minimum of 10 new microfiche each month. In addition, subscribers will also receive "an unlimited number of commercial" fiche dealing with market data.

World Clippings is located at 18415 West Eight Mile Road, Detroit 48219.

FTC probes discounts in TV rate structure

An investigation of television's rate structure, with emphasis on discounts, is proceeding at the Federal Trade Commission. What will result, however, is problematical.

The FTC had the problem handed to it last year when Senator Philip Hart (D-Mich.), chairman of the Senate Antitrust and Monopoly Subcommittee, directed FTC Chairman Paul Rand Dixon and FCC Chairman Rosel H. Hyde to look into the matter of TV network discount structure. (Later all three networks virtually eliminated discounts from their rate cards.)

The FTC investigation came to light again in March when the agency appeared before a House appropriations subcommittee. The transcript of this

meeting was released May 16.

During a discussion of the activities of the FTC's Bureau of Economics, an item on TV discounts caught the eye of Chairman Joseph L. Evins (D-Tenn.).

Representative Evins observed: "Here is a new project: TV discounts. The commission had directed the staff to study the problems of discriminatory rates in TV advertising. The rate structure used by the TV industry is complex and requires extensive analysis and study. The rates charged for TV advertising have considerable public interest. I guess all that is true."

The item, included in a dozen inquiries being conducted by the agency's Bureau of Economics, states that the bureau has been directed to study "discriminatory" rates in TV advertising, and to make a finding as to how this might affect the position of small advertisers in TV.

Dr. Willard F. Mueller, FTC's economics director, acknowledged that his group was studying the question. He declined to say, however, whether any information had been secured that might lead to further FTC action. "What we are looking into right now," he told BROADCASTING last week, "is whether the networks have actually discontinued discounts for volume advertising, and if not, just what discounts are now permitted and what their effects are." He did not refer to discounts still offered by individual stations.

Network spokesmen last December testified before Senator Hart and his committee that volume and program discounts had been dropped. Still on network rates cards for next fall are discounts for continuity.

WGN sells regional net of 17 Cubs' games

WGN Continental Productions Co. sold its package of live color baseball programs of the Chicago Cubs last week to G. Heileman Brewing Co. for a Midwest regional network with WGN-TV Chicago as the originating station. WGN-TV regularly carries the Cubs and heretofore there has not been a regional TV network. The package includes a total of 17 games.

Heileman's agency is McCann-Erickson, Chicago. The schedule includes 10 Sunday day games at home and seven nighttime road games. A total of seven stations so far are on the network with Heileman sponsoring the games on five of them. The Heileman list includes wtvO(TV) Rockford, Ill.; wvtv(TV) Milwaukee; wqad-TV Moline, Ill.; wmtv(TV) Madison and wfrv-TV Green Bay, both Wisconsin. Also carrying the games are wcia(TV) Champaign and wmbd-TV Peoria, both Illinois.

Make
the grass
greener
on your
side of
the street.

See Page 35.



Joe Levitt used to think his radio station was too small for an IBM system.

With 273 different advertising rates, billing used to be a problem at Joe Levitt's 10,000-watt radio station, KXRX in San Jose, Calif.

But now his IBM punched card system calculates the rates and prepares 300 invoices a month. The bills are in the mail by the 2nd instead of the 15th.

The system organizes and prints out program logs and prepares FCC reports.

It also helps him schedule programs and commercials. And it

shows his 4 salesmen what time slots are still available for sale.

The system also keeps track of all the music in the station's record library.

Mr. Levitt's IBM system relieves his 25-man staff of a lot of paperwork so they can concentrate on their other duties.

All this for \$380 a month.

Find out how an IBM punched card system can help solve your paperwork problems.

Just mail in the coupon.

IBM Data Processing Division, 112 East Post Road
Dept. 805-150, White Plains, New York 10601

Send me your brochure on small IBM systems
for radio and television stations.

Name _____

Title _____

Firm _____

Address _____

City _____ State _____

IBM®

CPTV becomes CPB

Senate subcommittee changes name to Corp.
for Public Broadcasting as it approves
bill to subsidize educational radio and TV

The proposed Corp. for Public Television got a new name last week as the administration's bill for expansion of educational television and radio cleared its first congressional hurdle. Responding to an emphasis placed on educational radio during the public hearing, a Senate subcommittee in addition to making other modifications, voted to change the name to Corp. for Public Broadcasting.

The Senate Communications Subcommittee, charged with passing the legislation on to its parent group, the Commerce Committee, acted to clear the measure on the same day the official hearing record closed. The Senate panel reported the bill "without objection" but with several substantial changes:

- Besides substituting "broadcasting" for "television" throughout the bill, the subcommittee voted to change the makeup of the Corp. for Public Broadcasting's board of directors. Keeping the number of directors at 15, it was deemed that nine would be appointed by the President (with Senate confirmation) and six would be chosen by the presidential appointees.

In the administration's bill, all 15 CPB directors were to have been appointed by the President. Various proposals for naming the board were advanced during two weeks of public testimony (BROADCASTING, May 1, April 17), most of them aimed at diluting the President's influence on the corporation. In the original proposal by the Carnegie Commission on Educational Television six directors were to be presidential appointees and six were to be elected by those appointed. In the tentative draft presented for subcommittee approval the division between appointive and elective directors was 10 and five. The subsequent change to nine and six appeared to be a last-minute modification.

- The corporation's operative authority was strengthened by subcommittee action to permit direct negotiations with common carriers for interconnections. Such a change was advocated in testimony of Carnegie Commission members. In the draft legisla-

tion the corporation could deal with "public or nonprofit private agencies" for interconnection services; as approved by the subcommittee, the word "nonprofit" was deleted.

Other changes enlarged the corporation's range of activities. In the bill as proposed, a clause permitted the corporation to "assist in the establishment

and development of a system of interconnection to be used for the distribution of educational television and radio programs. This was changed by the Senate panel to read "one or more systems."

Similarly, a section that directed the CPB to set up a library of programs and related materials was changed so that the word "library" became "libraries."

- On the other hand, a passage that Subcommittee Chairman John O. Pastore (D-R.I.) thought might provide ammunition to critics holding that the CPB would become a government "propaganda ministry" was changed to somewhat clip the corporation's wings. In conjunction with its library program the CPB was to have been authorized to "develop public awareness of and disseminate information about noncommercial educational television or radio broadcasting by various means." In line with a suggestion made by the chairman during testimony by John W. Gardner, secretary of Health, Education and Welfare, the words "develop public awareness" were deleted. During discussion on the matter, Secretary Gardner agreed that possibly the CPB had no need for that broad a mandate to manipulate public opinion.

- Of the three major sections of the bill, the proposed \$500,000 study of instructional television (Title III) drew the most concerted caveats during the hearing. Educational broadcasters raised successive and varied objections to the language of the bill specifying what was to be studied, why and how. Some urged that aspects already heavily investigated, such as comparisons of effectiveness of classroom television with conventional teaching methods, need not be re-examined. Others noted with alarm that instructional radio was not mentioned at all in Title III, and in general the complaint was raised that the study as spelled out in the bill would be too limited.

New specifications approved by the subcommittee added the key word "comprehensive" and called for HEW to supervise a "study of instructional television and radio (including broad-

CATV serves the schools

The CATV industry was preening itself last week, following the "gratifying" results of a survey to determine how cable systems are serving educational institutions in their communities, according to Frederick W. Ford, president of the National Community Television Association, in a May 3 letter to Senator John O. Pastore (D-R.I.), chairman of the communications subcommittee of the Senate Commerce Committee.

The results, based on returns from 416 CATV systems, show that 72.4% now serve schools, 4.8% plan to serve schools in the near future and 22.8% are not serving schools. The systems now serving schools reach 940,778 pupils, Mr. Ford said.

The survey also revealed that 44 CATV systems are originating ETV programs for schools in their communities and that 18 plan to originate such programs. These stations originate 422 hours of ETV programs a week, or an average of 16 hours a week each.

Mr. Ford also told Senator Pastore that 719 CATV systems in 45 states carry the signals of 94 ETV stations. This is 73.4% of the 128 ETV stations on the air, Mr. Ford noted. He also observed that of the 719 CATV systems carrying ETV, 641 provide one ETV station to their subscribers, 72 carry two, five carry three and on carries four.

cast, closed circuit, community antenna television and instructional television fixed services and two-way communication of data links and computers) and their relationship to each other and to instructional materials such as video tapes, films, disks, computers and other educational materials and devices, and such other aspects thereof as may be of assistance in determining what federal aid should be provided. . ."

With expanded horizons for the study, the deadline for completion was extended from Jan. 1, 1969, to June 30, 1969. The amount authorized, however, was left unchanged at \$500,000.

Bill's Impact ■ Title I of the legislation, designed to extend and enlarge current commitments for providing educational broadcasting facilities, escaped any major changes at the hands of the Pastore subcommittee. The section, however, departs in some respects from the present law, due to expire at the end of the fiscal year (June 30).

The proposed authorization specifies grants providing not more than 75% of the cost of facilities and equipment, held to a total of \$10.5 million during the next fiscal year and for "such sums as may be necessary" thereafter, until the expiration of the program, set for July 1, 1973. Under the bill, no state could receive more than 12½% of the total money available for grants. This could theoretically limit participation to eight states, but during his testimony HEW Secretary Gardner assured the subcommittee that in practice the federal funds would be more widely shared. One departure from the present law would be the inclusion of U.S. territories as well as states. These include the Virgin Islands, Guam and American Samoa. Also, educational radio is clearly spelled out to be a beneficiary of the facilities-grants program.

Title II of the measure breaks the new ground of providing governmental aid to program development, production and distribution for educational broadcasting. The agency that will administer the programing subsidy is to be a public nonprofit corporation, barred by law from political activity or from owning or operating broadcast- or interconnection facilities but able to contract for interconnections and program production—the Corp. for Public Broadcasting. Educational stations are to be free to accept or reject any programs provided through the activities of the CPB.

Details Challenged ■ The two weeks of testimony taken by the Senate subcommittee uncovered no outright threat to the basic concept of strengthening educational programing by infusions of federal funds; none of the witnesses seemed willing to stand up and be counted in opposition to the adminis-

tration's bill. But many had objections in part to the way it was written.

The strongest reservations were about the potential danger of the CPB becoming a captive of the federal government. Proposals to guard against this eventuality ranged from limiting the President's power to appoint the corporation's directors (as was agreed to in some measure by the subcommittee) to the National Association of Broadcasters' plan to disburse federal funds directly to the states, which would in turn fund the national corporation. In addition, the NAB suggested that local educational broadcasters should choose all the corporate directors. The NAB plan did not find favor with the Pastore panel.

Other objections were more technical. Groups representing CATV or Instructional Television Fixed Service, for example, wanted their participation in educational television spelled out in the bill. By and large, such groups were accommodated.

Chairman's Spurs ■ Fear that the current law providing for facilities grants would expire before the new bill could be enacted prompted Commerce Committee Chairman Warren Magnuson (D-Wash.) to urge the Pastore group to fast action. The subcommittee subsequently passed the measure on to the full committee within a week after the last day's testimony on the bill was taken. And action by the full committee on the legislation was targeted for as early as this week, although as of Thursday no date had been set for a full committee meeting. Vote by the Senate could soon follow Commerce Committee approval.

This, however, could take the bill through only one half of the congressional gauntlet. To date, the House has not scheduled any action on the legislation. And the chairman of the House Commerce Subcommittee on Communications, Torbert H. Macdonald (D-Mass.), sees a need for considered study of the measure and all its ramifications.

No one is opposed to the aim of the bill—to strengthen educational broadcasting—the congressman said, but there is not a clear consensus as how to best achieve this aim. Precisely because new ground is being broken it is necessary to consider the proposal, and the alternatives, with great care and in fine detail, he suggested. On the other hand, he noted, because the proposal is so new, witnesses are in no great measure any more expert on the larger issues than the committee members, and as the bill is relatively nontechnical in nature, inordinately long hearings should not be necessary.

Way Out ■ One view in the House is that the deadline set by the expiration of the existing facilities-grants law

could be avoided by enacting that part of the bill that provides for continuation of the grants, leaving more time for consideration of the novel aspects of the legislation.

One step may be saved, however, in the House action on the bill. Representative Macdonald believes that the full House Commerce Committee, under Chairman Harley O. Staggers (D-W. Va.), will conduct the hearing and directly deliberate on the measure, bypassing prior subcommittee action. He says such action could come "soon."

On the Senate side, it was noted that for all the talk about unhurried consideration, the bill is the President's bill, "and he wants it," and the House will shortly feel the pressure for enactment.

Who'll pay for subsidized TV?

Annenberg forum panelists

vary in opinions

on financing, operation

Five vocal advocates of noncommercial television split last week on questions of how a Corp. for Public Television should function and be funded.

Participating in a panel discussion on CPTV from programing to financing and from interconnection to local community service were FCC Commissioner Nicholas Johnson; Fred W. Friendly, Ford Foundation consultant; Douglass Cater, White House special assistant; Hyman H. Goldin, former executive secretary of the Carnegie Commission on Educational Television, and John F. White, president of National Educational Television.

The panel session was held in Philadelphia at the Annenberg School of Communications (University of Pennsylvania). Robert Lewis Shayon, professor of communications at the Annenberg school and radio-TV contributor to the *Saturday Review of Literature*, was moderator. Most of the program was devoted to a free-wheeling discussion, followed by questions from the audience. The discussion took place on Monday, three days before the Senate Communications Subcommittee reported a bill to create a "Corp. for Public Broadcasting" (see adjacent story).

Mr. Cater at the outset noted that the White House precipitated the dialogue on public TV some 18 months ago when the federal authorization of



L to r: Messrs. Shayon, Cater, Goldin, White, Friendly and Johnson.

aid to educational TV facilities was about to expire and it became obvious that "nobody was satisfied" with the "present state" of ETV. By the panel discussion's wind-up, over two hours later, it was obvious that nobody was entirely satisfied with present plans for CPTV operation.

Question of Money ■ Fred Friendly likened the current mood among many CPTV supporters who want government seed money now, with the decision on permanent funding to come later, as acceptance of "honeymoon money—and when we get back from the honeymoon, we'll decide who pays for the house." Mr. White commented that if the financing issue overshadows all others at this time, "we'll never get it [the establishment of CPTV] through."

The problem of future financing of the corporation, an issue that was swept aside in the Senate Communications Subcommittee hearing, hovered over the participants. Mr. Cater, questioned as to White House "thinking on the taxing of TV sets" as a funding source, as proposed by the Carnegie Commission, acknowledged that the situation was considered and was judged as an "issue potentially controversial." He said it was believed best for Congress to consider this separately next year.

Mr. Goldin pointed out that the Carnegie group had looked at funding through a "trust system" whereby a tax on sets would provide sufficient funds for a corporation to operate as a "private group" as opposed to an annual appropriation and review by the Congress.

Mr. Friendly, referring to the Ford Foundation's proposal that financing come from a siphoning-off of commercial-network revenues via a satellite operation, said the theory of taxing networks was "not an original thought." Mr. Friendly continued: "In commercial television, we have had profits beyond our dreams, as one network executive told me the other day." He said

he would presume that money for a public TV service would come from "a combination of ways, including federal money, some foundation money, some from an excise."

"What's wrong with educational television," Mr. Friendly said, "is that too much money now comes from the Ford Foundation. We are a pluralistic society."

Mr. Goldin, reflecting the comments of the Carnegie report, said that no more than an estimated \$30 million a year presumably would be derived from a satellite operation, whereas "we are talking about \$220 million." He said that in reality the bulk of monies for educational TV now originate with government through such varied sources as federal aid and state government appropriations. "Government aid is not a new principle in educational television," he said, noting that the problem "still is insulation" from governmental influence.

License Fees ■ FCC Commissioner Johnson took note of Mr. Friendly's statement on network taxing, and pointed out that the FCC now charged modest fees for filings of various applications by stations. He said, however, that for a \$100 fee, or so, a broadcaster may now obtain "\$20-million worth of license," which he said wryly was a "substantial return on investment." Mr. Johnson said: "We don't license the networks—sort of like not recognizing China."

Mr. White, speaking of appropriations by state governments to ETV, suggested they had a debilitating effect on programming. The ETV station manager "avoids controversy in his community because he must come back to the state each year for money," Mr. White said.

The question of noncommercial networking drew the principals to opposite corners.

Mr. Goldin said the Carnegie Commission was "in favor of live interconnection but not as a dominant system

or factor in CPTV." He said the commission sought "some of the virtues of local diversity and audience choice" plus the importance and immediacy of national events. The corporation, he said, would have initial "authority for interconnection" as opposed to the production centers "because then in effect they [the centers] would become networks."

He said the Carnegie group saw interconnection as a means of making available the "maximum number of programs but not scheduled in the manner of a network." While the operation in the programming sphere may be delegated to an entity, policy would be subject to the corporation—"it would let the corporation see how policy would be handled."

Simultaneity ■ Mr. White and Mr. Friendly were more inclined to favor a planned scheduling of programming to be fed ETV stations through interconnection.

Mr. White said scheduling would lend an "importance to the actual programming, giving leadership to the programmers" and encourage local stations to carry shows that they might otherwise desire to skip.

To the contrary, Mr. Goldin said, the idea was to give the local station autonomy and free choice in what to program, that interconnection would be chiefly a method of program distribution with individual offerings fed in no particular order.

Mr. Friendly questioned the advisability of such a plan, noting that the bigger audiences gained by commercial TV—as in a network showing of a documentary or special event—are attracted by the publicizing in advance of a specific time and date.

Mr. Johnson said that "television is programming." He asked whether non-commercial TV would provide programming of "cultural input" that is not already available from existing programming, whether public TV would encourage more discussion of public affairs and issues of the day "not now discussed" and news "not now available" in broadcast and on the "AP wire."

Mr. Shayon, the moderator, interposed that he was certain that most people would accept the view that public TV would program "more than for the minority."

Mr. Friendly said public TV in his mind is a means of accomplishing what commercial TV set out to do some 20 years ago but failed. He said that contrary to Gresham's law that "bad money drives out good money, I see in television that good programming will help drive out bad programming."

Mr. White said that he favored a strong system, locally controlled and operated, that would become a "competitor for ideas" with commercial TV



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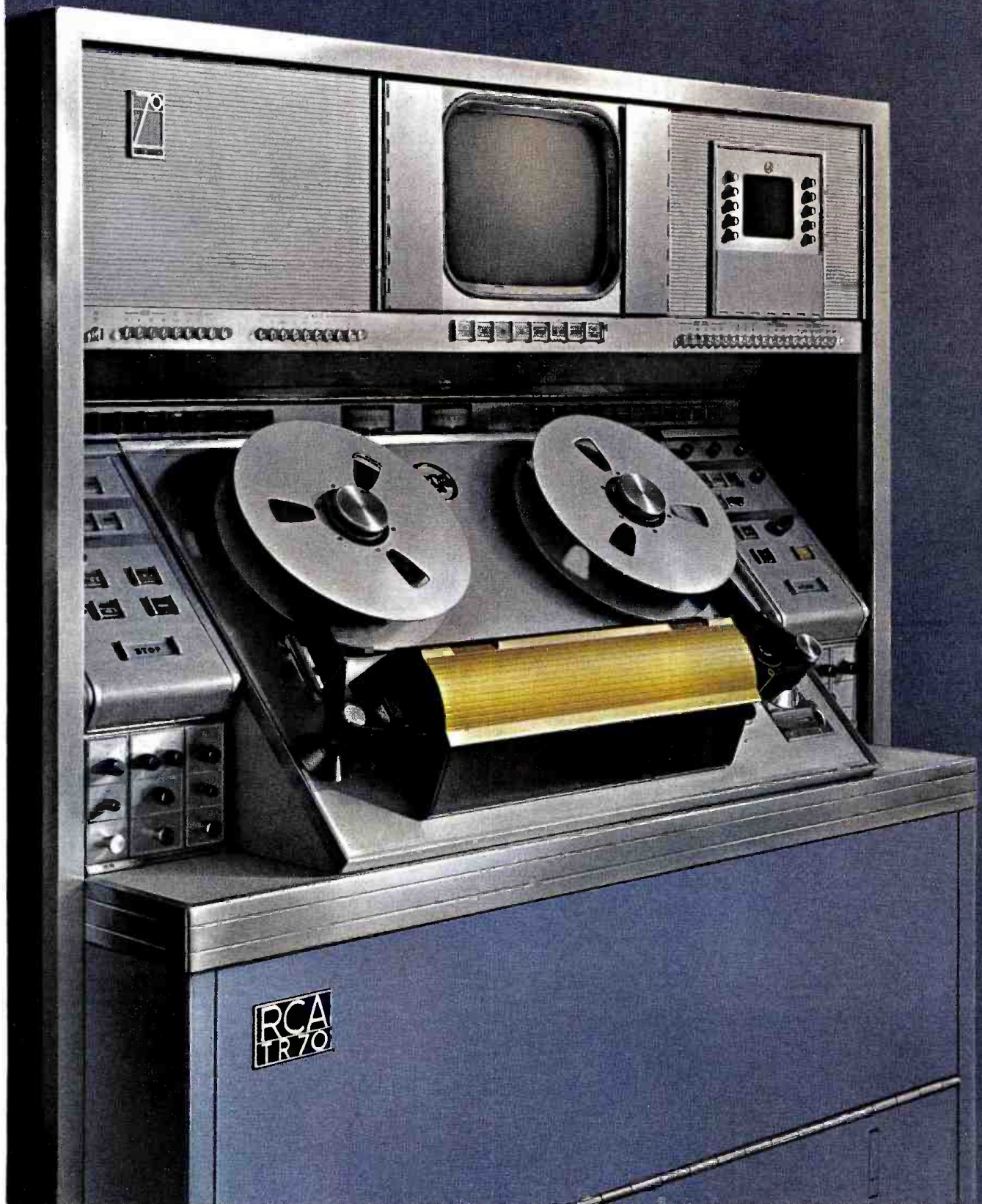
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Mending fences on the Hill

Loevinger visits Tydings and Pastore to clarify stand on ETV, Friendly

FCC Commissioner Lee Loevinger visited Capitol Hill last week in an effort to set the record straight on his position regarding public television and television in general—a trip he thought necessary as a result of the remarks expressed a week earlier by Senator Joseph D. Tydings (D-Md.) (BROADCASTING, May 1).

Commissioner Loevinger hand-carried letters to Senators Tydings and John O. Pastore (D-R. I.), chairman of the Communications Subcommittee, stressing that he is a firm advocate of the administration's bill on aiding public television.

Senator Tydings had sharply criticized Commissioner Loevinger for his speech during the National Association of Broadcasters' convention in Chicago, in which he had heaped scorn on Fred Friendly, former president of CBS News and now consultant to the Ford Foundation (BROADCASTING, April 3).

The senator referred to Mr. Friendly as "one of the most imaginative and courageous figures in American television," and said that television needs more men like him "and fewer Federal Communications Commissioners like Mr. Loevinger."

Wrong Heading ■ However, the senator's remarks were inserted in the *Congressional Record* under the heading, "An Unjustified Attack on Public Television and Fred Friendly." But the commissioner's speech did not deal with public television, the name coined by the Carnegie Commission on Educational Television.

Accordingly, a major point in both letters was the fact that FCC Chairman Rosel H. Hyde spoke for a unanimous commission when, in his appearance before Mr. Pastore's subcommittee, he supported the administration bill on public television. Commissioner Loevinger said that he was consulted in the drafting of the statement, that he voted for it when it was before the commission, and that he concurred in it then and supports it now.

The commissioner also responded to Senator Tydings' charge that his attitude toward television is "devil-may-care." The senator recalled that Commissioner Loevinger in a speech in October had labeled television "the litera-

ture, the culture of the lowbrow" (BROADCASTING, Oct. 17, 1966).

The commissioner told both senators that he thinks television generally "has done a good job," particularly in the area of news and public affairs programming. "Broadcasting is not perfect or beyond improvement," he wrote Senator Pastore, "and I have suggested some reservations about it at one time or another; but I do not know of any institution that can claim perfection."

Important Point ■ "The point that deserves emphasis," he added, "is that it is not necessary to condemn commercial television in order to support public television."

Commissioner Loevinger, in his letter to Senator Pastore, said the administration bill for public television offers a new method "of adding to diversity and providing a potentiality for innovation and excellence in broadcasting, without invoking government regulation of programs."

The commissioner, in his letter to Senator Tydings, denied the Marylander's assertion that his "apparent vendetta against Mr. Friendly obviously biases his judgment regarding the Ford Foundation proposal" now pending before the commission. The proposal looks to the establishment of a domestic communications satellite system that would transmit television signals and turn over its profits to educational television.

"I have not determined or taken a position" on that matter, he said. "Any official position or decision I reach will be based exclusively on the relevant facts before the commission and the applicable legal principles. No personal feelings or considerations influence my official actions."

Limited Audience ■ The commissioner appeared to regard the "misunderstanding" of his position as having arisen from the fact that his speech was, as he told Senator Tydings, "prepared for delivery to a limited and specialized academic audience and took a humorous and satirical approach."

The audience, composed of members of the Association for Professional Broadcasting Education, understood that "part of the satire was directed to certain aspects of modern behavioral science," he said.

But "if my efforts to be humorous or amusing have misled you or created an erroneous impression of my position," he concluded, "I can only hope that this explanation has now clarified my position."

Senator Tydings told BROADCASTING that he appreciated the fact that Commissioner Loevinger took the trouble to see him and give him the letter. "It helps explain his position," the senator added. "Other than that I have no comment."

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80% of new network's schedule is sold out for Dana show's debut

The United Network began operations last Monday (May 1) with the transmission of its nightly two-hour *The Las Vegas Show* on approximately 125 stations, with 13 advertisers participating in national sponsorship.

A spokesman said that some 80% of the network's schedule was sold out for the first week. He added that other advertisers will begin campaigns on May 15 and June 1 and reported that UN has orders for business to start in the fall and at other times throughout the latter part of the year. As a matter of policy, he said, the network will not announce sponsors before they go on the air.

The new program originates from a 300-seat theater at the Hotel Hacienda in Las Vegas with comedian Bill Dana as host. Acts are taped at nine Las Vegas hotels for insertion in the five-day-a-week show. The large majority of stations are carrying the program in late evening time periods (ranging from 10 p.m. to midnight) and some are presenting it in prime-time slots throughout the week or on several nights (BROADCASTING, April 24).

Advertisers for the first week, a United spokesman said, were Colgate-Palmolive, Armour Inc., General Mills, Noxzema, General Foods, Consolidated



On hand for opening night of 'Las Vegas Show' were (l to r): David Sonntag, executive producer of program;

James Nichols, United Network managing director, and Las Vegas Mayor O. K. Gragson.

Cigars, Pepsico, Procter & Gamble, American Chicle Division of Warner-Lambert, Menley & James, Adolph's Ltd., J. B. Williams Co. and Johnson & Johnson.

Ad Breakdown — Under the UN formula, the network supplies the two-hour program to stations with the understanding that it is permitted to sell 16 one-minute spots while the outlets retain eight one-minute slots plus 70 seconds of station-break time at the half-hour. United has set a rate of \$6,000 for each network commercial minute.

Rating information for the first week of *The Las Vegas Show* was meager. An overnight Nielsen in New York for the first night (Monday), showed that the program on WPIX(TV) was second in the 11:30 p.m.-1 a.m. time period with a 6 rating and a 22.1 share trailing WCBS-TV's late-night feature film (6.2 rating and 22.1 share). The

Dana-hosted show led *Tonight* on WNBC-TV, which had a rating of 4.7 and a share of 10.7; *Merv Griffin Show* on WNEW-TV, a rating of 4.5 and a 16.1 share and *Joey Bishop Show* on WABC-TV, a rating of 2.9 and a share of 4.5.

Another overnight Nielsen on Wednesday (May 3) placed *Tonight* on top with 7.3 and a share of 27; movies on WCBS-TV, 6.9 and a share of 26; *Merv Griffin Show*, 4.5 and a share of 17; *Las Vegas Show*, 3.9 and a 14 share, and *Joey Bishop*, 1.9 and a 7 share.

An overnight Trendex in Los Angeles for last Monday placed *Las Vegas Show* on KHJ-TV in first place with a 13 rating and a 29.2 share, leading *Tonight* on KNBC(TV) (10.4 rating, 23.4 share); feature film on KNXT(TV) (6.4 rating, 14.3 share and the *Bishop* show on KABC-TV (6.7 rating, 14.9 share).

Communications antitrust case opens in L. A.

In what could be a bellwether case for newspapers in this country—with significant radio-television overtones—a civil antitrust suit against the *Los Angeles Times* got underway last week and immediately concerned itself with the maintenance of competition in the communications field. The suit was brought by the Department of Justice to require the Times Mirror Co., publisher of the *Los Angeles Times*, to divest itself of the Sun Co. of San Bernardino. The Times Mirror Co. acquired the Sun Co.'s *San Bernardino Sun-Telegram* in June 1964.

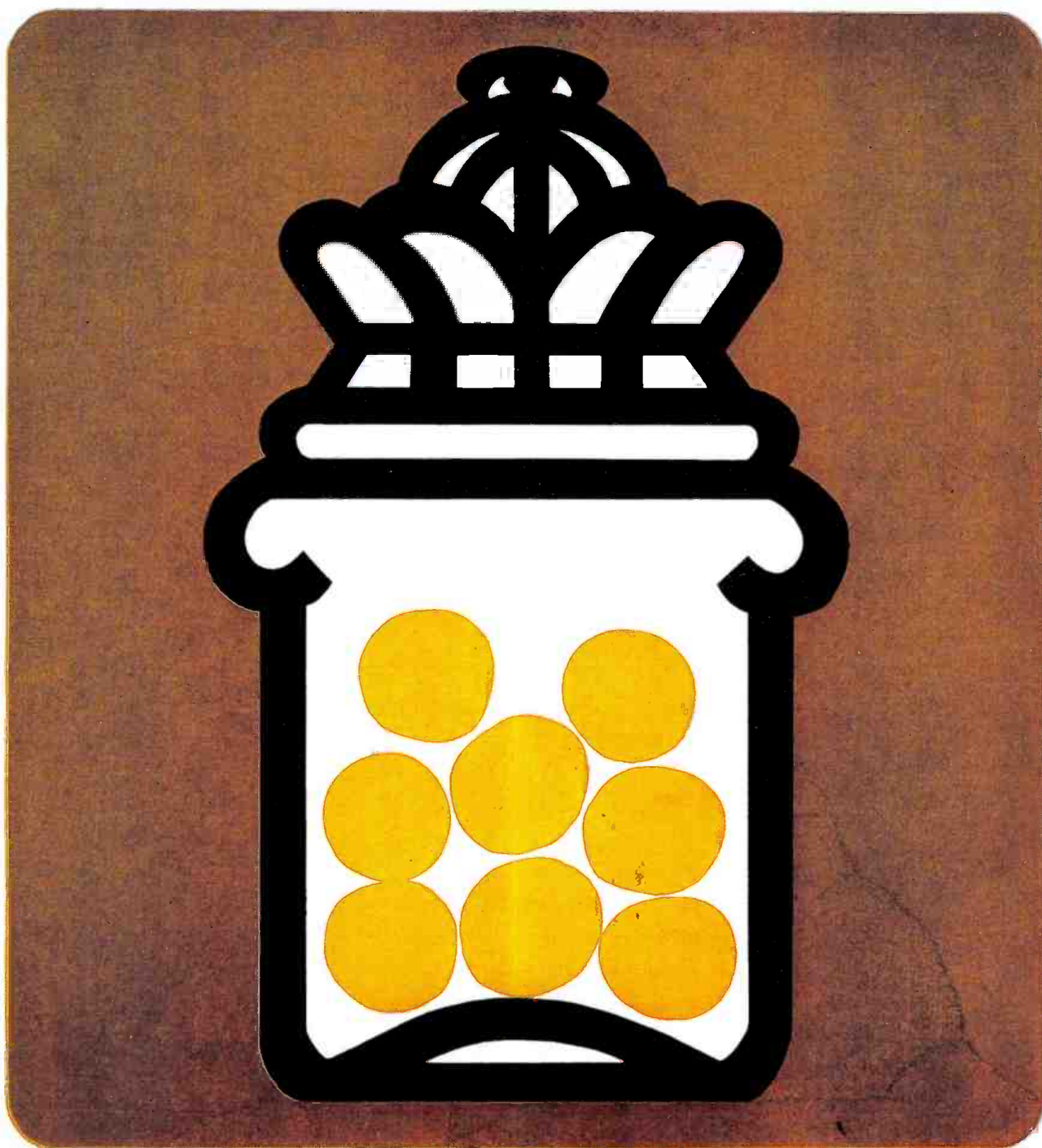
In his opening arguments, Bernard M. Hollander, assistant U. S. at-

torney, appearing before Federal Judge Warren J. Ferguson, in the U. S. District Court, Central District, (Los Angeles) California, said that the "maintenance of competition is vitally important in the daily newspaper field." He contended that the *Times* is engaged in a "continuing program, plan and policy" to acquire "large and prosperous newspapers in the whole southern California area." The government attorney indicated that this "conscientiously acted on" program—implemented by an "acquisition team" of executives set up at the *Times*—has a tendency of monopoly" and would result in a lessening of competition.

The defense countered that newspapers in various markets are not really in competition with one another to begin with since "they offer different packages of services to different readers" in areas "geographically separate." It was claimed too that all media in a market, including radio and television stations, must be considered when the question of a concentration of ownership or monopoly is being decided.

The opening days of the case moved slowly with lengthy arguments being heard over the admissibility of various government evidence. The trial is expected to last for more than a month.

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More leisure may mean less TV time

The effects on television of leisure time, growing affluence and increased education in the decade ahead were examined by Martin L. Nierman, president of Edward Petry & Co., in a speech prepared for delivery to the annual convention of the American Women in Radio and Television in Atlanta last Saturday (May 6) (also see pages 34 and 69).

He pointed out that projections indicated that by 1975 an educated, affluent majority in the U. S. will have time and ability to develop a wide range of interests, and television will have to battle for "tomorrow's leisure-happy audiences." It is conceivable that "new and exciting interests could overshadow long established habits and result in less rather than more time spent with television," Mr. Nierman observed.

He prophesied that in an era of individualized viewing in multiset homes, each station's programing will become more personalized and stations will have to "probe the diverse motivations and needs of the many audiences within the

mass, and build toward a greater involvement."

Mr. Nierman expressed the view that the role of the station representative in guiding station programing purchases would become even more important in the future. He stressed that with a larger number of stations on the air resulting primarily from the expected proliferation of UHF outlets and deeper competitive pressures on the available supply of programing, the problems of stations in this area will be "more compelling and crucial than ever before."

He predicted that tomorrow's representative will serve more than ever before as "the eyes and the memory bank" of his represented stations. The representative, he said, will seek out and test new programing; his machines will be a storehouse of data on existing shows and their audiences, and his activities will expand overseas in an era of world telecasts and a search for fresh material from all parts of the earth.

Mr. Nierman envisioned that spot representatives would have to uncover new sources of revenue to insure a continuing healthy growth. He voiced the belief that some of the new business would come from program sponsorships as advertisers seek the cultivation of a select viewership, and some would

accrue from overseas as advertisers in foreign countries learn to appreciate the values of spot TV as the "surest entre to a greatly expanded U. S. market."

OK given to sale of KMBC, KMBR-FM

The sale of KMBC and KMBR-FM Kansas City, Mo., by Metromedia Inc. to the Mormon Church's broadcasting corporation for \$2.2 million was approved by the FCC last week.

The assignment was made to Bonneville International Corp., a wholly owned subsidiary of Deseret Management Corp., which is 100% owned by the Corp. of the President of the Church of Jesus Christ of Latter Day Saints. Bonneville International holds control of KSL-AM-FM-TV Salt Lake City, KIRO-AM-FM-TV Seattle, WRFM (FM) New York and international shortwave station WNYW Scituate, Mass. It also has major interests indirectly in KID-AM-FM-TV Idaho Falls, and KBOI-AM-FM-TV Boise, both Idaho.

Metromedia, also a group owner, retains KMBC-TV, but Bonneville has first refusal rights should Metromedia ever decide to sell the channel 9 station.

KMBC, founded in 1921, operates fulltime on 980 kc with 5 kw, KMBR-FM began in 1962 on 99.7 mc with 98 kw.

The grant was made on a 4-to-3 vote. Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson dissented.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval:*

■ KGAF-AM-FM Gainesville, Tex.: Sold by Joe M. Leonard Sr. and others to W. Erle and Emma M. White for \$290,000, including real estate and background music company, plus \$90,000 for agreement not to compete. Mr. White is in banking, investments and insurance. KGAF is daytimer on 1580 kc with 250 w. KGAF-FM operates on 94.5 mc with 30 kw.

■ KONE Reno: Sold by Dr. Leland J. Fuller to Lotus Radio, subsidiary of Lotus Theatre Corp., for \$135,000. Lotus Theatre Corp. is applicant for new TV (ch. 13) in Las Vegas, and also owns KWKW Pasadena, Calif., and KENO Las Vegas. Howard Kalmenson is president and director. KONE is full-time on 1450 kc with 250 w. Broker: Hogan-Feldmann Inc.

■ KCCN Honolulu: Sold by Perry W. Carle and others to Al Lapin Jr. and associates for \$106,170 plus assumption of obligation of approximately

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\$50,000. Payment is at option of present stockholders, either 30% of par value of stock at closing, or note for full \$100 par in five years. Station went on air Oct. 27, 1966. Buyer owns KIHPTV Santa Barbara, Calif., WDUV-TV Jacksonville, Fla. and KGPA-TV Phoenix. KCCN is fulltime on 1420 kc with 5 kw.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 89).*

■ **KMBC and KMBR-FM** Kansas City, Mo.: Sold by Metromedia Inc. to Bonneville International Corp. (Mormon Church) for \$2.2 million (see page 60).

■ **WATO-AM-FM** Oak Ridge, Tenn.: Sold by Samuel L. Thrower, Frank E. Pellegrin and Carlin French to Henry Rau for \$350,000. Mr. Rau controls WDOV-AM-FM Dover, Del.; WNAV-AM-FM Annapolis and WARK-AM-FM Hagerstown, both Maryland. Sellers own WROL Knoxville and Mr. French owns WDXB Chattanooga. WATO operates fulltime on 1290 kc with 5 kw days, 500 w nights. WATO-FM has CP for 94.3 mc with 3 kw.

New TV station

KDTV(TV) (ch. 39) Dallas-Fort Worth, will be breaking ground within the next two weeks for its \$3-million studios and office building. Station will telecast with an ERP of 251 kw visual and 50 kw aural from an antenna height of 1,680 above average terrain and 1,535 above ground. Permittee is Doubleday Broadcasting Co., licensee of KR0D-AM-TV El Paso, KOSA-TV Odessa and KITE-AM-FM Terrell Hills (San Antonio), all Texas, KHOW Denver, KDEF-AM-FM Albuquerque, N. M. and KRNO San Bernardino, Calif. Sheldon Turner is vice president and general manager.

KFEQ-TV signed as basic ABC affiliate

KFEQ-TV St. Joseph, Mo., was signed last week as a primary affiliate of ABC-TV. The network said the affiliation becomes effective in early June, and will enable ABC-TV's full schedule to be seen in the market. Previously KFEQ-TV was also available in CBS-TV's line-up.

CBS officials said that KCMO-TV Kansas City, Mo., includes the St. Joseph area in its "primary coverage," and that the new primary ABC affiliation would have no effect on CBS's affiliation arrangement there. John P. McGoff is president of Panax Corp., the station's owner, and Tom Matthews is vice president and general manager.

NABET'S petition fails to block Taft renewal

A union's effort to throw Taft Broadcasting Co.'s renewal applications for WGR-AM-TV Buffalo into an FCC hearing failed last week, but not by much.

The Commission voted 3-to-2 to deny the petition of the National Association of Broadcast Employees and Technicians, AFL-CIO, and to renew the licenses of the stations.

NABET had charged that since Taft acquired the stations in 1964, it had instituted sweeping programing changes that violated Taft's promises to the commission—and resulted in the layoff of 30 NABET members.

The commission said it found no substantial variance between Taft's proposal and its performance. The only "cancelled" programs it found, the commission said, were those network or syndicated features that had run out to the last episode.

NABET had also said that the layoff of 30 employes was inconsistent with Taft's promise "to continue with the existing staff of the station." The commission noted that Taft, in its application, said that commitment doesn't "preclude changes that might be made

in the future."

"We find Taft's performance during the license period to be in substantial conformity with its projections in the 1963 assignment application," the commission said. Since no substantial or material question has been raised, the commission concluded, it would deny the petition and grant the applications.

The majority was composed of Chairman Rosel H. Hyde and Commissioners Robert T. Bartley and Robert E. Lee. Commissioners Kenneth A. Cox and Nicholas Johnson dissented. Commissioner Lee Loevinger was not present, and Commissioner James J. Wadsworth did not participate.

WTVT opens new facilities

WTVT(TV) Tampa-St. Petersburg, Fla. began telecasting from its new 1,549-foot tower May 1. E. B. Dodson, vice president and manager, announced that the new tower and transmitting facilities are part of a \$2 million expansion program, which includes color communications centers, five live color television cameras, color video-tape machines and remote unit. Tower is located near Balm, Fla., southeast of Tampa.

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CATV wins a round in court

Decision seen as implying that court has doubts on FCC's authority to regulate cable systems

A federal court last week told the FCC it had no power to issue stop orders against CATV systems—and the cable operators involved turned right around and said they will petition the commission to dismiss the whole proceeding against them.

The order was issued by the U. S. Court of Appeals for the Ninth Circuit and some lawyers read a strong implication in the decision that the court also had some doubts of the validity of the FCC's authority to regulate CATV at all. Others, however, insisted that the decision ought not to be interpreted liberally.

The case involves three CATV systems in San Diego—Mission Cable TV Inc., Pacific Video Cable Co. and Southwestern Cable Co.

Last year, after the FCC issued its Second Report and Order asserting jurisdiction over all cable companies, KFMB-TV San Diego protested to the FCC that the San Diego CATV's were jeopardizing the economic health of the San Diego TV stations by bringing in programs from Los Angeles TV sta-

tions.

No Expansion ■ The commission set this protest for hearing and on July 25, 1966 issued an order forbidding the systems from expanding into other areas except for the relaying to customers of the local San Diego stations. The commission approved the continuance of the Los Angeles service to subscribers to the CATV service as of Feb. 15, 1966, or who had ordered the service by that date. Feb. 15 is the date the FCC set for issuing its second CATV order.

In its CATV rules, the FCC forbids a CATV system from importing TV stations beyond their grade B contour into any of the top-100 markets. San Diego is ranked 54th.

The CATV systems insist, however, that the Los Angeles stations place a grade B signal over San Diego, or at least parts of that city.

The three CATV systems appealed the FCC stop order, particularly its imposition of the Feb. 15 cutoff date. The cable companies won a temporary restraining order against the FCC early in August 1966. At the request of the

commission, this was reargued, and late in August last year, the court again issued a restraining order against the FCC, but imposed its own cutoff date of Aug. 23.

Illegal Foundation ■ In last week's unanimous ruling, the court held that the FCC's basis for issuing its stop order was illegal, since, the court said, the sections on which the commission relied for its power applied only to licensees of the FCC. CATV systems are not licensees, the court noted. The sections involved are 4 (i) and 303 (r), which deal with the commission's power to promulgate rules and regulations.

The court referred to the commission's power to issue cease-and-desist orders (Section 312), but noted that the FCC failed to do so in this case. The commission must first issue a show-cause order before issuing a cease-and-desist order; usually a hearing is demanded prior to such orders.

The court consisted of Circuit Judges Stanley N. Barnes, Walter Ely and U. S. District Judge Robert F. Peckham. Judge Ely added a concurring opinion endorsing the court decision written by Judge Barnes, and added that since the FCC in 1959 had held it had no power over CATV, and had failed to secure jurisdiction from Congress, the CATV systems had moved into the field on this assumption. When, therefore, the FCC issued its prohibitions, Judge Ely said,

Another CATV-inspired mail barrage hits D.C.

A Bluefield, W. Va., CATV system has demonstrated once again the awesome power of CATV systems in generating mail to people of influence in Washington.

The system is Bluefield Cable Corp., which has some 3,200 subscribers. In the past two weeks, it appears that all of them have written their representatives in Washington, as well as the FCC, in response to the "deplorable" action of WHIS-TV Bluefield.

The station in a pleading filed with the commission last month accused the system of violating the commission's top-100-market rule in its importation of four distant signals. The station asked that the system be required to comply with the rule that requires CATV's to obtain commission permission before carrying distant signals. Bluefield is in the Roanoke, Va., market (ranked 61st).

Literally thousands of form postcards have been received by West Virginia's senators, Robert Byrd (D) and Jennings Randolph (D), and by members of the state's congressional

delegation, including Representative Harley Staggers (D), chairman of the House Commerce Committee. The commission received several hundred cards from subscribers, as well as a telegram of protest from the city's board of directors.

The onslaught was reminiscent of the mountain of mail that descended on Capitol Hill last year in opposition to the commission proposal to assert jurisdiction over all CATV systems. Several hundred thousand pieces of mail were said to have been received by the Congress in response to that campaign.

"I wish to express my feelings against the deplorable act of WHIS-TV in asking the FCC that some of our new channels be taken off the cable," the form postcards from Bluefield read. They say that the city directors had asked that the distant signals be added, and close with a plea that WHIS-TV's request that the signals be deleted be opposed.

Another Complainant ■ Although WHIS-TV is the only demon mentioned in the postcards, WCYB-TV

Bristol, Va., which is in the Bluefield area, also filed a complaint. On April 11 it said it was not being carried on the cable, as required by commission rules, and alleged that the system was illegally importing distant signals.

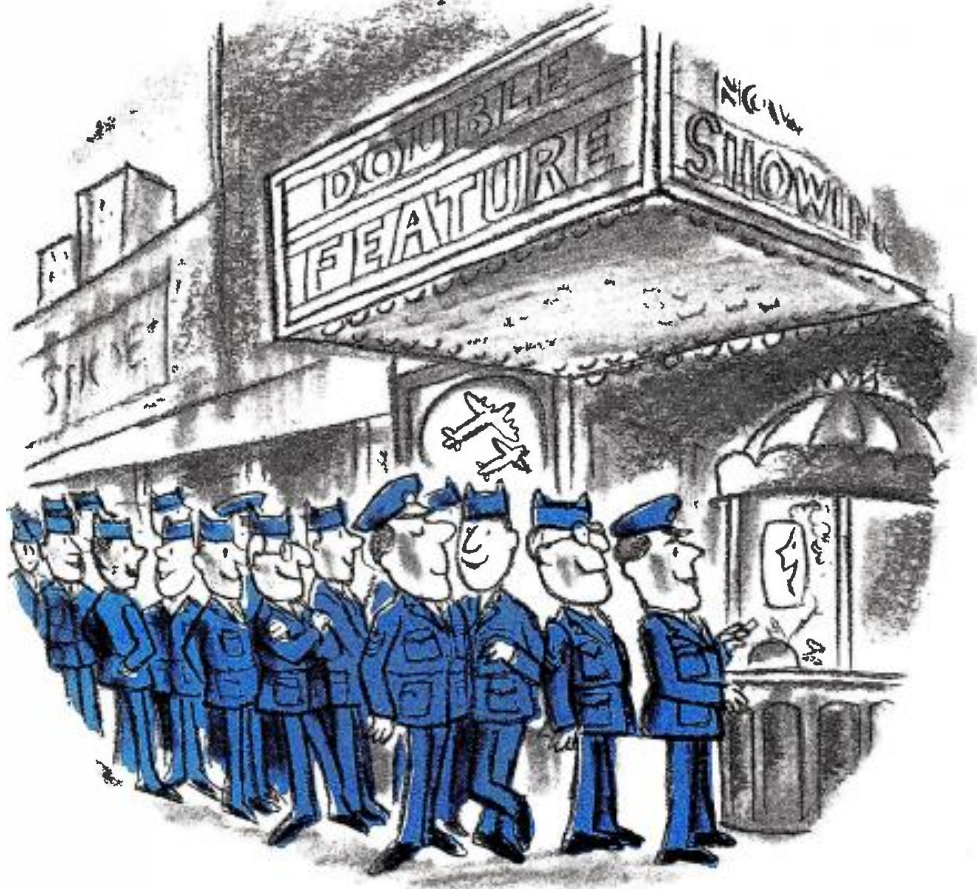
Bluefield, which is now carrying nine signals, has asked commission permission to import three more distant ones from New York. WHIS-TV says this request should be returned since, it maintains, the system is already in violation of the top-100-market rule.

Bluefield filed a pleading with the commission last week acknowledging that it had violated the rules. But, it declared, its violations were inadvertent and stemmed in part from ignorance of commission regulations. The CATV asked that the commission investigate the factors leading up to the violations.

Bluefield asked for an investigation, it said, because it realized that factors responsible for the rule violations would not be considered in a hearing leading to a cease-and-desist order.

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Data Sources: Sales Management's 1966 Copyrighted Survey — Effective Buying Income, U.S. Government

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KOH Reno
KBEE Modesto
KMJ Fresno

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he believes that it "trespassed upon constitutional safeguards against the confiscation of property."

Although the question of the FCC's jurisdiction over CATV was raised by the cable petitioners, the court declined to rule on this issue or other issues raised in the case.

In what some observers see as an indication of the court's attitude on the jurisdictional question, the court quoted, with seeming approval, several sentences from the dissent written by Commissioner Lee Loevinger to the FCC's Jan. 19 order denying reconsideration of its Second Report and Order.

Hearing Ending ■ The hearing on the KFMB-TV complaint began last fall and continued until the end of March. There was to be another hearing session before the record was to have been formally closed, but this has been held in abeyance with word that the three CATV systems are filing their motion to dismiss the entire proceeding. The cable companies will claim, their attorneys said last week, that since the court has held the FCC has no authority to impose prohibition on expansion before a hearing, it has no authority to do so after a hearing.

Challenges to the assumption of jurisdiction by the FCC over CATV have been filed by a number of cable operators. Most of them have been transferred to the Eighth Circuit Court of Appeals in St. Louis, where Midwest Video Inc., instituted the first appeal in 1965. In addition to Midwest Video, other appeals have been filed by Buckeye Cablevision Inc., 55% owned by the *Toledo Blade* and 45% by Cox Broadcasting Corp., for Toledo, Ohio, and Jerrold Corp., for Alice, Tex. Buckeye (for Toledo) and Telesystems Corp. (for its Philadelphia-area systems) are in the District of Columbia Circuit; Trans-Video Corp., parent company of Mission and Pacific systems in San Diego, also has a jurisdictional challenge in the Ninth Circuit, but this is expected to be transferred to St. Louis. All are multiple CATV owners.

Raleigh vote grants CATV to Southeastern

Southeastern Cablevision Co. was given the green light last week to build a \$1 million CATV system in Raleigh, N. C., when voters approved a 15-year franchise by 600-vote margin.

The cable firm was awarded a franchise last June. This was rescinded when the State Supreme Court last February ruled that a special franchise election was required.

The system, needing about 350 miles of cable, will serve a potential 15,000

subscribers who will pay a \$6 monthly service charge and a \$20 installation fee.

Viewers will receive two local channels (WTVD-TV Durham and WRAL-TV Raleigh) and one educational channel (WUNC-TV).

Southeastern Cablevision is 50% owned by the Jefferson-Carolina Corp. and 50% by 12 Raleigh citizens. Jefferson-Carolina (jointly owned by Jefferson Broadcasting Co. and Carolina Telephone & Telegraph Co.) has about 30 CATV franchises throughout the Carolinas.

Viewers given break in CATV decision

When the FCC abandoned its 15-day nonduplication rule in CATV cases in favor of a "same-day" rule, it held that that amount of protection would be sufficient to protect stations near time-zone boundaries from duplication of their programming by CATV's carrying programs in from either border of the zone. But in a decision released last week, the commission made clear that the length of protection is to be one hour in cases where a substantial disruption of a cable system's viewers would otherwise occur.

At issue was the request of KTVR-TV La Grande, Ore., for nonduplication protection from CATV systems in Pendleton, Ore., and La Grande, which carry signals of stations in Washington and Oregon. The request was made in connection with applications of a microwave common carrier to serve the systems.

The case is unusual in that KTVR, which is in the Pacific Time Zone, carries network programs up to three hours earlier than other network affiliates in that zone. KTVR, an affiliate of NBC and ABC, obtains its network programming from commonly owned KTVB-TV Boise, Idaho, which presents its programs for the central and mountain time zones.

The commission, in that part of its order dealing with a five-channel system proposing to expand to an all-band system, noted that the same-day nonduplication rule was designed to provide for time-zone problems.

One Hour ■ But, it added, "we considered the problem only in terms of one zone (i.e., one hour) differences. Here, however, we find that two zones and up to three hours are involved. This discrepancy clearly magnifies the disruption of viewing habits involved in requiring program exclusivity on a limited capacity system."

Accordingly, the commission waived

the nonduplication rule to the extent of permitting carriage of Spokane stations carrying network programing "more than one hour after KTVR—if the difference is less than one hour, it falls within the scope" of the commission's rules. The commission said it would not waive the rule as it applies to the new stations, all in Portland, to be added to the cable, since "no viewing habits can exist which would warrant waiver for them."

In the case of the La Grande CATV system, which is already all-band and whose "viewers already have established viewing habits," the commission waived the nonduplication requirement as it applies to "any station which carries a network program more than one hour after KTVR."

The commission decision was endorsed only by Chairman Rosel H. Hyde and Commissioner Nicholas Johnson. Commissioner Robert T. Hartley concurred in part and dissented in part, Commissioners Lee Loevinger and James J. Wadsworth concurred in the result, and Commissioner Kenneth A. Cox dissented, and Commissioner Robert E. Lee was absent.

Commissioner Cox, in a dissenting statement, disagreed with the majority's interpretation of the commission's intent in adopting the same-day rule. "It is clear . . . that we specifically intended same-day nonduplication to apply in situations such as this involving time zone boundaries, and that we contemplated that this would apply to network programs displaced by as much as two hours, not just one."

100-Market Rule ■ In another dissent issued last week, Commissioner Cox objected to the commission decision to waive the top 100-market rule to permit a CATV system in Binghamton, N. Y., to import two signals from New York and one from Syracuse.

The commission approved the waiver on the grounds that there are no unused UHF channels in Binghamton and that it had found in an earlier case that CATV 10 miles from that city was not "of substantial concern" to UHF stations in Elmira and Ithaca, 40 miles distant.

Commissioner Cox, however, said the real issue is the likely impact of the added service on the two UHF's in Binghamton, both of which had opposed the CATV's request for waiver. The system is already providing eight channels of service, including the signals of two of the New York City independents.

In another CATV case involving the Binghamton area, however, he concurred in the grant of a waiver of the top-100 market rule to a system in Walton. The community has no television service, and no channels are assigned to it.

Old foes fight in CATV brawl

The FCC had another CATV nut to crack last week when a group broadcaster and a multiple CATV owner tangled over an old issue between the two—program nonduplication rights.

In a cease-and-desist request Springfield Television Broadcasting Corp. alleged Pioneer Valley Cablevision refused to afford its stations nonduplication protection after a previous dispute had been ironed out between them and the commission last March. Springfield termed Pioneer's actions a willful violation of the Communications Act and called for the initiation of criminal prosecution against the CATV system.

Springfield has had a long history of battling CATV interests, most notably over territory served by its six UHF stations in Massachusetts, Ohio, Pennsylvania and North Carolina. In 1965 the broadcaster had proposed tapping CATV's for badly needed programing to be re-aired over its WRLP(TV) Greenfield, Mass., station (BROADCASTING, Nov. 15, 1965).

Pioneer serves Greenfield as well as four other Massachusetts communities. The system is owned in part by multiple-owners Albert J. Ricci, Fred Lieberman and Telesystems Corp., which merged with Gencoe Inc. and Livingston Oil Co. last month (BROADCASTING, May 1).

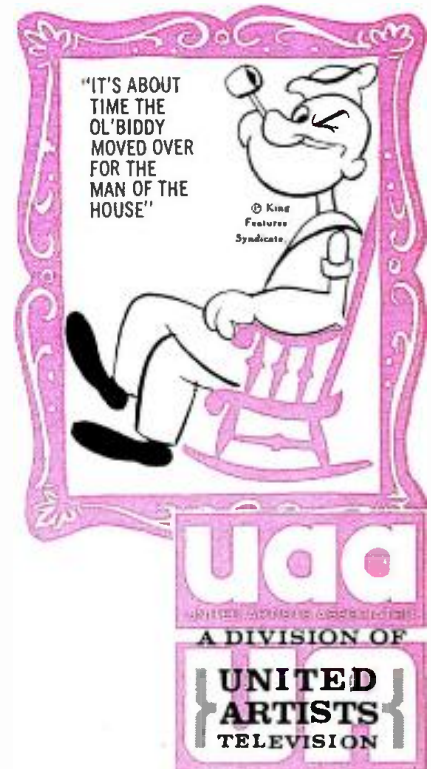
History of Dispute ■ Their previous dispute over program nonduplication of Springfield's Massachusetts outlets WWLP(TV) and WRLP(TV) ended with an FCC grant of a joint petition for dismissal of the pleadings. At that time Springfield said Pioneer had installed automatic switching devices and had begun to afford its stations nonduplication.

Six weeks later, however, Pioneer notified Springfield that because of inadequate and inaccurate notice of the stations' broadcasting schedules which resulted in disruption of subscriber viewing habits, it could no longer provide program protection until it received what it considered to be adequate notice. Springfield claimed it had a standing practice of notifying CATV operators within the service area of its stations of program schedules well in advance of air dates and, with few exceptions, the programs were aired as scheduled.

Apparently, the broadcaster said, Pioneer's return to a duplicating service was to take advantage of the delay in FCC action and "create an atmosphere in the CATV communities which is adverse to the re-imposition of nonduplication protection." If Pioneer's ac-

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POPEYE FANS



tion becomes a precedent and it is allowed to continue without proper authorization, Springfield said, any future FCC rules requiring a CATV operator to afford a station such protection could be annulled by the operator by merely finding it had not been served with adequate notice.

Seven compete for Las Vegas ch. 13

An FCC invitation to apply for channel 13 in Las Vegas and for interim operation of the station drew responses last week from seven hopefuls, including a new broadcast entity headed by comedienne Phyllis Diller.

KSHO-TV, channel 13, currently operating in receivership, made commission history in 1965 when it became the first television station to be denied a license renewal in a contested case. The station had financial difficulties under its former owners, Nevada Broadcasters Fund Inc. and its subsidiary Television Co. of America, and went bankrupt and into receivership in 1961. An attempt to transfer control of the station through its original licensees to a new owner, Arthur Powell Williams, was quashed when the FCC denied the license renewal.

Mr. Williams appealed the commission's decision to the U.S. Court of Appeals for the District of Columbia, but was turned down when the court upheld the FCC in 1966. A further appeal to the U.S. Supreme Court failed last February when the court refused to review the case. The stations is scheduled to cease operation June 1.

Applicants for the facility are Diller Broadcasting Corp., Arthur Powell Williams, Nevada Broadcasters, Ettlinger Broadcasting Corp., Clark County Communications Inc., Lotus Television of Las Vegas and Talmac Inc., all Las Vegas. Desert Broadcasting Co., another applicant, filed in February.

Financial Status — Diller Broadcasting is 80% owned by Miss Diller who lists among her assets a \$100,000 residence, \$75,000 antique furnishings, \$30,000 in automobiles and a \$100,000 equity in her production company, Phil-Dil Production Ltd. Miss Diller's income for the past two years was in excess of \$500,000. Her son, Peter Diller, is secretary-treasurer of the corporation and New York attorney Robert L. Barovick is vice-president with a 20% interest.

Mr. Williams owns 100% of Radio KLAV Inc., KLAV Las Vegas. Nevada Broadcasters is 25% owned by Walter E. Shull Sr. who is vice-president and director of Nevada Broadcasters Fund

Inc. and sales manager, vice-president and director of its subsidiary TCA.

Ettlinger Broadcasting is 85% owned by John A. Ettlinger who also owns a TV film distributing company, Medallion TV Enterprises Inc., and a radio-TV advertising agency, Jett Advertising. William D. Stiles, vice-president of the corporation, owns in part 780 Inc., an applicant for a new AM station in Las Vegas.

Clark County is 51% owned by Meyer Gold who also owns KLUC-AM-FM Las Vegas, and KLOM-AM-FM Lompoc, Calif. Another stockholder, Ted Oberfelder, a former ABC executive, owns part of KRAM Las Vegas.

Lotus Television is a joint venture of Lotus Theatre Corp. and Leonard Hornsby. Lotus Theatre operates KWKW Pasadena, Calif., and owns Lotus Broadcasting Corp., KENO Las Vegas. Lotus Theatre also will be the parent company of Lotus Radio Corp., which has contracted to purchase KONE Reno. Mr. Hornsby is general manager of KENO Las Vegas.

All of the applicants except Lotus Television have applied for interim operating authority.

NBC says over 18% of U.S. homes have color

The number of U. S. color-equipped TV households climbs higher. According to NBC figures released last week, the figure reached 10,390,000 homes or 18.7% of all TV households on April 1.

The new figure represents a gain of 4,830,000 color households, an increase of 73%, over the April 1, 1966 figure of 6,010,000. Color-TV homes have just about trebled since April 1, 1965, the NBC figures reveal. Then, only 3,210,000 or 6% of all TV households had a color set.

Kaiser has option to buy out Superior

Application for FCC approval of the merger of Kaiser Broadcasting Corp. and Superior Broadcasting Corp. in the ownership of channel 61 Cleveland (BROADCASTING, April 24) was filed last week—and showed that Kaiser also holds an option to acquire 100% ownership.

Kaiser will contribute \$200,000 for 50% interest in a new corporation owning the channel 61 permit. It will also lend the new company \$1 million and will arrange an additional \$1.5 million in financing. Frank V. Mavec, present holder of the CP, will also contribute \$200,000 for a 50% interest in the new corporation and will be reimbursed for not more than \$50,000 for

his out-of-pocket expenses in securing the grant.

The Kaiser option may be exercised any time during a four-year period commencing three-and-a-half years after the FCC issues program test authority. If the option is exercised on or before April 1, 1972, the price for the 50% interest held by Mr. Mavec will be \$1.7 million; if exercised after that date but before Sept. 1, 1972, the purchase price rises to \$1,925,000. The purchase price rises in increments of \$250,000 for each April 2 and Sept. 2 for the remainder of the option period.

Kaiser Broadcasting listed total assets of \$9,988,812 in its balance sheet as of March 31, filed with the Cleveland transfer application. Total current assets amounted to \$1,799,419. Current liabilities totaled \$1,976,018, and long-term debt, \$4,482,018. The balance sheet also showed advances from its parent Kaiser Industries Corp. of \$4,397,000 and a deficit of \$1,866,224. Listed is \$855,264 as investment in joint venture at equity (Kaiser owns 50% and the *Boston Globe* 50% of WKBG Inc., permittee of WKBG-TV and licensee of WXHR-AM-FM, both Cambridge, Mass.).

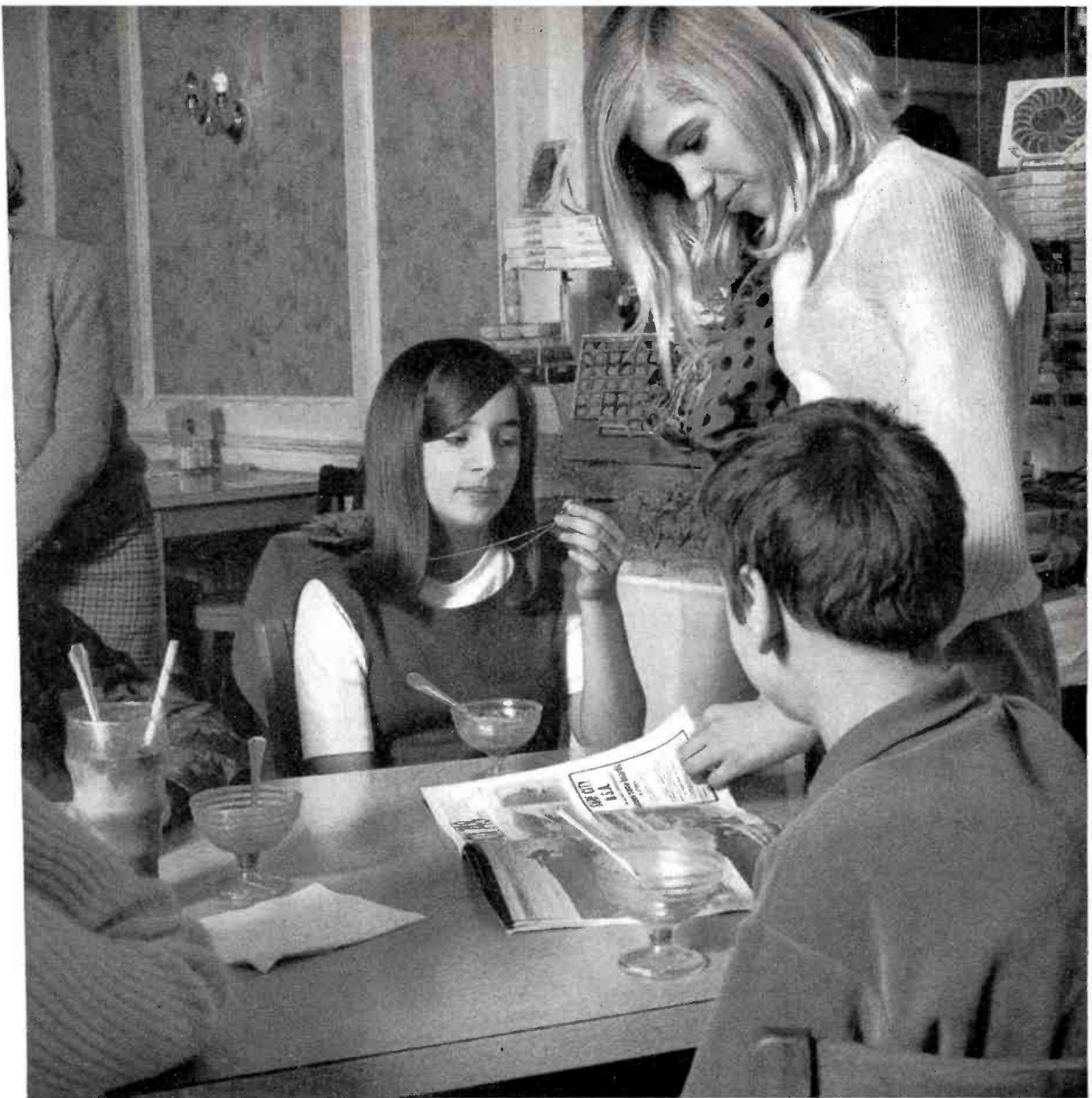
Kaiser also owns WKBD Detroit, WKBS-TV Burlington, N.J. (Philadelphia), and KMTW-TV Corona, Calif. (Los Angeles). It also holds a permit for KHJK-TV San Francisco. All are UHF stations.

Macdonald invites FCC to a skull session

The Federal Communications Commission will have a chance to improve its communications with members of the House Commerce Committee if a meeting proposed by Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) works out as he has planned.

Stressing that what he has in mind will be in no sense an investigation of the FCC, Representative Macdonald last week addressed a letter to FCC Chairman Rosel H. Hyde inviting the FCC head and "a few other commissioners or staff members" to an informal, but on the record, discussion of the larger communications issues facing the commission and Congress.

Time and selection of FCC participants for the meeting were left to the discretion of Chairman Hyde. Representative Macdonald's plan, he said, grew out of a full-scale Commerce Committee briefing and FCC interrogation session held in March. An equal division of time for all committee members allowed each congressman only five minutes for questioning, and Communications Subcommittee members could have profitably used more time, Representative Macdonald noted.



Ann's locket is telling her that dinner is almost ready.

Without leaving the kitchen, Ann's mother is calling her home for dinner. The locket Ann's holding is actually a radio receiver and transmitter. General use of such space-age devices is not just around the corner. But that day is coming fast, thanks to microelectronics.

A microelectronic circuit no bigger than the head of a common carpet tack can, today, replace a square foot

of ordinary miniaturized circuitry.

Today, there's a pea-sized radio pill that, when swallowed, transmits diagnostic data to the listening physician.

There's a computer system that once was the size of a boxcar. Now it's no bigger than a shoebox.

There's a TV camera that's the size of a carton of cigarettes and that weighs only seven pounds.

There's a two-way radio that once

had to be carried in a Jeep that's now built into an infantryman's helmet.

These exciting products are made possible only by the use of microminiaturized circuits. And ITT Semiconductors is a major supplier of these—worldwide—from facilities in the U.S. and in five countries in Europe and the Far East.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

ABA fair-trial panel offers minor changes

Further revisions may be made to Reardon report;

Justice Clark calls for reason in solving issue

Several tentative revisions were announced last week by the American Bar Association in the proposals of the ABA special committee on fair trial and free press. News-media representatives described them as minor.

The ABA indicated that additional revisions may be considered after further meetings scheduled with the news-media organizations this summer and early next year.

The proposals, first introduced last fall, seek to restrict news of criminal proceedings to the extent such information is considered by legal interests to be prejudicial to the defendants in such cases. The news media have vigorously protested the proposals, the most recent being that of the Radio-Television News Directors Association before a meeting of the committee in New York April 22 (BROADCASTING, May 1). The special ABA committee

is headed by Justice Paul C. Reardon of Boston.

The ABA reported that the principal revisions would:

- Modify the proposed strengthened canon of ethics banning prejudicial public statements by attorneys to provide that restrictions would apply until the imposition of sentence in the trial court, but not throughout the time the case may be pending in appellate courts.

- Allow police departments and other law enforcement agencies a "reasonable time" to adopt their own internal rules governing release of crime news during the critical pretrial and trial period. If they failed to do so, steps could be taken to implement the recommendations by rule of court or by legislation.

- Narrow the proposals with respect to use of the contempt power and eliminate an earlier recommendation that proceeds of a contempt fine could be

assigned by the court to reimburse a defendant in a criminal case for added costs incurred by him as a result of the contempt.

- Place greater emphasis on the appropriateness of the release, by law enforcement agencies, of essential information about arrests, charges and evidence seized. This change was designed to guard against the dangers of secret arrests and law enforcement.

With respect to the proposals for limited use of the contempt power, the committee affirmed its original position that there are certain instances when the use of that power "is appropriate and fully consistent with the Constitution, but it has attempted to clarify those instances still further."

Contempt Uses ▪ In the modification the committee recommends that the power be used "(1) against a person who knowingly violates a valid order not to disclose information revealed at certain closed hearings or (2) against a person who during the course of an ongoing trial by jury makes a statement relating to the defendant or to the case itself that goes beyond the trial record, that is 'wilfully designed' to affect the outcome of the trial and that seriously threatens to have such an effect."

The ABA last week also announced that at its annual meeting this summer in Honolulu the fair trial and free press proposals in the Reardon report would be the subject of hearings before two sections of the ABA House of Delegates. One hearing is to be held Aug. 4 before the section of judicial administration and the other Aug. 7 before the section of criminal law.

Representatives of the National Association of Broadcasters, RTNDA and other national media groups have been invited to present their views at the Honolulu sessions, the ABA said. Further hearings are scheduled during the ABA's mid-year meeting in Chicago in February 1968.

Thinking Men ▪ Meanwhile, a seminar on the fair trial—free press issue was held last week in Kansas City, Kan., at which Associate Justice Tom Clark of the U. S. Supreme Court called on lawyers, and the news media to resolve the issues as "thinking men."

Speaking before 400 in attendance at the all-day symposium sponsored by the Kansas Bar Association and the law and journalism schools of the University of Kansas, Justice Clark noted that both a fair trial and a free press are basic constitutional freedoms.

"If there are problems between the bar and the press, it is because of the lack of understanding between the two issues involved," he said.

"The press has done much through

Strike substitute gets permanent news berth

A radio station executive's hit performance on network TV as a fill-in reporter during the recent strike of members of the American Federation of Television and Radio Artists had led him back to the news beat, where he hasn't performed regularly for more than a decade. Making the switch from executive suite to TV news anchorman is George D. Skinner, station manager for NBC-owned WNBC New York. The 49-year-old veteran broadcaster, whose last regular program on television was in



Mr. Skinner

1954, will handle the five nights a week, half-hour, *11th Hour News* program on KNBC(TV) Los Angeles, another NBC-owned station.

Mr. Skinner's vault from behind to in front of the cameras came as a direct result of the recently settled AFTRA strike. Like many other members of network management, he was asked to substitute for regular performers who had walked off the job. He was assigned as temporary reporter on the *Today* show, and performed, apparently, with solid success. Mr. Skinner's work received favorable critical notices and reportedly stirred considerable national audience interest in him.

At KNBC, he'll replace Dean Brelis, who goes back to a previous assignment as correspondent for NBC.

the years of the history of our country in its role as the guardian of the guaranteed right of all Americans to know. The bar has also been dedicated in its efforts to insure a system of administration of equal and fair justice for all."

"What we must do," he concluded, "is to see that all proper safeguards are taken by law enforcement officers and prosecutors in seeing that the rights of those arrested are not abused."

Speaking for the Reardon committee's recommendations, David Shapiro, Harvard Law school professor who is a member of the ABA committee, said judges, lawyers, law enforcement officers and newsmen should practice self-discipline.

"This would be accomplished first by enhancing the remedies available to the parties when a threat to a fair trial is posed, and second by placing limited restrictions . . . on release of certain information and opinion by attorneys and law enforcement officials."

Challenging the basis of the ABA committee's recommendations was J. Edward Murray, managing editor of the *Arizona Republic*, Phoenix. The ABA recommendations are contrary to the public's traditional right to know, he said. And, he added:

"We say the bar is basing its case, not on a woeful record of mistrials, not on innocent men languishing in jail because of pre-trial publicity, but rather on a tiny fraction of rare and sensational cases, and on admittedly untested suppositions of alleged prejudice."

Austin CATV fights nonduplication rule

The CATV company in which President Johnson's family has a 50% interest "challenges" the FCC's right to regulate the cable-TV business. But if the commission does have that authority, Capital Cable Co. of Austin says it wants a waiver of the nonduplication rule as it applies to the Austin UHF station with which the Johnson family-owned KTBC-TV competes. Capital says that compliances with the rule could ruin it.

Capital Cable Co., of Austin, expressed its views in a pleading filed with the commission in response to a request by KHFI-TV (ch. 42) for nonduplication protection. Capital is 50% owned by Midwest Video Inc. and 50% by Texas Broadcasting Co., licensee of KTBC-TV. Texas Broadcasting is owned by Mrs. Lyndon Johnson and the couple's two daughters. Their TCB holdings have been placed in trust so long as Mr. Johnson is President.

Capital, under its contract with the city, carries the signals of KTBC-TV and

KHFI-TV, which went on the air in 1965 to end what had been a 12-year monopoly of the Johnson station. The contract also requires Capital to carry the signals of six stations in San Antonio and Waco. The Austin stations each carry programs from the three networks. Five of the other stations on the cable carry network programming also.

Burden of Compliance ■ As a result, Capital said, the burden of providing nonduplication protection would be enormous. It said that complying with the rule would involve 69½ hours of programming each week, since KHFI-TV is entitled to protection against all stations on the cable except KTBC-TV. Capital added that deletion of duplicating signals would be on a "shifting basis" since KHFI-TV picks and chooses among the programs of the three networks.

Capital based its estimate of the difficulties that would be involved on its experience in affording KHFI-TV nonduplication protection for one channel. A two-month agreement under which that protection was granted expired in April, when KHFI-TV requested full nonduplication protection.

Capital said that despite its use of what it feels is the best equipment possible, it encountered serious technical difficulties—sound on one channel was distributed to others through cross modulation, and the automatic switching gear didn't always work properly. Capital also said that subscribers complained about not being able to watch their programs at the times when they were advertised to appear.

Capital said that complying with the nonduplication rule may prevent it from meeting the contractual obligation it has to the city to carry the signals of the eight stations, with the result that it might lose the franchise. Capital said that nonduplication would require deletions from programming provided by five stations on the cable.

Capital also said that compliance would have an adverse effect on its already none-too-healthy economic condition. It said it has an indebtedness of \$2.5 million and in its operation it has accumulated a deficit of \$976,000 and is still losing money. The system has 12,000 subscribers.

Capital said it challenges the authority of the commission to adopt rules governing the operation of the system and requiring it to provide television stations with nonduplication protection. It didn't press that point, however. It said that if the commission does have the authority it should grant a waiver of the nonduplication rule in the case of KHFI-TV. In any event, Capital added, the commission should hold a hearing before requiring compliance.

A call for more local, live programs

The coming of daily network programming via satellite feeds will push some broadcasters right out of the "satellite age" unless they take the lead and "provide local, live service to their markets," instead of "riding their networks for most of the broadcast day."

This local, live need was explained Friday (May 4) by Sol Taishoff, editor and publisher of *BROADCASTING* and *Television* magazines, in a keynote speech to the American Women in Radio and Television national convention in Atlanta. (Also see pages 34 and 69.)

Broadcasters, he said, can take a leaf from their print competitors and provide local, live service with "people specialized in the reporting, production and handling of news and events." Successful newspapers, he explained, learned they could not depend on the wire services for "total news coverage" so they now have "specialists, not only at home, but in important centers, here and abroad, who look for the local and regional angles."

Broadcasters have started on this route, he went on, noting that television and radio operations have set up Washington bureaus to provide local and regional angles of national news.

Talent Search ■ The need for local, live coverage combined with "the inevitability of local originations by literally hundreds of small-market CATV's and creation of a government-subsidized educational broadcasting system," Mr. Taishoff said, will result in broadcasting demanding "more talented people" to fill jobs that don't even exist today. Stations will have to start recruiting in the high schools, he added, by showing broadcasting as a "proud, exciting, challenging and lucrative professional field."

What we know today as educational broadcasting, he said, will give way to "subsidized television and radio on a grander scale than the poor-mouth sporadic service of today." These subsidized operations will be created, he went on, because commercial TV and radio "are so dominant, so important and so close to the public that they are fair game for the politicians and intellectuals."

Because broadcasting has overtaken print as the prime source of news and opinion, Mr. Taishoff pointed out, "the broadcast media are in trouble." The fear of politicians over broadcast journalism's ability to reach the public, he continued, coupled with the constant criticism of commercial TV by "the intelligentsia," have resulted in the bill in Congress that would have the taxpayers subsidizing educational radio and TV.

Past vs. present in Jackson hearing

Allegations of past conduct contrasted with assertions of present performance in the first week of testimony in the FCC's hearing in Jackson, Miss., on whether the license of WLBT(TV) Jackson should be renewed.

A Negro businessman testified that the station refused to sell him time when he wanted it to make political broadcasts during the 1962 election campaign. But the WLBT general manager expressed confidence the station's audience would agree that WLBT is now determined to operate in the public interest.

WLBT is faced with a threat to its license as a result of charges by the United Church of Christ and two Mississippi civil rights leaders that it had discriminated against Negroes in its programing. The hearing was ordered by the U. S. Court of Appeals in Washington, which ruled that the commission had erred in not holding a hearing on the station's renewal application. The commission, as a result of its investigation of the complaints, issued the station a one-year license renewal in 1965.

Mr. Smith's Testimony ■ The testimony concerning the alleged refusal of WLBT to provide time for political broadcasts when it was requested was presented by Robert L. T. Smith. Mr. Smith, who is one of those pressing the case against the station and who was a candidate for Congress in 1962, said he approached Fred Beard, then manager of WLBT, early in that year. Mr. Beard, he said, told him it was too early in the campaign to sell time and suggested that he use Negro churches instead to get his message across.

Bob McRaney Jr., who is the station's new general manager, said that with the change in management he has reason to believe that local interests in Jackson are conscious of the station's "sincere efforts to operate fairly and in the public interest."

A television license is a public trust, he added. "We believe we have been consistent with that trust and will continue to do so."

A witness for the United Church of Christ, Dr. A. D. Beittel, said he believed the station has provided more objective programing in recent years. Dr. Beittel, a white educator, headed the predominantly Negro Tougaloo College from 1960 until 1964. He is a member of the Mississippi Advisory Committee for the U. S. Commission on Civil Rights.

Under cross examination, Dr. Beittel said that since Mr. McRaney replaced Mr. Beard about two years ago, there had been "a substantial improvement"

Crewe branches into TV

The establishment of Crewe Video, New York, as a TV packager and production company was announced last week by Bob Crewe, board chairman of the Crewe Group of Companies. Several properties have been acquired by Crewe for development into TV specials and series. The Crewe Group of Companies include recording firms, music publishing organizations and S.C.C. Management Corp., a talent management company. Crewe Video is located at 1841 Broadway, New York.



Mr. Crewe

in the caliber and type of programs shown. He said Negroes appear on programs.

The hearing, which is expected to last three or four weeks, is being conducted by Examiner Jay Kyle.

Florida convention plans freedom-of-press debate

Prominent members of the bar and broadcasters will participate in a panel on freedom of information to be held June 12 in Miami Beach, it was announced last Thursday (May 4) by the Florida Association of Broadcasters. Session will be part of the annual summer meeting of the FAB at the Americana hotel June 11-13.

One side of the panel will be represented by Al Cone, president of the American Trial Lawyers; Mitchell Goldman, president of the Florida Criminal Defense Lawyers Association, and Judge Douglas S. Lambeth, Broward county judge. The other side of the panel will be represented by Ray Reuster, vice president and news director of WFTV(TV) Orlando, Fla., and two other broadcasters to be selected.

The FAB also announced that its luncheon speakers in Miami Beach would include former state Governor LeRoy S. Collins, onetime president of the National Association of Broadcasters, and Florida Governor Claude Kirk.

Tom Welstead, of WLBW-TV Miami, is convention chairman, and Warren Blackmon, wvcg Coral Gables, is president of the FAB.

Davis & Cole distribute new historical series

A new series of five-minute shows, *Perspective*, telling stories of the famed and defamed, is being offered by Davis & Cole Inc., Villanova, Pa. The company reported last Wednesday (May 3) that the series, cut for five separate shows each week, has been bought in five markets.

Perspective comprises selected profiles of contemporary and historical figures in all fields as well as narration of events of human and historical interest. Narrator is George Ansbro, with ABC since 1942 and currently news announcer on WABC New York.

Signed up for the series are WINQ Tampa, Fla.; WBLA Elizabethtown, N. C.; WLOX Biloxi, Miss.; WYZZ Scranton-Wilkes-Barre, Pa., and WGHM Skowhegan, Me.

Davis & Cole is at 733 Stoke Road, Villanova, Pa. 19085.

Hansen proposes options to election quandry

Uniform closing times for polls or prohibitions on networks from projecting winners from early election returns were alternatives offered by Senator Clifford Hansen (R-Wyo.) in remarks delivered to a meeting of the Rocky Mountain Collegiate Press Association at Laramie, Wyo.

"Everybody loves a winner," the senator noted, adding that he couldn't believe that "rapid-fire election-night 'guesstimations'" didn't influence votes in states where polls had not closed.

Senator Hansen also called attention to fictional World War II exploits on television and asked the industry whatever happened to the "two lost wars," Korea and Vietnam. "The awareness of our times would be substantially heightened and greatly strengthened if the story of America's involvement in Vietnam were to be credibly fictionalized and presented on television," he said.

Radio series sales . . .

Grand Ole Opry (WSM Inc.): KJCF Festus and KRES Moberly, both Missouri; WDXN Clarksville and WIDD Elizabethton, both Tennessee; WSER Elkton, Md.; WBIP Booneville, Miss.; WSHO New Orleans; WAND Waynesburg, Pa.; WTID Newport News, Va.; WMOP Ocala, Fla.; WETZ New Martinsville, W. Va., and WKKS Vanceburg, Ky.

Chickenman (Spot Productions): WTHI Terre Haute, Ind.; WHLO Akron,

What's the value of a Byline?

Years of a man's professional life can pass before he rates a byline.

Some never make it.

Those that do can usually be depended on to deliver their story with the integrity and skill befitting their byline.

We make medicines for doctors to prescribe. And, we make them with integrity and skill.

Whether life-saving or not, we feel they demand that we put ourselves on the line—and we do.



LEDERLE LABORATORIES

A Division of American Cyanamid Company, Pearl River, New York

Ohio; KISN Vancouver, Wash.; WIFE Indianapolis; KCBQ San Diego; KWEB Rochester, Minn.; WMOX Meridian, Miss.; KTON Belton, Tex.; WHOO Orlando, Fla.; WDUZ Green Bay, Wis.; WALT Tampa, and WROD Daytona Beach, both Florida; WAIR Winston-Salem, N. C.; WAUK Waukesha, Wis.; WTTH Port Huron, Mich.; WELM Elmira, and WLFH Little Falls, both New York; KEWI Topeka, Kan.; WRDB Reedsburg, Wis.; WBBQ Augusta, Ga.; KBST Big Spring, Tex.; KICK Springfield, Mo.; WLOI La Porte, Ind.; KOOK Billings, Mont.; WTTL Madisonville, Ky.; KLV Las Vegas; WERX Wyoming, Mich.; WINT Winter Haven, Fla.; WTPS Portage, Mich.; WPXY Greenville, N. C.; KFOQ Anchorage; WDVH Gainesville, Fla.; WREO Ashtabula, Ohio; WLNC and WEWO, both Laurinburg, N. C.; KFXD Nampa, Idaho; KASK Ontario, Calif.; WRC Hickory, and WIST Charlotte, both North Carolina, and WINA Charlottesville, Va.

The Joe Pyne Show (Hartwest Productions Inc.): KCKC San Bernardino, KMAK Fresno and KCEY Turlock, all California; KKAM Pueblo, Colo.; WLCO Eustis, WIVY Jacksonville and WIMQ Tampa, all Florida; KXJK Forrest City, Ark.; KDMI(FM) Des Moines, Iowa; WJBD Salem, Ill.; WFBM Indianapolis; KBMY Billings, Mont.; KCLV Clovis and KAFE Santa Fe, both New Mexico; KLPM Minot, N. D.; KWYZ Everett and KEPR Kennewick-Richland-Pasco, both Washington; KRPL Moscow, Idaho; KFRU Columbia, Mo.; KFAB Omaha; KANN Ogden, Utah; WNAR Norristown, Pa.; WELK Charlottesville and WBLT Bedford, both Virginia; KABR Aberdeen and KELO Sioux Falls, both South Dakota; KRGV Weslaco, Tex.; KATI Casper, and KRAE Cheyenne, both Wyoming; WXXL Harriman and WKXV Knoxville, both Tennessee; WECL Eau Claire, Wis.; WTTH Port Huron, Mich., and WJTN Jamestown, N. Y.

NBC plans regular satellite news feeds

NBC-TV has announced a regularly scheduled satellite news feed from Europe, beginning May 20 on *The Frank McGee Saturday Report* (6:30-7 p.m. EDT).

William R. McAndrew, NBC News president, in announcing the feed last week referred to the innovation "as the first step toward instant global communications." The network plans to use either the Early Bird or Canary Bird Atlantic satellites for 24 consecutive Saturdays through the end of October, transmitting reports both live and taped from "all the capitals of Europe, including Moscow and other Communist bloc cities." Mr. McAndrew added that

NBC News also intends to reserve space on the Pacific satellite when its circuits become available.

NBC has reserved space on the Atlantic satellites from the four common carriers—RCA, Western Union, ITT and AT&T—for news stories and analysis originating from European cities.

Each Saturday the satellite circuits will be available from 5:30-5:40 p.m. EDT. NBC will pretape the transmissions for insertion on the Frank McGee newscast, which is being scheduled as the replacement to *The Scherer-MacNeil Report*.

Program notes . . .

Moves west ■ United Television Inc., including United Artists Associated division, is at a new address in New York. UA TV has moved from 555 Madison Avenue to new quarters at the United Artists building, 729 Seventh Avenue (New York 10019). Phone number: Circle 5-6000.

Tiger-Torres coverage ■ Madison Square Garden-RKO General Sports Presentations plans to syndicate coverage to TV stations of the May 16 world light heavyweight title fight between Champion Dick Tiger and Challenger Jose Torres live from Madison Square Garden in New York. Colorcast will be blacked out in New York area until May 17.

Africa commentator ■ ABC News commentator Howard K. Smith has been named commentator for ABC-TV's four-hour "Africa" special to be broadcast Sept. 10. He will review the major issues presented in contemporary Africa and their meaning for U. S. foreign policy. Program will be narrated by Gregory Peck.

TV series sales . . .

McHale's Navy (MCA): WLVA-TV Lynchburg, Va.; KWGN-TV Denver; KIMA-TV Yakima, Wash.; WAND(TV) Decatur and WTVO(TV) Rockford, both Illinois; WINR-TV Binghamton, N. Y.; WSPD-TV Toledo, Ohio; WEAT-TV West Palm Beach, WINK-TV Fort Myers and WFLA-TV Tampa, all Florida; KTVN(TV) Reno; WKBF-TV Cleveland, and KGSC-TV San Jose, Calif.

Wagon Train (MCA): WMAR-TV Baltimore; KCRG-TV Cedar Rapids, Iowa; WHIO-TV Dayton, Ohio; WTCN-TV Minneapolis-St. Paul, and WKBS-TV Burlington, N. J.-Philadelphia.

Volume II: Films of the 50's and 60's (Seven Arts): KABC-TV Los Angeles; KGO-TV San Francisco; KLYD-TV Bakersfield, Calif.; WFIL-TV Philadelphia; WAND(TV) Decatur, Ill.; WFTV(TV) Or-

lando, Fla.; WTVJ(TV) Miami; WTVW(TV) Evansville, Ind.; WHDH-TV Boston; WVIC-TV Hartford, Conn., and KZAZ-TV Nogales, Ariz.

Islands in the Sun (Bill Burrud Productions): WABC-TV New York.

I Love Lucy (CBS Films): WFIL-TV Philadelphia; WBNF-TV Binghamton, N. Y.; WNHC-TV New Haven, Conn.; WLYH-TV Lancaster-Lebanon and WFBG-TV Altoona, both Pennsylvania; KFRE-TV Fresno, Calif.; WKBD-TV Detroit, and WKBG-TV Cambridge-Boston.

Hayride (ABC Films): KTAL-TV Texarkana, Tex.-Shreveport, La.; KREX-TV Grand Junction, Colo.; WHEN-TV Syracuse, N. Y.; WSJV(TV) Elkhart-South Bend, Ind.; KTVT(TV) Fort Worth-Dallas; WCKT(TV) Miami, WJKS-TV Jacksonville and WFTV(TV) Orlando, all Florida, and WGN-TV Chicago.

One Step Beyond (ABC Films): KPLR-TV St. Louis; KGMB-TV Honolulu, and WFTV(TV) Orlando, Fla.

New post at AP for broadcast news problems

A heavier flow of regional and state news reports from the Associated Press broadcast news division was anticipated



Mr. Wessel

last week with the appointment of James M. Wessel as director of special projects in the general office of the division.

Robert Eunson, AP assistant general manager in charge of broadcast services, said Mr. Wessel's first assignment would be a study to develop new techniques in both transmission and writing of news for the broadcast media. He predicted "a greatly increased regional and state news report" would result to meet "ever-increasing demands" from AP's station members.

Wes Gallagher, AP general manager, said "tremendous growth" of AP's broadcast division over the past decade dictated expansion of the executive staff by creation of the new post of special projects director.

Mr. Wessel, 51, moves into the new assignment after 23 years with AP, all of them in broadcast news and the last eight as a supervisor on the broadcast news desk. Before joining AP he was a news executive with WCPO (now WUBE) Cincinnati, Transradio Press and WBen Buffalo, N. Y.

His new duties will also include recruiting young writers and training them in the writing of broadcast news.

*More than ever before . . .
the soundest sound in FM
is the new sound of Gates*

FM-250H
250 watts

FM-1H
1 KW

FM-3H
3 KW

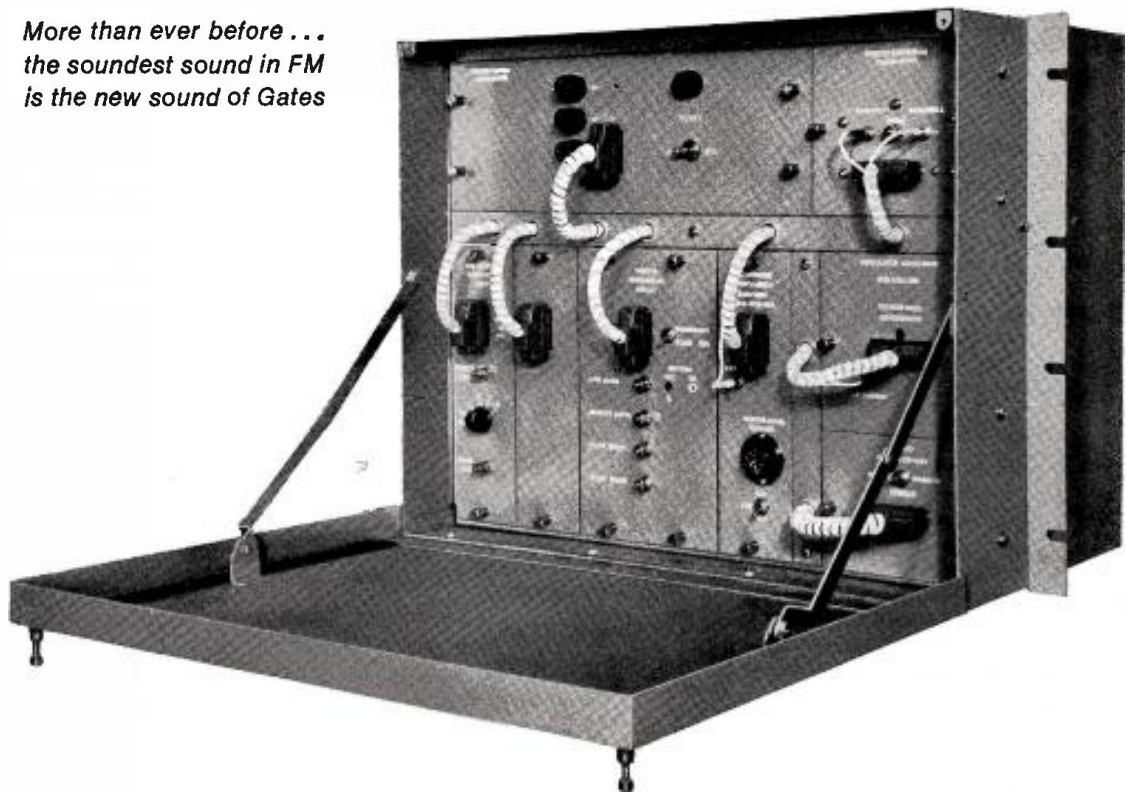
FM-5H
5 KW

FM-7.5H
7.5 KW

FM-10H
10 KW

FM-20H
20 KW

FM-40H
40 KW



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FCC to study its gigacycles

Proposal for CATV use in 18-gigacycle area prompts study to determine usage of unused spectrum space

The FCC has launched an in-house study of the largely unexplored reaches of the spectrum above 13 gigacycles. Its aim is to determine, before making any allocations, how the frequencies available there can be most effectively used.

The study grows out of the request of Teleprompter Corp. for a rulemaking proceeding that, theoretically, could revolutionize the CATV industry by permitting cable companies to operate without cables. Teleprompter has proposed that 448 megacycles between 18.349 and 18.797 gigacycles be set aside for short-haul CATV relay service. (A gigacycle represents 1,000 megacycles).

The proposal conjures up visions of CATV systems using the 18-gigacycle band to serve homes in sparsely settled areas—service that CATV's cannot afford to provide now because of the cable costs involved. Teleprompter and Hughes Aircraft Corp. have conducted experiments in the 18-gigacycle range through their New York CATV project, in a test authorized by the commission last year (BROADCASTING, May 2, 1966).

Request Opposed ■ Teleprompter's request for a rulemaking has been opposed by the Communications Satellite Corp. and AT&T on the ground that such use of the 18-gigacycle band could adversely affect the future development of communications satellite service. Comsat said "substantial segments in the upper portions of the spectrum" will be needed to meet the needs of such service (BROADCASTING, March 13).

These arguments appear to have been persuasive. The staff had prepared a draft notice of rulemaking, reportedly along the lines requested by Teleprompter. However, the commission two weeks ago decided to shelve the matter until a study of the upper portions of the spectrum could be made. Teleprompter officials were informed of this decision, but were also assured that that decision did not constitute a prejudgment of the company's proposal. The study is expected to last six weeks.

Commission engineers are known to regard the Teleprompter proposal as significant. However, they point out that the commission has yet to authorize operational services above 13.5 gigacycles.

The engineers will consider the feasibility of employing the upper reaches of the spectrum for space communications and other broadband uses, including common-carrier line-of-sight radio relay. As they move ahead, they will maintain liaison with the Office of Defense Telecommunications Management, which is responsible for the government share of the spectrum.

When the in-house study is completed, the commission could initiate the rulemaking proceeding requested by Teleprompter. But some officials last week appeared to think that a more likely course would be an invitation, through a notice of inquiry, to industry sources to aid in the study. Or if the information turned up by the in-house review provides the commission with what it considers a sound basis for moving ahead, according to one commission source, it might issue a notice of rulemaking proposing allocation of the upper portion of the spectrum to various uses.

Big trade show planned by EIA

Electronic Industries Association officials last week outlined plans for EIA's first "super trade show," a display of over 10,000 new consumer products to be held in New York June 25-28.

EIA's consumer products division estimated that about 80% of the 106 exhibitors will introduce their 1968 lines of television sets, radios, tape recorders (audio and video), and phonographs. The show is representative of an \$8-billion industry (retail).

In conjunction with the four-day event, EIA has asked the National Appliance and Radio-TV Dealers Association to conduct its 24th annual convention as an introduction to the EIA exhibits. NARDA will meet from June 22-25 in New York's Americana hotel and co-sponsor with EIA a reception and banquet featuring guest entertainers on June 25.

Together EIA and NARDA have designated both trade meetings as "Consumer Electronics Week—1967" from June 22-28. EIA has begun a \$30,000 advertising and promotion campaign, chiefly in the trade press.

Side Show ■ Activities of the EIA show will center in the Americana and New York Hilton hotels, where over 150,000 square feet of space has been reserved. Other products allied to the industry, but not eligible for exhibit, such as antennas, cabinets, records and tape cartridges, will be grouped in booths set up at the City Squire and Warwick hotels in New York.

EIA estimated attendance would reach upwards of 10,000 manufacturers, retailers and other guests, including broadcasters, agency personnel and engineers.

Highlights of EIA's session include a government-industry symposium (June 26) featuring speakers from Congress, the Department of Labor, the FCC, and the Federal Trade Commission. Participants will be announced later this month by EIA.

A one-day session on black-and-white and color TV, radios, and phonographs is planned for June 27. Also scheduled are two merchandising seminars (June 27-28) with discussions of selling ideas by manufacturers and retailers. The last day will feature talks on hi-fi audio components, home and auto-tape recorders and players, and video-tape equipment.

WHAM claims crowd on its clear channel

A federal court in Washington was asked last week to overturn an FCC grant of a class 2A assignment to a Montana radio station. Involved in the case is a Voice of America radio station broadcasting to Cuba.

Appealing from the FCC's 1966 grant of 1180 kc to KOFI Kalispell (a 5-kw daytimer on 930 kc) was 50-kw, clear-channel WHAM Rochester, N. Y. WHAM claimed that the FCC should defer the KOFI grant or find another frequency for it. It also claimed its license was being modified without a hearing.

The FCC grant to KOFI was made following the commission's final decision in the clear-channel case. This provides that half of the class 1A channels would have a second station operating at night, protecting the dominant station through directional antennas.

WHAM charged that since 1962 it has had a second station on its clear channel; this is a transmitter on Marathon Key, Fla., operated by the United States Information Agency, broadcasting to Cuba. Compounding this situation, WHAM said, is the fact that the Cuban government jams this VOA

broadcast, adding further interference to its clear channel. WHAM said it had protested the USIA operation from the beginning, but the FCC has been unable to do anything about it.

The commission contended that its clear-channel decision provides for a second assignment on 1180 kc in the northwest and that this is in the public interest, outweighing the problem caused by the USIA station.

The fact that WHAM is represented by the Washington law firm of Cohn and Marks caused Circuit Judge Warren E. Burger to interject a humorous aside about Mr. Marks not speaking to Mr. [Marcus] Cohn. Leonard H. Marks is the present administrator of USIA; while he was in private practice he represented WHAM in its efforts to remove the USIA station from his client's frequency.

In addition to Judge Burger, the appeal was heard by Circuit Judges J. Skelly Wright and Edward A. Tamm. Stanley S. Neustadt argued for WHAM; John Conlin, for the FCC, and William J. Bernton, for KOFI.

Government spectrum use may supply needed space

The Office of Telecommunications Management has been asked to survey government use of the radio frequency spectrum as one way of finding more space in the overcrowded roadways of the air.

The suggestion was made to J. D. O'Connell, director of telecommunications management, by Representative Robert N. Giaimo (D-Conn.) in hearing before a House appropriations subcommittee last March released last week.

Mr. O'Connell had stressed the saturation problem in the radio spectrum, particularly for the land mobile services.

Mr. Giaimo observed: "I would hope some real studies will be made in this area to see whether or not there can be a reduction of government usage because I have a feeling that perhaps the government got into this in the days when there was not as much need for these positions on the spectrum and I wonder whether that might have led to a taking of more of the spectrum than the government really needs. I wish a study can be made of that."

Mr. O'Connell responded that according to studies his office has made, the problem is not one of reducing government use. His office, he added, requires government users to prove their need for frequency assignments. "He has to prove his requirement for that particular frequency." Mr. O'Connell said. "We think our discipline is more rigid and strict than in the private sector."

Land-mobile study starts

Renton to head FCC staff committee for spectrum probe

The FCC has begun moving ahead in its study of how best to provide frequency relief for the landmobile services—a study that will include possible reallocation of channels now assigned to UHF television.

The commission last week established a staff committee that will be headed by Ralph Renton, chief engineer, and directed it to make the wide-ranging probe that was announced last month (BROADCASTING, April 17). No reporting deadline was set, but the commission, under pressure from Congress and land-mobile forces, is hoping for a report reasonably soon.

The commission, in announcing the establishment of the committee, said, "with nearly 3 million transmitters in service and new applications coming in at a rate of almost 20,000 per month, the land-mobile growth rate has been such as to produce severe congestion in our largest metropolitan areas."

Among the possible solutions to the problem to be explored by the committee are the possible reallocation of the seven lowest UHF channels to land-mobile, frequency sharing between television and land-mobile services, and a combination of those alternatives.

The committee will also study the feasibility of reallocating the highest 14 UHF channels, and in that connection will consider whether an outside study should be made to determine the costs that would be involved in manufacturing land-mobile equipment that could operate on those frequencies. Land-mobile users have said such costs would be prohibitive.

Another aspect of the study will involve a critical look at the present system of block allocations of land-mobile frequencies. Under that method, certain frequencies are assigned to the same specified uses across the country, leading to such situations as channels in the New York area being reserved for the forestry service.

Committee Members ■ Members of the committee are James E. Barr, chief of the Safety and Special Radio Services Bureau; George S. Smith, chief of the Broadcast Bureau; Bernard Strassburg, chief of the Common Carrier Bureau; W. L. North, engineering assistant to

Commissioner Kenneth A. Cox; Robert G. Weston, engineering assistant to Commissioner Robert E. Lee; Henry Geller, general counsel; Max D. Paglin, executive director, and Mr. Renton, who will serve as chairman.

The commission hopes that the committee's work will be augmented by that of private groups. In announcing its study it noted that industry organizations were considering similar studies and asked that the results be submitted to it as soon as possible.

Meanwhile, preliminary work was proceeding in connection with the test of the feasibility of sharing channel 6 Washington between land-mobile and television services. Commission engineers have been studying ways of how best to make the measurements that will be needed. The test on the unoccupied frequency is expected to get underway later this month, with equipment provided by RCA, General Electric and Motorola.

NLRB orders lower initiation fees

The National Labor Relations Board has ordered New York local 11 of the National Association of Broadcast Employees and Technicians, AFL-CIO, to refrain from charging initiation fees that are found to be unlawful, excessive or discriminatory, and to refund to employees amounts in excess of the normal initiation fee charged by the local before Dec. 15, 1965. The board affirmed the rulings of its trial examiner issued last November on a complaint brought by ABC and NBC.

Trial Examiner William Seagle said that NBC had required extra broadcast technicians, called vacation relief employees, in the fall of 1965 because of the football season. On Dec. 15, 1965, local 11, which had been charging all its members an initiation fee of \$150, adopted a higher schedule of initiation fees requiring members making \$119 a week or more to pay fees ranging from \$500 to \$1,000. Mr. Seagle said the increased fees were adopted to discourage the networks from hiring the extra technicians who, he said, could not normally expect work of more than several months' duration. The effect of the increased fees, he said, would be to confine vacation relief employment to broadcast technicians who were already members of the union and who would not, therefore, be required to pay the increased fees.

The union contended that the increased fees were adopted to correct its financial condition and to improve its services.

Access to foreign satellites

Robert Sarnoff thinks U.S. carriers should be allowed to use future foreign systems

A proposal that American international communications carriers be permitted access to foreign satellite systems whenever they could provide the best service at the lowest cost was advanced last week by Robert W. Sarnoff, president of RCA.

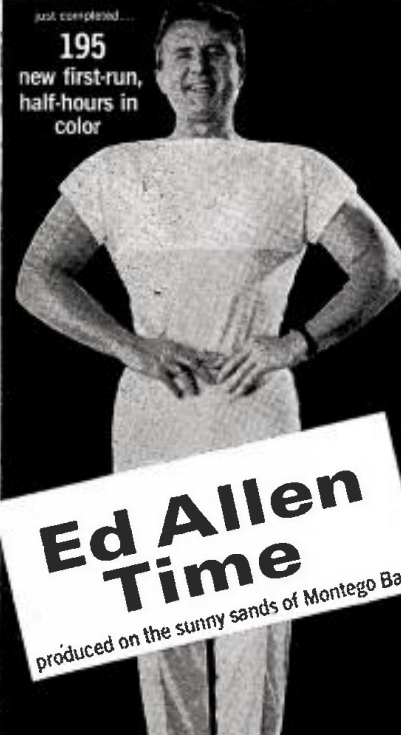
In an address before the International Communications Association in Minneapolis, Mr. Sarnoff said it is "entirely conceivable that at certain times, the

customer could be better served through a French or a Russian or British satellite rather than through a multinational or American-owned one." He said provision also should be made for foreign carriers to have access to any regional satellite system the U. S. might establish in the future.

Although he made no direct reference to regional systems designed exclusively for broadcasting, RCA's subsidiary,

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Comsat may have foreign competition

Communications Satellite Corp.'s monopoly on transoceanic satellite communications since 1965 is being threatened by talk of other space communications systems.

Aimed for launching in 1970 is an experimental European system to be co-sponsored by France and West Germany. And planned for 1969 is a Japanese communications satellite.

The French-West German announcement was made April 28 by Maurice Schumann and Gerhard Stoltenberg, respectively French and West German ministers of scientific research. The Japanese announcement, made the same day, was by the Japanese Post and Telecommunications ministry.

The French-West German project is apparently aimed at putting a communications satellite system into operation in time for the 1972 Olympic Games, scheduled to be held in Munich. France has offered its launch site on the equator in French Guiana. The launch vehicle would be one of those under development by the European Launcher Development Organization. ELDO is supported by France, West Germany and Britain. Great Britain was said to have been invited to participate in the communications program, but declined.

The cost of developing two communications satellites has been put at \$75 million. The ELDO project is estimated to cost about \$600 million.

The only communications satellite

other than Comsat's that is operating is a Russian system handling domestic traffic between Moscow and Vladivostok.

The Japanese system is to be developed by the Post and Telecommunications ministry, Nippon Telegraph and Telephone Corp., Kokusai Den-shin Denwar Co., and the Japan Broadcasting Corp.

Canada's Board of Broadcast Governors recently held a hearing on a proposal to establish a domestic satellite system for that country.

Earth Station ■ Meanwhile, Comsat has asked the FCC to approve its fourth U. S. mainland ground station—near Jamesburg, Calif., 30 miles southeast of Monterey on the coast.

The Jamesburg earth station will be designed to use large, 90-foot to 100-foot antennas to provide commercial multichannel telephone, TV, telegraph, facsimile, data, etc., between the U. S. mainland and Hawaii, South America, Australia, Japan, Asia and other Pacific points.

Cost of the station is estimated at \$6.5 million. Completion is expected next year.

The Jamesburg station will bring to six the number of earth stations owned by Comsat and the U. S. international carriers in the U. S.; the others are at Andover, Me.; Brewster Flat, Wash.; Pinalu, Hawaii; Cayce, P. R., and Green Valley, W. Va. The last two are also awaiting FCC approval.

Make
the grass
greener
on your
side of
the street.

See Page 35.

McLendon in Stockholm

The U. S. position in Vietnam was scheduled to be defended at the "war crimes" tribunal in Stockholm last week by Gordon McLendon, Dallas-based group broadcast owner.

Mr. McLendon, who made a trip to Saigon to inspect the progress of the war, asked to testify in a telegram to French philosopher Jean Paul Sartre, a sponsor of the trial, according to KLIF Dallas.

To assure that the U. S. action in Vietnam received a fair and factual hearing, Mr. McLendon desired to relate his experiences of the war. The mock trial is being held by British pacifist Bertram Russell and others. Mr. McLendon was scheduled to appear last Friday (May 5).

NBC, as well as CBS, ABC and the Ford Foundation have all proposed the establishment of regional systems for the transmission of radio and television programs within the U. S. Foreign entities would apparently have access to such systems under Mr. Sarnoff's proposal.

Freedom to Communicate ■ Multi-national access to satellite systems is necessary, Mr. Sarnoff said, "not just to obtain reciprocal rights, but to be consistent in upholding the principle of freedom of communications."

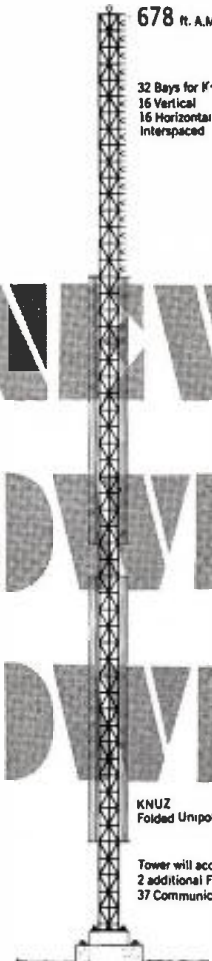
The imminent prospect of international communications satellites launched by other countries creates a "compelling need for agreement to insure the orderly introduction and use of *all* future regional and global" systems, he added. Key objectives of the agreement would be to insure a basic compatibility among all systems enabling complete interconnection and an assurance of equitable access to all systems on a nondiscriminatory basis.

Mr. Sarnoff also repeated an earlier proposal for uniting the facilities and operations of U. S. international communications carriers into a single privately owned enterprise. Now under government study, such a merger would unite RCA, AT&T, Western Union International, International Telephone & Telegraph and the Communications Satellite Corp. RCA, AT&T, WUI and ITT own about 50% of Comsat, which currently has sole authority to own and operate a U. S. commercial system. "Subject to proper government regulation, this new enterprise should be endowed with independence in operations and policy," Mr. Sarnoff said.

BROADCASTING, May 8, 1967

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RCA faces bright new world

Scott refuses to disclose pay of Carson and Palmer;
minor discontent heard on dividends and executive pay

Stockholders at RCA's annual meeting in New York last week heard top officials freely paint a bright picture in 1967 for sales and earnings, abetted by the company's growth and diversification program, its expanding role in the "information revolution" and its strong position in the home entertainment field, including color television.

On certain other matters that enlivened the meeting attended by about 2,200 shareholders in the Waldorf-Astoria hotel, RCA officials were less open-handed. They declined to discuss, for example, the remuneration that Johnny Carson is receiving as an aftermath of his well-publicized absence and return to NBC-TV's *Tonight* series, as well as the financial arrangements that had been made with golf champion Arnold Palmer to bring him into the NBC family.

To questions on both personalities from several persistent stockholders, NBC Board Chairman Walter Scott, an RCA director, stood firm, declining to reveal financial details on the ground that it represented competitive information. When one shareholder insisted that he comment on reports that Mr. Carson's new agreement will bring him more than \$1 million a year, Mr. Scott replied:

"I can only tell you that reports in the press about Mr. Carson's salary are grossly distorted and exaggerated."

But shareholders appeared to be generally content and delighted with RCA's past performances and its projection for expanded sales and profits. There was some discontent voiced over the amount of cash dividends, which has been averaging about 80 cents a year; the stock options granted to top RCA officials and the salaries paid to leading RCA executives ("some of them get paid a lot more than the President of the United States," grumbled one stockholder).

Brigadier General David Sarnoff, RCA board chairman, presided at the meeting and exercised control with firmness and frequent good humor.

Cash Dividends ■ To the questions of allegedly meager cash dividends, he pointed out that RCA also has paid a stock dividend for some years and split its stock three-to-one several years ago, and concluded that "it really hasn't been so bad." He replied to the ques-

tion of salaries for top officials by pointing out that satisfactory financial arrangements must be made with outstanding executive talent in order to retain their services in this competitive era. The issue of stock options was settled by the stockholders themselves when they voted overwhelmingly during the meeting to reject a shareholder's resolution that would have limited stock options.

On other resolutions, RCA stockholders approved by substantial margins proposals to merge the Hertz Corp. into RCA (earlier in the day Hertz shareholders had approved the consolidation); to re-elect 19 incumbent members of the board of directors, and to appoint Arthur Young & Co. as RCA's independent public accountancy firm.

Elmer W. Engstrom, chairman of the executive committee of RCA, advised shareholders that sales and earnings continued to advance during April to set new all-time records for the first four months of 1967. He noted that RCA had achieved these gains although it had been effected, along with other manufacturing industries, by "some softening" in the consumer goods market, including color television.

Temporary Pause ■ He called the current slow-down in consumer-goods sales "a temporary pause in the pattern of economic expansion," and predicted the economy would rise and electronics would make "a unique contribution" to the advance. Mr. Engstrom disclosed that capital expenditures by RCA



RCA President Robert Sarnoff shows Dr. Elmer Engstrom, chairman of the executive committee, a small TV camera used in space exploration.

in 1967 would approximate those in 1966, keeping pace with the company's growth opportunities and requirements.

Robert W. Sarnoff, president of RCA, placed emphasis upon the growing information requirements of industry, commerce, science and education and told the meeting that RCA is equipped to meet the need on the basis of its experience in communications and data processing. As indications of RCA's growing strength, Mr. Sarnoff pointed to its "unmatched" position in the home entertainment field, including color TV; the new first quarter sales and earnings records set by NBC, and substantial gains registered by such units as RCA Electronic Data Processing and RCA Electronic Components.

He stressed that RCA is changing to meet the needs of a changing society and today, among other things, the company is an electronics manufacturer, a broadcaster, a publisher, a global communicator and a leading research organization.

In his opening remarks, General Sarnoff contrasted the situation of the company in 1967 with its position 46 years ago at the first stockholders meeting. At that time, he said, there were about 50 shareholders, representing 34,000 holders of RCA shares, and added:

"Today the shareholders in this hall represent nearly 330,000 owners of RCA—the eighth most widely held enterprise in the nation. The total value of their share holdings, at current market prices, approaches \$3 billion."

Increased earnings seen for Teleprompter

Teleprompter Corp. last week reported record first-quarter 1967 earnings, up 46%, and gross revenues up 20% over the corresponding period of a year ago.

Irving B. Kahn, chairman and president of the firm, whose interests are principally in CATV, told stockholders at an annual meeting in New York that 1967 earnings "augur well for the continuation of the pattern of increasing annual earnings." In 1966, he said, Teleprompter's net earnings climbed 57% over 1965. The company's gross revenues last year were enhanced by the closed-circuit telecast of the Daytona 500 stock-car classic. Mr. Kahn predicted that this annual racing event would "make a substantial contribution to future earnings."

Teleprompter operates 18 CATV systems, among them two in New York and Los Angeles, both in joint ownership with Hughes Aircraft Co. Mr.

Kahn said those two large CATV franchises alone represent an aggregate investment of \$18 million. The company, he added, is now working toward new franchises in South Carolina, Connecticut, Pennsylvania and other areas.

Reporting on divisional activity, Mr. Kahn said the master antenna division has completed installation of closed-circuit TV security and traffic control systems, educational-TV distribution facilities, and a CATV system for Homestead Air Force Base in Florida. The group communications division, responsible for closed-circuit feeds of boxing, football, basketball and the Daytona stock car races, plans to undertake new projects for both domestic and foreign markets, he indicated.

Both Teleprompter and Hughes have asked the FCC for extensions of their microwave system experiment that employs the high-frequency spectrum in the 18,000 mc range for "short-haul" TV distribution, and possibly for use with CATV distribution where cable feed is limited. The short-distance system was reported to be "most useful" for Teleprompter's operation.

For the three months ended March 31:

	1967	1966
Earned per share	\$0.13	\$0.09
Revenues	1,964,643	1,639,331
Net earnings	107,469*	73,439

* Included is \$52,782 net gain on sale of 1% of Manhattan subsidiary (after tax provision) purchased by Hughes Aircraft. Hughes previously had bought 10% of the system giving Teleprompter a \$446,000 gain.

Sonderling stock goes on the open market

The first public offering of Sonderling Broadcasting Co. stock went on the market last Thursday and by the end of the day, according to the underwriter, Bear Stearns and Co., the stock was sold out and selling at a premium.

The 380,000 shares went on the open market at \$13 a share. At the end of the day, the bid-asked price was 15½-16.

The shares represent 47.5% of the outstanding 800,000 shares of the Sonderling group. They are being sold by Richard Goodman, who is selling 34.8% and by Mason Loundy, 12.7%.

At the \$13 price, the offering would bring \$4,544,800 after commissions to the two sellers.

Egmont Sonderling, president of the group, retains his 24.6% ownership. Mr. Goodman still owns 19.4% and Mr. Loundy, 7.0%. Washington attorney, A. Harry Becker, holds 1.5%.

Sonderling Broadcasting owns six station properties, all fulltime outlets. They are: WOPA Oak Park, Ill. (Chicago) on 1490 kc with 1 kw days, 250

Broker advises: buy station-group stocks

"Revenues of the five (group broadcasting) industry leaders spurted almost 160%" in the last five years, and "net income outraced sales growth by more than two to one," according to Paine, Webber, Jackson & Curtis, New York stock brokerage company.

The firm's entertainment stock analyst, Bert Haas, concludes that multiple-station owners are "vigorously outpacing the general economy . . . and are likely to shatter all previous records" in 1967, and their "upsweep will continue in the years immediately ahead.

"TV's share of the total advertising dollar has advanced without interruption and now stands close to 17%—versus about 12% 10 years ago."

Three fundamentals suggest this pattern is likely to continue well into the future, the report says, citing the

trend to two-set homes, the increased average viewing per set, and the advent of color.

Radio, it says, has enjoyed an "impressive revival of growth," with advertising revenues increasing at the annual rate of 8% over the past five years, and 9% in 1966. Also noted: the separate programming by AM and FM stations and the rising sales of FM receivers as injecting "interesting growth potential . . ."

Mr. Haas specifically recommends three stocks: Capital Cities Broadcasting, Metromedia and Taft Broadcasting.

The report was issued in Paine Webber's weekly research comments No. 48. The report has one cautionary note in its optimistic analysis of group broadcasting: "Government regulation poses a problem of indefinite duration," though it has stimulated diversification.

w nights; WOPA-FM Oak Park on 102.7 mc with 50 kw; WOL Washington on 1450 kc with 1 kw days and 250 w nights; WOL-FM Washington on 98.7 mc with 20 kw; WDIA Memphis on 1070 kc with 50 kw days, 5 kw nights; WDIA-FM Memphis on 102.7 mc with 100 kw; KDIA Oakland-San Francisco, on 1310 kc with 5 kw; KFOX Long Beach, Calif. (Los Angeles), on 1280 kc with 1 kw; KFOX-FM Long Beach, on 100.3 mc with 58 kw, and WWRL New York, on 1600 kc with 5 kw.

Storer has profit drop in first quarter

Storer Broadcasting Co. reported a decline of \$231,547 in earnings for the first quarter of 1967 compared to the same period last year.

Total broadcast revenues, however, increased by almost \$1.5 million for the quarter. The only unprofitable station was WSBK-TV (ch. 38) Boston. This was attributed to the expenses of re-equipping, reorganizing and reprogramming. Storer acquired the Boston station last year for over \$2,250,000. Storer also reported that depreciation expense had increased in excess of \$135,000 chiefly as the result of the purchase of over \$2 million worth of color-TV studio equipment.

Storer owns 85.7% of Northeast Airlines, and 100% of Storer Leasing Corp. which owns jet aircraft leased to Northeast. Storer Leasing's deprecia-

tion charges also increased substantially, it was said, because of the addition of four new Boeing 727's and associated equipment.

The company reported also that its CATV systems reported their first quarterly profit, after all charges. Storer owns CATV systems in California and New Mexico.

In addition to its six television and seven radio stations, the company owns Storer Programs Inc., TV productions, and Storer Television Sales Inc., national sales firm.

Three months ended March 31:

	1967	1966
Earned per share*	\$0.49	\$0.55
Total broadcast revenues	13,185,120	11,798,254
Earnings*	2,047,906	2,279,453
Shares outstanding	4,167,317	4,139,577

* Reflects Storer's 85.7% stock ownership of Northeast Airlines, and 100% ownership of Storer Leasing Corp.

Reeves reports earnings up 43%, revenue up 15%

Reeves Broadcasting Corp., New York, last week reported net earnings for the first quarter increased 43% and gross revenues were up 15% over the comparable 1966 period.

J. Drayton Hastie, president of Reeves, attributed the gains to strong growth in all phases of the company's studio division. He said further improvements—as well as more profits—can be expected in coming months, especially with the operation of a new

Airmobile-Video System introduced this year. The system is a portable color unit designed for short-notice transportation by commercial jet to anywhere in the world.

Mr. Hastie also cited Reeves's application now before the FCC for a TV station in Lexington, Ky., as further evidence of the company's growth. He predicted FCC approval sometime in June. Besides two TV and two radio stations, Reeves owns 12 CATV systems, film sound and video tape recording studios and diverse interests in land development and real estate.

For the three months ended March 31:

	1967	1966
Earnings per share	\$0.10	\$0.08
Revenues	2,533,000	2,025,200
Net earnings	181,500	127,100
Shares outstanding	1,807,000	1,615,000

ITT sells about 20% of its Comsat stock

International Telephone & Telegraph Corp. last week sold 235,000 shares of its stock in the Communications Satellite Corp. Total sale price, at \$68.75 per share, was \$16,156,250. ITT retains 816,250 shares and remains, next to AT&T, largest single shareholder in Comsat.

Reports that profits from the sale, \$11,162,500 after broker's fees and before taxes, would be used to build ground stations for satellite communications were neither confirmed nor denied by ITT officials. Ownership and operation of ground stations are generally conceded by investors to be the most lucrative aspect of satellite communications.

ITT is committed to an ownership interest in earth stations. Under an FCC formula, ITT is to own 7% of the earth stations in Maine and Washington, as well as the projected facilities in California and West Virginia, and 6% of the station in Hawaii. Together with its Puerto Rico subsidiary, ITT will own 41% of the proposed earth station there. Comsat is 50% owner of all the installations. The other carriers have varying ownership.

ITT also has asked to be permitted to share in the ownership of the projected cable between the U. S. mainland and Puerto Rico, to be laid by AT&T. And, of course, ITT has loaned ABC \$25 million to help the network equip itself for color; the merger of the two companies is under review by the FCC.

ITT bought 1,050,000 shares at \$20 each when Comsat stock first went on sale in June 1964 and later purchased 1,250 shares when it bought Press Wireless Inc. Under the provi-

sions of the congressional act establishing Comsat, common carriers are eligible to buy half of the corporation's initial public offering. The remaining half was sold to the public. ITT will continue to hold two seats on the Comsat board.

Pennsylvania CATV borrows \$3 million

Centre Video Corp., State College, Pa., multiple CATV owner, has announced a loan agreement for \$3,470,000 with the Fidelity Bank of Philadelphia.

The money will be used for construction of CATV systems in the Pittsburgh area, and for the conversion of State College and Bellefonte, Pa., cable systems from five to 12-channels. The rebuilding is contingent on FCC approval to bring in New York City TV stations.

James R. Palmer, president of Centre Video, said that the new construction will total 300 miles, while the remodeling will total 100 miles. The company, which operates six CATV systems in Pennsylvania, two in Ohio and one in West Virginia, hold franchises for 26 Pittsburgh suburbs with almost 200,000 population.

Mr. Palmer is also president of C-Cor Electronics Inc., State College, which will supply the equipment for the construction.

Ling Altec votes to split stock

A two-for-one stock split was approved by shareholders of LTV Ling Altec Inc., Dallas manufacturer of high fidelity, broadcast and communications equipment, at an April 27 stockholders meeting. The company, which is 87.8% owned by Ling-Temco-Vought Inc., plans application for listing on the American Stock Exchange subsequent to the stock split.

Alvis A. Ward, president of Ling Altec, reported that net income increased \$78,000 and sales \$474,000 in the first three months of 1967 compared to same period in 1966.

Meanwhile, shareholders of both LTV Inc. and Wilson & Co. Inc. (food products, sporting goods, pharmaceuticals) approved the merger of Wilson into LTV. The merger plan provides for the issuance of a new LTV \$5 series A cumulative preferred stock to be exchanged for Wilson common on the basis of one share of the new LTV

preferred for each 1½ shares of Wilson. The new preferred stock is convertible anytime in the next 10 years for eight-tenths of a share of LTV common. LTV already owns 53% of the Wilson firm.

LTV's first quarter sales reached \$396,045,000 compared to \$100,041,000 for same period last year, it was reported. Net income increased to \$5,851,000 compared to \$2,735,000. Earnings per common share, after provision for preferred dividends, reached \$2.64, compared to \$1.37 a year earlier. LTV stockholders also approved a three-for-two stock split.

Three months ended March 31 (Ling Altec Inc.):

	1967	1966
Earnings per share	\$0.18	\$0.12
Sales	6,633,000	6,159,000
Income before taxes	461,000	311,000
Net income	240,000	162,000

Harris-Intertype heads for new records

Shipments and earnings for Harris-Intertype Corp., Cleveland, diversified corporation that owns Gates Radio Co., for the nine months of its fiscal year were ahead of last year's records.

Officials reported that the backlog of orders at the end of the third quarter was approximately the same as at the beginning of the fiscal year. They also estimated that sales and earnings for the full year ending June 30 are expected to set new records. Harris-Intertype recently announced merger plans with Radiation Inc., Melbourne, Fla., advanced electronic communications equipment manufacturer (BROADCASTING, April 10).

Nine months ended March 31:

	1967	1966
Earnings per share	\$2.02	\$1.75
Shipments	139,881,589	119,780,845
Earnings before taxes	17,497,364	14,976,558
Net earnings	9,266,271	8,101,269
Shares of Common outstanding	4,567,354	4,631,021

Bartell's net earnings leap 177% for the year

Bartell Media Corp., New York, last week reported a 177% gain in 1966 net earnings compared to 1965. Also disclosed was a 10% profit gain in 1967's first quarter over that of a year ago.

Frederick A. Klein, executive vice president, attributed the substantial growth last year to profits from Bartell's publishing and broadcast divisions. He said that WADO New York had progressed "by leaping into a general audience position, and establishing itself as

a major factor in New York City radio."

Mr. Klein said Bartell's CATV activity was "optimistic." Two systems (Dimension Cable TV Inc., Plattsburgh, N. Y., and Bartell Telephone TV Systems' eight systems in Maine) are preparing for operations this year. The company has also applied for a CATV franchise in Brooklyn, N. Y.

Bartell stations are WADO New York, WOXY Milwaukee, and KCBQ San Diego. The company also owns Telecuracao and Telearuba, both Netherlands Antilles, and has interests in consumer and trade magazines, books and various publishing activities.

For the three months ended March 31:

	1967	1966
Earned per share	\$0.17	\$0.154
Net earnings	337,245	305,699
For the year ended Dec. 31, 1966:		
Earned per share	\$0.40	\$0.15
Net sales	29,420,902	29,288,570
Net earnings	801,247	289,455
Shares outstanding	1,981,529	1,837,453

Luce's estate to put stock of Time-Life on market

Time Inc., New York, filed a registration last week with the Securities and Exchange Commission of 130,000 shares of common stock to be offered for sale to the public at a maximum \$110 per share.

A block of 100,000 shares will be offered by executors of Henry R. Luce's estate, and 30,000 by trustees under Mr. Luce's will for the benefit of his surviving widow.

Time Inc. publishes *Time*, *Life*, *Sports Illustrated* and *Fortune*. Time-Life Broadcast Stations is licensee of KLZ-AM-FM-TV Denver, WOOD-AM-FM-TV Grand Rapids, Mich., KOGO-AM-FM-TV San Diego, KERO-TV Bakersfield, Calif. and WFBM-AM-FM-TV Indianapolis. Time-Life Broadcast Inc. is also a multiple CATV owner.

Blair per-share earnings up a bit

John Blair & Co., New York, reported last week that gross revenues rose slightly in the first quarter of 1967 while net earnings dipped by a small margin. Earnings per share rose to 46 cents from 44 cents in the corresponding 1966 quarter, because there were fewer shares outstanding in the 1967 period, a Blair spokesman stated.

For the three months ended March 31:

	1967	1966
Earnings per share	\$0.46	\$0.44
Gross revenues	2,669,098	2,666,583
Net earnings	472,664	473,332
Shares outstanding	1,024,153	1,060,325

BROADCASTING, May 8, 1967

WQXR's billings up 12.9% in first quarter

The *New York Times*, owner of WQXR-AM-FM New York, reported record earnings, circulation and advertising in 1966, due to "continuing general prosperity and substantial change in the newspaper situation in New York City."

In its annual report to stockholders, the *Times* said that the separate programming of its AM and FM stations for 50% of the broadcast day is too new yet to assess long-range effect. The

WQXR stations began separate programming Jan. 1.

WQXR said the station enjoyed a 12.9% increase in billings during the first quarter of this year, making it the best first quarter in the station's 31-year history. An increase of 17.9% in sales was achieved in March, WQXR reported.

The *Times'* consolidated report for the year ended Dec. 31:

	1966	1965
Earned per share	\$4.28	\$2.25
Total operating revenues	172,920,301	140,546,906
Net income	9,355,469	5,131,301

The WJEF Countryopolitan



Just average listeners — but what an average!

What's the average WJEF Countryopolitan like?

He or she is about 29, married, and has three children. Typically, the family has two cars and is buying their home.

They have quite a lot already — but they need a lot, and are buying more every day.

What kind of income are they buying with? Well, Countryropolitans span the spectrum of professions, services, trades, and farming. But often as not he works in one of the

50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

They're *inquisitive*; they listen to WJEF to know what's going on, as well as to be entertained.

And they're *acquisitive*; they're prompted to get the things she hears about while making her shopping list, or he hears about driving home.

Ask Avery-Knodel about WJEF — the country music station listened to by people with lots of needs and the means to meet them.



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The complete Emmy list

Over 160 nominations are made in 33 categories; with CBS leading

More than 160 nominations for Emmy Awards in a total of 33 areas of achievement were announced last week in Hollywood. The awards, to be presented by The National Academy of Television Arts and Sciences during a two-hour telecast, June 4 on ABC-TV, cover 23 categories for program excellence and performing, writing and directing achievements by individuals in the entertainment field and 10 general areas of news, daytime, sports programming and craft achievements. Multiple winners are possible in the non-categorized areas.

CBS-TV collected 72 nominations to lead its rivals, while NBC-TV amassed 53 and ABC-TV was cited 41 times. Individually, *Death of a Salesman*, shown on CBS-TV, led with 10 nominations. ABC-TV's *Brigadoon* won eight nominations. Both were specials. NBC-TV's leading entry was a series, *I Spy*. It garnered six nominations.

Nominations were drawn from entries made by the academy's 6,000 members in nine chapter cities throughout the year. The various programs, program series and individual achievements nominated cover the period from March 25, 1966 through April 16, 1967. This will be the 19th year of the Emmy Awards presentations.

The nominees:

Outstanding comedy series—(award to producer): *The Andy Griffith Show*, Bob Ross, producer (CBS); *Bewitched*, William

Froug, producer (ABC); *Get Smart!*, Arnie Rosen, producer (NBC); *Hogan's Heroes*, Edward H. Feldman, producer (CBS); *The Monkees*, Bert Schneider and Bob Rafelson, producers (NBC).

Outstanding variety series—(awards to producer and star): *The Andy Williams Show* (starring Andy Williams), Edward Stephenson, producer (NBC); *The Dean Martin Show* (starring Dean Martin), Greg Garrison, producer (NBC); *Hollywood Palace*, Nick Vanoff and William O. Harbach, producers (ABC); *The Jackie Gleason Show* (starring Jackie Gleason), Ronald Wayne, producer (CBS); *The Smothers Brothers Comedy Hour* (starring Tom and Dick Smothers), Saul Ilson and Ernest Chambers, producers (CBS); *The Tonight Show* (starring Johnny Carson), Art Stark, producer (NBC).

Outstanding variety special—(awards to producer and star): "A Time for Laughter: A Look at Negro Humor in America" on *ABC Stage '67*, Phil Stein, producer (ABC); *Chrysler Presents the Bob Hope Christmas Special*, Bob Hope, executive producer (NBC); *Dick Van Dyke*, Byron Paul and Donohue, producers (CBS); *The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special*, Jack Arnold, producer (CBS).

Outstanding dramatic series—(award to producer): *The Avengers*, Julian Wintle, producer (ABC); *I Spy*, David Friedman and Mort Fine, producers (NBC); *Mission: Impossible*, Joseph Gantman, producer (CBS); *Run For Your Life*, Jo Swerling Jr., producer (NBC); *Star Trek*, Gene Coon, producer (NBC).

Outstanding dramatic program—(a single program, one of a series, award to producer): "The Love Song of Barney Kempinski," *ABC Stage '67*, Marc Merson, producer (ABC); "A Christmas Memory," *ABC Stage '67*, Frank Perry, producer (ABC); "The Glass Menagerie," *CBS Playhouse*, David Susskind, producer (CBS); "The Final War of Oly Winter," *CBS Playhouse*, Fred Coe, producer (CBS); *Death of a Salesman*, David Susskind and Dantel Melnick, producers (CBS); *Mark Twain Tonight!*, David Susskind, producer (CBS).

Outstanding musical program—(a special program, one of a series or a series, awards to producer and star): "Toscanini: The Maestro Revisited," *Bell Telephone Hour*, Gerald Green, producer (NBC); *Brigadoon*, Fielder Cook, producer (ABC); *Frank Sinatra: A Man and His Music, Part 2*, Dwight Hemion, producer (CBS).

Outstanding children's program—(a special program, one of a series or a series, award to producer): *Charlie Brown's All Stars*, Lee Mendelson and Bill Melendez, producers (CBS); *Discovery '66-'67*, Daniel Wilson, producer (ABC); *It's the Great Pumpkin*, Charlie Brown, Lee Mendelson and Bill Melendez, producers (CBS); *Jack and the Beanstalk*, Gene Kelly, producer (NBC).

Outstanding single performance by an actor in a leading role in a drama: Alan Arkin for "The Love Song of Barney Kempinski," *ABC Stage '67* (ABC); Lee J. Cobb for *Death of a Salesman* (CBS); Ivan Dixon for "The Final War of Oly Winter," *CBS Playhouse* (CBS); Hal Holbrook for *Mark Twain Tonight!* (CBS); Peter Ustinov for "Barefoot in Athens," *Hallmark Hall of Fame* (NBC).

Outstanding single performance by an

actress in a leading role in a drama: Shirley Booth for *The Glass Menagerie* (CBS); Mildred Dunnock for *Death of a Salesman* (CBS); Lynn Fontaine for "Anastasia," *Hallmark Hall of Fame* (NBC); Julie Harris for "Anastasia," *Hallmark Hall of Fame* (NBC); Geraldine Page for "A Christmas Memory," *ABC Stage '67* (ABC).

Outstanding continued performance by an actor in a leading role in a dramatic series: Bill Cosby, *I Spy* (NBC); Robert Culp, *I Spy* (NBC); Ben Gazzara, *Run for Your Life* (NBC); David Janssen, *The Fugitive* (ABC); Martin Landau, *Mission: Impossible* (CBS).

Outstanding continued performance by an actress in a leading role in a dramatic series: Barbara Bain, *Mission: Impossible* (CBS); Diana Rigg, *The Avengers* (ABC); Barbara Stanwyck, *The Big Valley* (ABC).

Outstanding continued performance by an actor in a leading role in a comedy series: Don Adams *Get Smart!* (NBC) Bob Crane, *Hogan's Heroes* (CBS); Brian Keith, *Family Affair* (CBS); Larry Storch, *F Troop* (ABC).

Outstanding continued performance by an actress in a leading role in a comedy series: Lucille Ball, *The Lucy Show* (CBS); Elizabeth Montgomery, *Bewitched* (ABC); Agnes Moorehead, *Bewitched* (ABC); Mario Thomas, *That Girl* (ABC).

Outstanding performance by an actor in a supporting role in a drama—(a single program or a series): Leo G. Carroll, *The Man From U.N.C.L.E.* (NBC); Leonard Nimoy, *Star Trek* (NBC); Eli Wallach, *The Poppy is Also a Flower* (ABC).

Outstanding performance by an actress in a supporting role in a drama—(a single program or series): Tina Chen, "The Final War of Oly Winter," *CBS Playhouse* (CBS); Agnes Moorehead, "Night of the Vicious Valentine," *Wild Wild West* (CBS); Ruth Warrick, *Peyton Place* (ABC).

Outstanding performance by an actor in a gram or series: Gale Gordon, *The Lucy Show* (CBS); Werner Klemperer, *Hogan's Heroes* (CBS); Don Knotts, "Barney Comes to Mayberry," *The Andy Griffith Show* (CBS).

Outstanding performance by an actress in a supporting role in a comedy—(a single program or series): Frances Bavier, *The Andy Griffith Show* (CBS); Nancy Kulp, *The Beverly Hillbillies* (CBS); Marion Lorne, *Bewitched* (ABC).

Outstanding writing achievement in drama—(a special program or one of a series): Robert Culp, "The Warlord," *I Spy* (NBC); Bruce Geller, *Mission: Impossible* (CBS); Ronald Ribman, "The Final War of Oly Winter," *CBS Playhouse* (CBS).

Outstanding writing achievement in comedy—(a special program, one of a series or a series): Edmund Hartmann, "Buffy," *Family Affair* (CBS); Buck Henry and Leonard Stern, "Ship of Spies," *Get Smart!* (NBC); Sidney Sheldon, *I Dream of Jeannie* (NBC).

Outstanding writing achievement in variety—(a special program, one of a series or a series): Mel Brooks, Sam Denoff, Bill Persky, Carl Reiner, Mel Tolkin, for *The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special* (CBS); Harry Crane, Rich Eustis, Lee Hale, Paul Keyes, Al Rogers for *The Dean Martin Show* (NBC); Marvin Marx, Walter Stone, Rod Parker for *The Jackie Gleason Show* (CBS).

Outstanding directorial achievement in drama—(a special program or one of a series): Paul Bogart, "The Final War of Oly Winter," *CBS Playhouse* (CBS); Paul Bogart, *Mark Twain Tonight* (CBS); George Schaefer, "Anastasia," *Hallmark Hall of Fame* (NBC); Alex Segal, *Death of a Salesman* (CBS).

Outstanding directorial achievement in comedy—(a special program, one of a series or series): William Asher, *Bewitched* (ABC); Earl Bellamy, "One of Our Bombs is Missing," *I Spy* (NBC); James Frawley, "Royal Flush," *The Monkees* (NBC); William Russell, *Family Affair* (CBS); Maury Thompson, *The Lucy Show* (CBS).

Outstanding directorial achievement in variety or music—(a special program, one of a series or a series): Fielder Cook, *Brigadoon* (ABC); Greg Garrison, *The Dean Martin Show* (NBC); Dwight Hemion, *Frank Sinatra: A Man and His Music, Part 2* (CBS); Bob Henry, *The Andy Williams Show* (NBC); Bill Hobin, *The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special* (CBS).

Program and individual achievements in news and documentaries: Programs: "Organized Crime in America," *American White Paper*, Fred Freed, executive producer

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(NBC); *The Angry Voices of Watts*, Stuart Schulberg, producer (NBC); *CBS Reports*, Palmer Williams, executive producer (CBS); "The Homosexuals," *CBS Reports*, Harry Morgan, producer (CBS); *China: The Roots of Madness*, Mel Stuart, producer (Syndication); *Hall of Kings*, Harry Rasky, producer (ABC); *If It's Tuesday, This Must Be Belgium*, J. C. Sheers, producer (CBS); *The Italians*, Bernard Birnbaum, producer (CBS); *Individuals*: Luigi Barzini (narrator), *The Italians* (CBS); James Mason (narrator), *Hall of Kings*, (ABC); Walter Cronkite, *CBS Evening News with Walter Cronkite* (CBS); Chet Huntley and David Brinkley, *Huntley-Brinkley Report* (NBC); Frank McGee, *The Frank McGee Report* (NBC); Eric Sevareid, *CBS Evening News with Walter Cronkite* (CBS); Howard K. Smith, *Elections '66* (ABC); Luigi Barzini and Perry Wolff (writers), *The Italians* (ABC); Budd Schulberg (writer), *The Angry Voices of Watts* (NBC); Theodore H. White (writer), *China: The Roots of Madness* (Spot TV).

Program and individual achievements in daytime programing: Programs: *G.E. College Bowl*, John Cleary (NBC); *The Mike Douglas Show*, Larry Rosen, producer (Syndication); *Mutual of Omaha's Wild Kingdom*, Don Meier, producer (NBC). *Individuals*: Mike Douglas, *The Mike Douglas Show* (Syndication); Tom Kennedy, *You Don't Say!* (NBC); Gene Rayburn, *Match Game* (NBC).

Program and individual achievements in sports: Programs: *ABC's Wide World of Sports*, Roone Arledge, executive producer (ABC); *Portrait of Willy Mays*, Roberg Riger, producer (ABC); *Shell's Wonderful World of Golf*, Fred Raphael, producer (NBC). *Individuals*: Jim McKay (sports commentator), "Fifth Anniversary Program," *ABC's Wide World of Sports* (ABC); Chris Schenkel (sports commentator), *Portrait of a Team* (ABC); Chris Schenkel (sports commentator), *NBA Basketball* (ABC).

Individual achievements in music: Composition: Aaron Copland, "The Final War of Olly Winter," *CBS Playhouse* (CBS); Earle Hagen, *I Spy* (NBC); Pete Rugulo, *Run For Your Life* (NBC); Lalo Schifrin, *Mission: Impossible* (CBS). Conductors: Gordon Jenkins and Nelson Riddle, *Frank Sinatra: A Man and His Music, Part 2* (CBS). Arrangers: Ray Ellis and Lennie Hayton, *Lena* (ITC); Gordon Jenkins and Nelson Riddle, *Frank Sinatra: A Man and His Music, Part 2* (CBS). Musical Routines and Choral Direction: Ticker Freeman and George Wyle, *The Andy Williams Show* (NBC).

Individual achievements in art direction and allied crafts: Art Direction: Tom John (art director), Earl G. Carlson (set decorator), *Death of a Salesman* (CBS). Costume Design: Ray Aghayan and Bob Mackie, *Alice Through the Looking Glass* (NBC). Make-up: Dick Smith, *Mark Twain Tonight!* (CBS); Claude Thompson, *Alice Through the Looking Glass* (NBC). Mechanical special effects: Jim Rugg, *Star Trek* (NBC); Robert Tait, *Voyage to the Bottom of the Sea* (ABC).

Individual achievements in cinematography: Cinematography: Haskell Boggs, William F. Whitley, *Bonanza* (NBC); Photographic special effects: L. B. Abbott, *The Time Tunnel* (ABC); L. B. Abbott, *Voyage to the Bottom of the Sea* (ABC); Howard Anderson, *Star Trek* (NBC).

Individual achievements in film and sound editing: Paul Krasny, Robert Watts (film editors), *Mission: Impossible* (CBS); Douglas H. Grindstaff (sound editor), *Star Trek* (NBC); Don Hall, Dick Legrand, Don Mandel, John Mills (sound editors), *Voyage to the Bottom of the Sea* (ABC).

Individual achievements in electronic production: Technical directors: A. J. Cunningham, *Death of a Salesman* (CBS); A. J. Cunningham, *Brigadoon* (ABC); Karl Messerschmidt, *The Dean Martin Show* (NBC); Joseph Strauss, *Frank Sinatra: A Man and His Music, Part 2* (CBS); O. Tamburri, *Damn Yankees* (NBC). Lighting directors: Leard Davis, *Death of a Salesman* (CBS); Leard Davis, *Brigadoon* (ABC); John Freschi, *The Andy Williams Show* (NBC); Lon Stucky, *Frank Sinatra: A Man and His Music, Part 2* (CBS). Video-tape editing: James E. Brady, *Death of a Salesman* (CBS); James E. Brady, *Brigadoon* (ABC); Lewis W. Smith, *The Red Skelton Hour* (CBS). Audio engineering: Bill Cole, *Frank Sinatra: A Man and His Music, Part 2* (CBS); Ray Kemper, *Brigadoon* (ABC). Sound recording: Fred Bosch, "The Cleveland Orchestra: One Man's Triumph," *Bell Telephone Hour* (NBC). Electronic camera-

men: Robert Dunn, Gorm Erickson, Fred Gough, Jack Jennings, Dick Nelson, *Death of a Salesman* (CBS); Robert Dunn, Gorm Erickson, Ben Wolf, Nick Demos, *Brigadoon* (ABC).

Individual achievements in engineering development: Because of the unique nature of engineering developments all possible achievements in this awards year will be considered by the blue-ribbon panel.

Special classifications of individual achievements: Art Carney, *The Jackie Gleason Show* (CBS); Truman Capote and Eleanor Perry (adaptation), "A Christmas Memory," *ABC Stage 67* (ABC); Peter Gennaro (choreographer), *Brigadoon* (ABC); Sheldon Keller and Glenn Wheaton (writing), *Frank Sinatra: A Man and His Music, Part 2* (CBS); Bill Melendez (directing—children's special), *It's the Great Pumpkin, Charlie Brown* (CBS); Arthur Miller (adaptation), *Death of a Salesman* (CBS); Charles Schulz (writing—children's special), *It's the Great Pumpkin, Charlie Brown* (CBS); Charles Schulz (writing—children's special), *Charlie Brown's All Stars* (CBS); Burr Tillstrom (puppeteer), *Perry Como's Kraft Music Hall* (NBC).

Special awards—The International Award finalists (one award in each classification); Documentary: *Darwin*—The Galapagos, CBC, Ottawa; *Big Deal at Gothenburg*, Tyne Tees Television Ltd., Newcastle-upon-Tyne, England; *Family of Man* (Rodzina Czlowieczka), Film Polski, Warsaw, Poland. Entertainment: D. H. Lawrence—*The Blind Man*, Granada Television Network Ltd., London; *The Caretaker*, Rediffusion Television Ltd., London; *Phedre*, Office de Radiodiffusion Television Francaise (ORTF) Paris; *Bernard Show*, Societe Suisse de Radiodiffusion et Television (Swiss Television), Zurich, Switzerland.

The station award—(regional winners): *The Golden Calf*, KGW-TV Portland, Ore.; *The Road to Nowhere*, KLZ-TV Denver; *The Lengthening Shadow*, KSD-TV St. Louis; *Medal of Valor*, KTTV-TV Los Angeles; *Five Civilized Tribes: An Unfinished Journey*, KTUL-TV Tulsa, Okla.; *A Baby is a Wonderful Thing*, WBAL-TV Baltimore; *I See Chicago: The Illinois Voter's Test*, WBBM-TV Chicago; *The Face of Genius*, WBZ-TV Boston; *Assignment: 1747 Randolph Street*, WFIL-TV Philadelphia.

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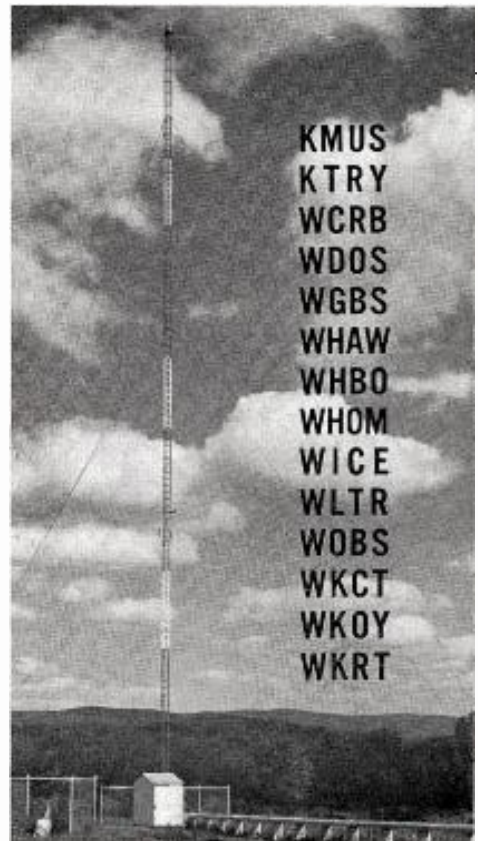
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Radio-TV awards given by AMA

First place awards each carrying a prize of \$1,000 have been announced by the American Medical Association for broadcasts and articles in 1966 that contributed to a better public understanding of medicine and health in the U.S. The contest covered all media.

WXYZ Detroit took first place in the general category of "editorial writing" for a series of editorials on measles immunization. KNX Los Angeles was first in the radio category for a program, *The Battered Child*, while NBC-TV placed first in the TV category for a program, *The Air of Disaster*.

Stations and networks also received special commendations in certain divisions. KABC Los Angeles and WIL St. Louis were cited in the editorial writing category. ABC-TV, CBS-TV and KETV (TV) Omaha, Neb.-Council Bluffs, Iowa received commendations in the television division.

Drumbeats . . .

Prize newsman ■ For coverage of Indonesia's internal crisis and coup, John Hughes of the *Christian Science Monitor* has won the 1967 Pulitzer Prize for international reporting. Mr. Hughes since 1964 also has been Hong Kong correspondent for the Group W (Westinghouse Broadcasting Co.) stations. His reports on Southeast Asia are carried on WBZ Boston, WINS New York,

KYW Philadelphia, KDKA Pittsburgh, WIND Chicago, KFWB Los Angeles and wowo Fort Wayne, Ind.

Calling all reps ■ Katz Television is running a series of advertisements in broadcast trade publications pointing up the need for station representatives to become involved in TV programming on behalf of the stations they represent. One feature of the advertisements is a programming quiz for readers and an invitation to mail answers to Katz.

Dancing robot ■ KIFM(FM) Bakersfield, Calif., wants to be with it, so a robot spaceman named Mfik was installed as station representative. But Mfik, who makes every dance scene in the market, isn't universally accepted. Showing up for a recent dance that charged him \$19.50 admission and caught shy of funds, Mfik gained admittance when youngsters in the crowd took up a collection for him.

Latin happening ■ It was, to use the Spanish idiom, a *tardeada* or happening. Some 20,000 Latins and aficionados attended. Cinco de Mayo, Mexico's Independence Day, was the occasion, and the Spanish-language station KMEX-TV Los Angeles made it a giant fiesta. Hosting the crowd with a free four-hour show of international folk singing and flamenco dancing plus picnic foods and carnival rides, the UHF station thanked its community for putting it in the black after five years of operation.

WDRG replies to WPOP's hypo charge

WDRG Hartford, Conn., has filed a demurrer answering a lawsuit in which a competitor, WPOP Hartford, charged WDRG with hypoing ratings (BROADCASTING, March 6).

In the demurrer, filed in Superior Court in Hartford on April 28, WDRG contends the promotion was "not a violation of any law known to man."

The promotion, called "Don't Say Hello," allegedly asked people to answer their phones by saying "I am listening to WDRG radio . . . big D in Hartford." WPOP claimed the campaign was run during a rating period, distorted the ratings in favor of WDRG and hurt WPOP's business chances. WPOP's suit seeks \$500,000 damages from WDRG.

WDRG's demurrer contends that if the promotion produced deceptive practices they were "deceptive practices by the public, not by the defendant" and would have affected the rating service, so they could collect damages.

As to the charges of distorted statistics, the demurrer says: "It does not appear that the defendant participated with the surveyors," and that if the surveyors failed to furnish accurate information, action should be directed against them.

Court sources indicated that arguments on the demurrer, which would precede any trial of the lawsuit, probably will not be heard before the fall.

FATES & FORTUNES

BROADCAST ADVERTISING

W. S. Redpath, vice chairman of board and chairman of executive committee of Ketchum, MacLeod & Grove, Pittsburgh, elected board chairman, succeeding George Ketchum, who resigns. Mr. Redpath is in New York as chief executive of KM&G's New York operations and will continue in that capacity. Mr.



Mr. Redpath

Ketchum continues as director, and becomes chairman of executive committee, succeeding Mr. Redpath. Edward T. Parrack continues as president and chief executive officer of agency.

Joseph Hughes, VP, creative director of Frank B. Sawdon Inc., New York, elected executive VP.

John W. McWilliams Jr., Horace D. Nalle and Robert P. Zabel, executives in account service at N. W. Ayer &

Son, Philadelphia, named senior VP's and management supervisors.

Brewster G. Pattysen, VP and general manager in New England for Blair Television, Boston, joins Ingalls Associates Inc. there as senior VP. Arthur W. Ingalls, founder of 56-year-old agency, retires but will continue as director and board chairman and serve as consultant.

Patrick J. Flaherty, copy supervisor, elected VP creative group head of D'Arcy Advertising, New York. James P. Luther, account supervisor, elected VP in D'Arcy's San Francisco office. Richard E. Utman, computer systems planning consultant, joins D'Arcy in New York as VP-information systems, new corporate post.

Sanford Greenwald, account supervisor, and John J. Tarrant, associate personnel director, with Benton & Bowles, New York, elected VP's.

Robert Gage, head of art department of Doyle Dane Bernbach, New York,

named creative head.

A. V. (Bud) Cole, VP in charge of radio and television for Campbell-Ewald Co., Los Angeles, resigns.



Mr. Reibling

A. W. Reibling, VP of Ted Bates & Co., New York, named senior VP for client advertising budget administration. Fred R. DiMenna and Harold Rouda, with Bates, New York, elected VP's and associate

marketing directors.

James Wangers, account executive for MacManus, John & Adams, Bloomfield Hills, Mich., named VP. Bruce W. Robinson, VP and business development manager for Michigan-Ohio region of Geyer, Morey, Ballard, New York, joins MJ&A, Bloomfield Hills, as account executive.

R. W. McNealy named to new post of VP-marketing services at American

Motors Corp., Detroit. Advertising will be among his responsibilities.

Gary M. Campbell, head of Gary Campbell Advertising, Los Angeles, joins Speer & Mays as VP of Los Angeles-based advertising and PR firm.



Mr. Deutschman

Arnold J. Deutschman, VP-account supervisor at Ted Bates & Co., New York, joins Richard K. Manoff Inc. there as VP-management supervisor.

Melvin T. Kofod, assistant sales manager of WSEE(TV) Erie, Pa., named general sales manager.

Peter Beach, copy writer, and **Jordan Krimstein**, art supervisor, Campbell-Mithun, Chicago, named creative group heads.

John Amey, with sales staff of The Katz Agency, New York, appointed to newly created post of director of data processing.

George Brent and **Leonard Pearlstein**, media supervisors with Papert, Koenig, Lois, New York, named associate media directors.

Robert Jamrozy, media supervisor for N. W. Ayer & Co., Detroit, appointed associate media director at Tucker Wayne & Co., Atlanta.

Robert Widholm, broadcast buyer for Needham, Harper & Steers, New York, named assistant media director in charge of broadcast buying.

David E. Partridge, manager, Media Survey Inc., named director, marketing services, WPIX(TV), both New York.

Robert M. Williams, assistant to president for Television Advertising Representatives, New York, appointed national sales manager for WLS Chicago.

Elio Betty Jr., account executive for WFIL-TV Philadelphia, named sales manager of KFRE-TV Fresno, Calif. Both are Triangle stations.

Randall E. Griffin Jr., commercial manager for KBRZ Freeport, Tex., appointed sales manager for KBRZ and KLJT(FM) Lake Jackson, Tex.

Bob Johnson, salesman at KGVO Missoula, Mont., appointed sales manager.

Terry Lalley, national sales manager for Areawide Communications, Minne-

apolis, appointed sales manager for Medallion Broadcasters Inc., permittee for channel 14 in Sioux City, Iowa.

John A. Kekalos, account executive at KYW Philadelphia, appointed advertising and promotion manager.

Art Seabolt, manager of sales office in Fayetteville, N.C., for WTVD(TV) Durham, N.C., appointed Durham-Fayetteville sales manager for WTVD.

Grace Van Dyke, account executive for Norman, Craig & Kummel, New York, joins Johnstone Inc., that city, as account supervisor.

Herb Yager, account executive for Carson/Roberts/Inc., Los Angeles, on Mattel Toymakers Inc. account, appointed account supervisor for same account.

Tom McBurney, with Knox Reeves Advertising, Minneapolis, named account supervisor.



Mr. Smith



Mr. Muller

Dwight F. Smith, VP and assistant treasurer for Young & Rubicam, New York, named to new post of VP, director of international finance. **Paul J. Muller**, VP and assistant treasurer of Y&R, New York, named head of accounting department. **M. David Keil**, VP and director of client services, Y&R, Chicago, named manager of that office. He succeeds **G. Bowman Kreer**, resigned.

Marianne Fetter, fashion coordinator for Grey Advertising, New York, appointed account executive at LaRoche, McCaffrey and McCall, that city.

Clint W. Pace, with WCPO-TV Cincinnati, appointed account executive.

Mark Sayatovic, with Liberty Mutual Insurance Co., Boston, appointed account executive for WHK Cleveland.

Bill Walberg, with WVLN and WSEI(FM) Olney, Ill., joins WJBC-FM Bloomington, Ill., as account executive.

Robert G. Carney, assistant director at Wilding Inc., Chicago, joins Post-Keyes, Gardner there as TV-radio production coordinator. **Curvin G. O'Reilly Jr.**, with Arthur Meyerhoff Associates, Chicago, joins PKG there as copy writer.

Hank Sommers, with WACE Chicopee, Mass., named account representative.

Lloyd T. Brummett, sales manager at KVKM-TV Monahans-Odessa, Tex., joins KMOX-TV St. Louis, as assistant to Judd

Choler, director of advertising and sales promotion.

Burt Harris, with MPO Videotronics Inc. from 1961 to 1965 as director on TV filmed commercials, rejoins MPO in Hollywood.



Mr. Guthrie

F. J. Guthrie Jr., group account supervisor, Hicks & Greist Inc., New York, elected VP.

Bert Lawrence, director with VPI Productions Inc., New York, joins Filmex Inc., that city, as TV commercial director.

Pat Slattery, TV commercials production editor, named supervising editor, Harold Becker Productions, commercials producer, New York.

Eleanor Richmond, with Avery-Knodel Inc., New York, appointed TV-radio media buyer at Kane, Light, Gladney Inc., that city.

Don Menefee, with WIBF-TV Philadelphia, joins sales staff of WHAT-AM-FM, that city.

Raleigh W. Fitzpatrick, sales representative for Procter & Gamble, Cincinnati, joins staff of Metro TV Sales,

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Los Angeles, as salesman.

Jack Rattigan joins WMMR-FM Philadelphia, as account executive.

MEDIA

Lou Stratton, sales manager for KXOA Sacramento, Calif., named general manager.

J. W. Douglass, manager of WWNC Asheville, N. C., appointed manager of WCVB Bristol, Va.

Y. Tom Kirby, program director of WGGG Gainesville, Fla., named station manager.

David M. Davis, assistant general manager of noncommercial WGBH-TV Boston, named to new post of manager of operations for WGBH-FM-TV and WGBX(TV). **Richard H. Thomas**, production manager for WGBH-TV, becomes associate director of operations for WGBH-FM-TV and WGBX. **Gregory G. Harney**, on leave of absence working on staff of Carnegie Commission on Educational Television, named associate director of special projects, WGBH-TV.



Mr. Rees

William P. Rees, VP and director of advertising for *Forbes* magazine, New York, named VP of RKO General Inc. (group owner), that city.

Milton L. Lubow, assistant general manager of WVNJ-AM-FM Newark, N. J., appointed general manager.

Richard A. Anaya Jr., corporate tax accountant for C.I.T. Financial Corp., New York, appointed assistant treasurer for Mutual Broadcasting System, that city.

James O. Marlowe, VP for programming at WWLP(TV) Springfield, Mass., appointed to newly created post of director of marketing and development

for Pioneer Valley Cablevision Inc., Greenfield, Mass.



Mr. Fridle

James V. Fridle, operational manager of KBRZ Freeport, Tex., appointed general manager of KBRZ and KLJT(FM) Lake Jackson, Tex.

Bert Files, manager of WCHS Charleston, W. Va., named manager of KDAY Santa Monica, Calif. **Ernie Sanders**, formerly sales manager and sports director of WCHS, succeeds Mr. Files as manager. **Robert Fishman**, former sales manager of WAMS Wilmington, Del. (1960-61), named manager of WRAP Norfolk, Va. All are Rollins Inc. stations.

Carl E. Lee, Fetzer Broadcasting Co., Kalamazoo, Mich., named chairman of National Association of Broadcasters' American Values committee, replacing Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla., who continues on committee. Reappointed to committee were: **Harold Essex**, WSJS-AM-FM-TV Winston-Salem, N. C.; **Charles Crutchfield**, Jefferson Standard Broadcasting Co., Charlotte, N. C., and **A. Louis Read**, WDSU-AM-FM-TV New Orleans.

Allen Hurlburt, VP of Cowles Communications, New York, also named to newly created post of director of design.

Robert M. Henderson, with area development office of State of Kentucky, joins Kentucky Authority for Educational Television, Lexington, as assistant to executive director.

Jim D. Kime, radio and television accountant for KGW-AM-TV Portland, Ore., appointed assistant to general manager.

Daniel K. McAlister, member of Charlotte, N. C., law firm of Kennedy, Covington, Lobbell and Hickman, joins Jefferson Standard Broadcasting Co. there (WBT-AM-FM and WBTV(TV) Char-

lotte, WBTW(TV) Florence, S. C., Jefferson Productions, Jefferson-Carolina Corp.) as assistant to Robert H. Koonts, firm's secretary and general counsel.

PROGRAMING

Dick Morrison, VP in charge of sales for Spot Productions Inc., Fort Worth, named executive VP.

Michael S. Rice, assistant general manager for radio at noncommercial WGBH-FM Boston, appointed director of programming for WGBH-TV. **Robert L. Larsen**, program manager of WGBH-TV, named director of education division of WGBH-FM-TV and WGBX(TV).

Everett H. Hughes, assistant program manager of WPRO-TV Providence, R. I., appointed program director of WDBO-TV Orlando, Fla.

Steve Hollis, with WJAZ Newark, N. J., appointed program director.

Lee Askervold, with KING Seattle, joins KTAC Tacoma, Wash., as program director.

Bob Finnegan, with WWVA Wheeling, W. Va., appointed program manager, succeeding Arlen Sanders, who becomes program director of KTEV Glendale, Calif.

Verne Freeman, program director for KREL Corona, Calif., joins staff of KDEO San Diego.

Juan Felipe de la Cruz, producer-director for noncommercial WUSF-TV Tampa, Fla., appointed director of Spanish programming in charge of Florida sales, programming and productions in that language for WSUN-TV St. Petersburg, Fla.

John Oven Jr., producer and director for WTTV(TV) Bloomington-Indianapolis, joins WHC-TV Pittsburgh, as producer and director.

Will Thomas, account executive for KLZ Denver, appointed account executive for western division of ABC Films, Hollywood.

William G. Seiler, with Warner Bros. Pictures Inc., New York, appointed southwestern sales representative for NBC Films in New Orleans.

Gill H. Cowley Jr., art director at WDCA-TV Washington, named art director at WJZ-TV Baltimore.

Stanley Adams re-elected president of American Society of Composers, Authors and Publishers, New York. **Joseph Gershenson**, music department head, Universal Studios, Universal City, Calif., joins ASCAP, New York, as writer-member.

John G. Chanin, producer of Chris Schenkel and Frank Gifford *Worldwide Sports* programs for CBS, New York, appointed executive producer for ABC

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IRTS elects Shurick

The International Radio and Television Society, New York, last week announced its officers and board of governors for 1967-68. Edward P. Shurick, of H-R Television, was named president. Other officers are: first VP Howard S. Meighan; VP's Julius Barnathan (re-elected) of ABC and John P. Cunningham of Cunningham & Walsh; secretary Alfred R. Schneider of ABC, and treasurer James A. Stabile of Metromedia. Newly elected to board: Jerome Feniger of Grey Advertising, Alfred L. Plant of Block Drug Co., Frank M. Smith Jr. of CBS-TV, Hathaway Watson of RKO General Broadcasting, Roy Danish of Television Information Office, and Thomas J. McOermott (ex-officio) of N. W. Ayer. Re-elected to board: Max E. Buck of NBC-TV, Sanford Buchsbaum of Revlon Inc., Richard A. R. Pinkham of Ted Bates & Co., George D. Skinner of WNBC-AM-FM New York, and Maurie Webster of CBS Radio Spot Sales.

Radio, that city, with responsibility as producer of *ABC Radio's World of Sports* weekend broadcasts.

Eugene Cella, with entertainment division of Trans-Lux Corp., New York, appointed assistant to Albert Boyars, director of advertising and publicity.

Pat Fox, music programming staff, WHN New York, named music director.

Darel Bargar named music director at KMA Shenandoah, Iowa, succeeding Dale Eichor, who joins KBUC San Antonio, Tex.

NEWS

Eugene V. Risher appointed manager of UPI bureau in Saigon, succeeding Bryce Miller, who transfers back to New York for reassignment after being in charge of UPI coverage in South Vietnam since fall of 1965. Webster K. Nolan, night editor of UPI, San Francisco, moves to Honolulu as manager, succeeding Dale Brix, who joins Los Angeles staff.

George Weiss of WBBQ Augusta, elected president of Georgia AP Broadcasters Association.

Eugene E. Hebert, assistant director of editorials since September 1965 at WCBS-TV New York, named news reporter-assignment editor. Charles Os-

good, with ABC Radio, New York, joins WCBS there as newsman.

Alvin Schay, news editor, AP, Little Rock, Ark., transferred to general news desk in New York. He is succeeded in Little Rock by Robert L. Shaw, who moves up from state capitol assignment. David S. Sampson, with *Troy* (N. Y.) *Record*, joins AP staff at Albany, N. Y.

John Drury, newscaster at WBBM-TV Chicago, joins WGN-TV there to take over 10 p.m. newscast formerly handled by Gary Park and Jim Ruddle. Mr. Park joins KTVU(TV) San Francisco and Mr. Ruddle joins NBC News, Chicago.

Louis H. Murray of WRTA Altoona elected president of Pennsylvania AP Broadcasters Association. Edward J. Klym of WJAC Johnstown elected VP and Joseph Snyder, AP, Philadelphia, secretary-treasurer.

John Anderson, WCCW Traverse City, elected president of Michigan AP Broadcasters Association.

Larry La Motte, KTOK Oklahoma City, elected president of Oklahoma Broadcasters Association.



Mr. Deane

William T. Deane, news director of WBBF Rochester, N. Y., named news director for KBTR Denver.

Jack Owens, news director of WEAT-AM-TV West Palm Beach, Fla., joins WTVJ(TV) Miami, as director of station's news operations in Broward and Palm Beach counties.

Wes Sarginson, with WFIL-TV Philadelphia, joins news staff of Pittsburgh, replacing Herb Koster, who becomes deputy secretary of commerce for Commonwealth of New York.

Larry Schmidt, with WFBM-AM-TV Indianapolis, joins KDKA-TV Pittsburgh, as reporter and newscaster.

Bill Taylor, with KING Seattle, joins KTAC Tacoma, Wash., as newsman.

F. Gilman Spencer, director of editorials for WCAU-TV Philadelphia, resigns to become executive editor of *Trentonian* in Trenton, N. J.

John E. Gladding, freelance newsman, and Donald C. Steffens, former advertising and promotion manager of Madonna Mountain Corp. and operations manager of WCBS New York, join news staff of WCAX-TV Burlington, Vt.

Sally Ogle, news reporter for British Broadcasting Corp. joins KLXA-TV Fontana, Calif. news department.

Joel A. Glass, senior press representative at WCBS-TV New York, appointed manager of press relations.

EQUIPMENT & ENGINEERING

Charles R. Frost, director of domestic marketing for parent Oak Electro/Netics Corp., Crystal Lake, Ill., named VP, marketing for Hart Manufacturing Co., Hartford, Conn.

Wiley B. Jones Jr., of KCOV-TV Santa Maria, Calif. appointed technical director at KWHY-TV Los Angeles.



Mr. Humphrey

Thomas R. Humphrey, with Visual Electronics Corp., New York, appointed product manager of audio and AM/FM transmitters.

George W. Henderson, chief engineer for Cable TV of Santa Barbara Inc., Santa Barbara, Calif., appointed field engineer for Philadelphia Community Antenna Television Co., Philadelphia.

Harry F. Bowmaster, VP for Videoflight Inc. and director of engineering for its parent firm, Sony Corp. of America, New York, appointed full-time consultant in video-tape recorder and closed-circuit television field for Craig Panorama Inc., Los Angeles. L. J. Paul Jr., district manager for Voicewriter division of Thomas A. Edison Industries, Houston, appointed to newly cre-

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Holzhauser assumes presidency at AWRT meeting

Krin Crawford Holzhauser, VP and director of air media, Goodwin, Dannenbaum, Littman and Wingfield Inc., Houston, was to be installed Sunday (May 7) as 1967-68 president of American Women in Radio and Television at AWRT convention in Atlanta (see stories, pages 34, 60 and 69). May Dorr, freelance broadcaster, Malibu, Calif., was elected president-elect.

New VP's elected were: Jacqueline W. Nokes, KSL-TV Salt Lake City; Grady Claire, KXYZ Houston, and Jan Voss, WMT-TV Cedar Rapids-Waterloo, Iowa.

Elected directors were: Betty Jane Bupp, United Appeal of Central Maryland, Baltimore; Lois Hanevold, WSB Atlanta; Shirley M. Smith, KCMO Kansas City, Mo., and Betty Zolper, KOCO-TV Oklahoma City.

ated post of southern regional manager for Craig Panorama, that city.

FANFARE

Gerald J. Lonn, head of Potlatch Productions advertising and publicity firm, named promotion director for KING-AM-FM-TV Seattle.



Mr. Bowers

John D. Bowers, publicity director for WFIL Philadelphia, named promotion director for WFIL-AM-FM, succeeding David McGahey, who becomes station's account executive.

Ronald M. Gates named assistant director of information, National Community Television Association, Washington, and editor of NCTA's weekly *Bulletin*. Before joining NCTA, he was on editorial staff of Bureau of National Affairs, Washington, specializing in labor reporting.

Donald F. Fanning, page supervisor for NBC-TV Burbank, named promotion assistant for network on West Coast.

Ruth Brown, supervisor of Lipton Kitchens unit of Thomas J. Lipton Inc., New York, named director of consumer

services, The Softness Group, that city.

George H. Rogers Jr., with noncommercial WCET(TV) Cincinnati, appointed director of community relations.

ALLIED FIELDS

Frank P. Fogarty, president, Meredith Broadcasting Co., Omaha, re-elected northwestern division VP of U.S. Chamber of Commerce.

William T. McClenaghan, product manager for radio market reports of American Research Bureau, Beltsville, Md., appointed to newly created position of manager of marketing services.

John L. Tierney, with Fletcher & Heald, joins Washington law firm of McKenna & Wilkinson.

INTERNATIONAL



Mr. Farrell

David B. Farrell, marketing manager for Lever Brothers in Toronto, named manager of Toronto office of BBDO, replacing Michael Hicks, who resigned.

Stanley Bell, assistant business manager for NBC International, London, appointed business manager for NBC In-

ternational's Toronto office.

Lionel T. Brouse, with Spitzer, Mills & Bates Ltd., Toronto, named senior VP and director of creative services.

Joe Joel, sales supervisor for Far East, Australia and New Zealand for Screen Gems International, Sydney, Australia, named VP in charge of Far East operations.

Raymond Crepault of CJMS Montreal named VP for radio of Canadian Association of Broadcasters. J. R. Peters of CHAN-TV Vancouver, and CHEK-TV Victoria, both British Columbia, named VP for television.

DEATHS



Mr. Barnett

John A. Barnett, 59, owner and general manager of KSWs-AM-TV Roswell, N. M., died April 30 after long illness at Eastern New Mexico Medical Center in Roswell. Earlier he had been named 1967 New Mexico Broadcaster of Year by New Mexico Broadcasters Association. He was also independent oil operator, geologist, and petroleum engineer. Surviving are his wife, Frances Maye, daughter and two sons.

Jacques Rioux, 36, correspondent at Quebec legislature in Quebec City for CJMS Montreal, CHLN Trois-Rivieres and CKCH Hull, all Quebec, died April 22 of injuries suffered when struck by car in Montreal.

Martin Starr, 64, former radio commentator, died of stroke April 26 in New York. He had commented on drama and films for WMCA, WOR, WABC and WINS, all New York. He is survived by his wife, Lila.

Jefferson McGrath, 39, creative supervisor at Benton & Bowles, New York, and James Stephens, 43, announcer on radio and TV commercials died May 2 in New York when chimney collapsed and fell on patio of Mr. Stephen's residence. Mr. McGrath is survived by his wife, Lois, and four children.

Louis Dreyfus, 89, music-publisher president of Chappell & Co., New York, died May 2 in London. He was partner in music publishing firm, and director of American Society of Composers, Authors and Publishers. He is survived by his wife, Jean.

Hattie (Sue) Graham, 45, radio personality in central West Virginia, died April 28 in University Medical Center at Morgantown, W. Va. Mrs. Graham had been with WPDX and WBOY, both Clarksburg, W. Va., and WMMN Fairmont, W. Va. Surviving are her husband, John, daughter and son.

Broadcasting

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 27 through May 3 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day, DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization, trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Boulder, Colo.—Continental Divide Electronics Inc., a division of International Electronic Development Corp. Seeks UHF ch. 14 (470-476 mc); ERP 4.85 kw vis., 2.81 kw aur. Ant. height above average terrain 920 ft.; ant. height above ground DNA ft. P. O. address: 285 South 40th Street, Boulder 80302. Estimated construction cost \$28,863; first-year operating cost \$17,050; revenue \$21,900. Geographic coordinates 40° 04' 19" north lat.; 105° 21' 14" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-6B. Legal counsel Arnold & Porter, Washington; consulting engineer Louis D. Breyfogle III, technical director, Principals: Roger D. McGrath, president (14.42%) et al. Mr. McGrath is in printing and publications with Wood Ibis Inc. as vice president, self-employed in electronics concern and is part-time projectionist. Applicant is also applicant for new FM in Boulder, Colo. Ann. May 1.

Tallahassee, Fla.—Leon County Communication Corp.—Seeks UHF ch. 40 (626-632 mc); ERP 1,126 kw vis., 112.6 kw aur. Ant. height above average terrain 1,057 ft.; ant. height above ground 1,102 ft. P. O. address: c/o Weyman H. D. Walker, 4432 Jim West, Bellaire, Tex. 77401. Estimated construction cost \$562,000; first-year operating cost \$165,500; revenue \$180,000. Geographic coordinates 30° 39' 35" north lat.; 84° 12' 19" west long. Type trans. Townsend & Associates TT 55 BT. Type ant. Jampro JZZ-4-0-B. Legal counsel Scharfeld, Bechhoefer & Baron; consulting engineer David L. Steel Sr., both Washington. Principals: Weyman H. D. Walker, president, (25%), James L. Britton III, chairman of board (28.125%) et al. Mr. Walker is president, director and 10% stockholder in Galveston Television Inc., applicant for new TV, ch. 16, Galveston, Tex. Mr. Britton is in insurance, real estate, drive-in groceries and is director of bank. Petition for waiver of Sec. 73.610(a) (b) of FCC's rules filed simultaneously. Ann. April 28.

La Crosse, Wis.—WKTY-TV Inc. Seeks UHF ch. 19 (500-506 mc); ERP 522 kw vis., 104.4 kw aur. Ant. height above average terrain 1,157 ft.; ant. height above ground 1,056 ft. P. O. address: Box 1148, 4th & State Streets, La Crosse 54601. Estimated construction cost \$544,600; first-year operating cost \$150,000; revenue \$75,000. Geographic coordinates 44° 01' 27" north lat.; 91° 13' 59" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Robert M. Silliman; consulting engineer Robert M. Silliman, Washington. Principals: Herbert H. Lee, vice president and treasurer (40%), James G. Gelatt, president and Otto P. Labus, vice president and secretary (each 30%). Mr. Lee is 86% stockholder, president, treasurer and general manager of Lee and Associates Inc., licensee of WKTY La Crosse, Wis. and 45% stockholder and president of Fox Broadcasting Corp., licensee of WFOX Milwaukee. Mr. Gelatt is director of bank. Mr. Labus is in oil products and laminated plastic sheets business. Ann. May 1.

FINAL ACTION

* Concord, N. C.—University of North Carolina. Broadcast Bureau granted UHF ch. 58 (734-740 mc); ERP 631 kw vis., 126 kw aur. Ant. height above average terrain 1,290 ft.; ant. height above ground 1,403.5 ft. P. O. address: Consolidated Office, Chapel Hill, N. C. 27514. Estimated construction cost

\$413,626; first-year operating cost \$350,601; revenue none. Geographic coordinates 35° 15' 05.74" north lat.; 80° 41' 12.22" west long. Type trans. GE TT-59A. Type ant. GE TV-106 D special. Legal counsel Pierson, Ball, and Dowd, Washington; consulting engineer Alan B. MacIntyre, director of engineering, Chapel Hill, N. C. Principal: Fred H. Weaver, vice president for university relations. Action April 25.

OTHER ACTIONS

■ Review board in Homewood, Ala., television broadcast proceeding, Docs. 15461 et al. In view of letter filed April 3 by Alabama Television Inc. stating that Alabama will not file authorized supplement to its petition to enlarge issues, board stated that no further action is required by board in connection with commission's remand which authorized filing of such pleading by Alabama. Board Member Kessler not participating. Action April 27.

■ By report and order in Doc. 17251, commission amended Sec. 73.606(b) of rules and assigned ch. 3 to Agana, Guam, and reserved it and ch. 10 for educational use. Action May 3.

■ Review board in Baltimore television dissent: Commissioner Cox and Johnson broadcast proceeding, Docs. 15875-6, Board Members Nelson, Stone and Kessler, adopted a decision granting the application of Chesapeake Engineering Placement Service Inc., for CP for new television station to operate on ch. 45 at Baltimore and denying application of Erway Broadcasting Corporation for same authorization. Action April 27.

■ By report and order, commission assigned ch. 4 to Pierre, S. D., after rulemaking proceeding requested by KSOO-TV Inc., licensee of KSOO-TV Sioux Falls, S. D. KSOO-TV will apply for channel and operate station as satellite of its Sioux Falls station, thus bringing first local service and second commercial service to Pierre, state capital (Doc. 17007). Commissioner Bartley dissented; Commissioners Cox and Johnson concurred in result. Action May 3.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 28 designated Hearing Examiner H. Gifford Irion to serve as presiding officer in proceeding on TV applications of Aljir Broadcasting Inc., and South Kane-Kendall Broadcasting Corp., both Aurora, Ill. (ch. 60); scheduled prehearing conference for May 22, and hearing for June 20 (Docs. 17407-08).

■ Hearing Examiner Isadore A. Honig on April 26 in proceeding on TV applications of Romac Baton Rouge Corp. and Capitol Television Broadcasting Corp., both Baton Rouge, continued without date all procedural dates including hearing presently scheduled for May 25, pending review board action on applicants' joint request for approval of agreement (Docs. 17005-06).

■ Hearing Examiner David I. Kraushaar

on May 1 in proceeding on TV applications of Lewis Broadcasting Corp. and WSCA Television Inc., both Savannah, Ga., granted separate motions of the applicants and accepted reply briefs or findings filed therewith (Docs. 16976, 16978).

■ Hearing Examiner Herbert Sharfman on April 28 in proceeding on TV applications of Orange Nine Inc., Orlando, Fla., et al. scheduled further prehearing conference for July 17, and rescheduled hearing from June 15 to Sept. 18 (Docs. 11081, 11083, 17339-44). And in proceeding on TV application of Topeka Television Inc., Topeka, Kan., granted applicant petition to amend to reflect financial matter, new site and tower proposal (Doc. 16970).

RULEMAKING PETITION

Mount Vernon, Ill. Sollcom Inc.—Requests amendment of table of assignments of television stations so as to assign ch. 13 to Mount Vernon, Ill. Ann. April 28.

RULEMAKING ACTION

Middletown, Ohio, WFFB Inc. and WFFB-AM-FM—Requests institution of rulemaking proceeding looking toward the assignment of UHF channel to Middletown, Ohio, by using one of the following alternative proposals: Plan 1: Chillicothe, Ohio, present 53, proposed 58; Dayton, Ohio, present 2, 7, 16, 22, *45, proposed 2, 7, 16, 22, *45; Middletown, Ohio, proposed 53; Plan 2: Richmond, Ind., present 43, proposed 65; Middletown, Ohio, proposed 43; Plan 3: Indianapolis, Ind., present, 6, 8, 13, 20, 40, 59, 69, proposed 6, 8, 13, *40, 59, *69; Bloomington, Ind., present 4, 30, 63, proposed 4, *30, 63; Richmond, Ind., present 43, proposed 20; Middletown, Ohio, proposed 58; Plan 4: Covington, Ky, present 58, proposed *64; Cincinnati, Ohio, present 5, 9, 12, 19, *48, 64, proposed 5, 9, 12, 19, *48; Middletown, Ohio, proposed 5, 9, 12, 19, *48, 64, proposed 5, 9, 12, 19, *48, and Middletown, Ohio, proposed 64. Withdrawn by petitioner's letter received April 25. Ann. April 28.

CALL LETTER APPLICATIONS

■ Harcourt, Brace & World Inc., Denver. Requests KHBC(TV).

■ Harbinger Broadcasting Co., Augusta, Ga. Requests WAHB(TV).

■ Forward of Iowa Inc., Sioux City, Iowa. Requests KCAU-TV.

■ Trend Broadcasting Inc., Jamestown, N. Y. Requests WNYP(TV).

■ Board of Education, State of Rhode Island, Providence, R. I. Requests *WSBE-TV.

CALL LETTER ACTIONS

■ Cumberland Broadcasting Corp., Fayetteville, N. C. Granted WCCT(TV).

DESIGNATED FOR HEARING

■ Commission designated for consolidated



EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

hearing applications of Sarasota-Bradenton, Florida Television Inc., and Tamiami T. V. Inc. for new television stations to operate on ch. 40 at Sarasota. Federal Aviation Administration is made a party to proceeding with respect to the application of Tamiami T. V. Inc. Action May 3.

Existing TV stations

FINAL ACTIONS

WCTV(TV) Thomasville, Ga.—Broadcast Bureau granted renewal of license. Action April 26.

■ By memorandum opinion and order, commission granted renewal of license of Taft Broadcasting Co. WGR-TV Buffalo, N. Y., and denied opposing petition by National Association of Broadcast Employees and Technicians (AFL-CIO). Commissioners Cox and Johnson dissenting; Commissioner Wadsworth not participating. Action May 3.

WCTU-TV Charlotte, N. C.—Broadcast Bureau granted mod. of CP to make changes in ERP to 603 kw vis., 60.3 kw aur., change type trans., type ant., ant. structure, correct geographical coordinates, decrease ant. height to 1,350 ft. and mod. of CP to extend completion date to Oct. 28. Action April 28.

***KTXT-TV Lubbock, Tex.**—Broadcast Bureau granted license covering changes in noncommercial educational TV. Action April 28.

OTHER ACTIONS

■ By memorandum opinion and order, commission substituted ch. 19 for ch. *16 at Norfolk, Neb. Ch. *16 was recently assigned to Norfolk for educational use. However, application filed by Nebraska Educational Television Commission specifies transmitter site some 16½ miles northeast of Norfolk and falls short of minimum permissible geographic separation to ch. 16 at Fairmont, Minn. Applicant requests waiver of geographic separation requirement. In view of fact that substitute channel can be assigned to Norfolk which will meet separation requirements, waiver of rule is not justified. Ch. *19 may be used at proposed site in full compliance with rules. Commissioners Cox and Loevinger abstained from voting.

■ FCC scheduled oral argument before commission en banc for May 22, in Rochester, N. Y., ch. 13 proceeding (Docs. 14394 et al.). Commissioners Cox and Wadsworth not participating. Action April 28.

■ FCC scheduled oral argument before commission en banc, for Sept. 5 in Boston, TV ch. 5 proceeding (Docs. 8739 et al.). Commissioners Cox and Loevinger not participating. Action April 28.

New AM stations

APPLICATIONS

Kodiak, Alaska—Midnight Sun Broadcasters. Seeks 610 kc, 5 kw-U. P. O. address: 630 Fourth Avenue, Anchorage 99501. Estimated construction cost \$95,637; first-year operating cost \$60,000; revenue \$42,000. Principals: A. O. Bramstedt, president (25%), et al. Mr. Bramstedt is president and director of applicant, licensee of KENI-AM-TV Anchorage, KFAR-AM-TV Fairbanks and KTKN Ketchikan, all Alaska, and 40.33% owner of stock in Juneau Broadcasters Inc., licensee of KINY-AM-TV Juneau, Alaska. Mr. Bramstedt is also officer, director and stockholder of Juneau, secretary, director and treasurer of Ketchikan Alaska Television Inc. (CATV) and secretary, director and treasurer of Sitka Alaska TV. Ann. May 1.

Iowa City—Burns Rieke & Voss Associates. Seeks 1560 kc, 1 kw-U. P. O. address: 222 South Linn, Iowa City 52240. Estimated construction cost \$65,314; first-year operating cost \$49,374; revenue \$90,000. Principals: John F. Burns, Thomas G. Rieke and Raymond D. Voss (each 33⅓%). Mr. Burns is electrical engineer. Mr. Rieke is furniture salesman. Mr. Voss is newsmen for WHO Des Moines. Ann. April 28.

Buffalo, Minn.—Herbert Gross d/b as Buffalo Broadcasting Co. Seeks 1360 kc, 500 w-D. P. O. address: 2212 Foshey Tower, Minneapolis 55402. Estimated construction cost \$29,050; first-year operating cost \$38,000; revenue \$38,000. Principal: Mr. Gross has interest in KDLM Detroit Lakes, and KLFD Litchfield, both Minnesota, and is president of CATV system in Fergus Falls, Minn. (Corrected item) Ann. April 26.

Winona, Miss.—M. E. Daves Jr. Seeks 1190 kc, 500 w-D. P. O. address: 121 Front Street,

Winona 38967. Estimated construction cost \$25,314.70; first-year operating cost \$23,108.80; revenue \$54,360. Principal: Mr. Daves is owner of furniture company and cable company which serves Eupora and Duck Hill, both Mississippi, with cable television. Ann. April 28.

Ava, Mo.—KAVA Radio. Seeks 1430 kc, 500 w-D. P. O. address: Box 542, Ava 65608. Estimated construction cost \$14,650; first-year operating cost \$30,000; revenue \$35,000. Principals: Orville J. Murray, Harlan House, Sibyl Kerr and Quentin Haden (each 25%). Mr. Murray owns TV and appliance store. Mr. Haden owns shoe repair. Mr. Kerr owns loan office. Mr. Haden is attorney. Ann. April 28.

FINAL ACTIONS

Del Rio, Tex.—Amstad Broadcasting Co.—Broadcast Bureau granted 1490 kc, 250 w-U. P. O. address: c/o Julius Sadowsky Jr., P. O. Box 1213, Del Rio 78840. Estimated construction cost \$12,340; first-year operating cost \$31,820; revenue \$5,000. Principals: Julius Sadowsky Jr., Dr. Andres Portales (each 40%) and Manuel Cantu (20%). Mr. Sadowsky is with KDLD Del Rio. Dr. Portales is optometrist. Mr. Cantu is owner of drive-in restaurants. Action April 26.

Middlebury, Vt.—Voice of Middlebury. Broadcast Bureau granted 1490 kc, 250 w-N, 1 kw-D. P. O. address: 29 Court Street, Middlebury. Estimated construction cost \$19,065; first-year operating cost \$40,000; revenue \$55,000. Principals: Frank Alvin Delle Jr. (70%) and Donald G. Fisher (30%). Mr. Delle is engineer for WCBS New York; Mr. Fisher is radio director for WCBS. Action April 27.

INITIAL DECISIONS

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of West Jefferson Broadcasting Inc., for CP for new class II standard broadcast station to operate daytime only on 1540 kc, non-directional, with 500 w power in Westwego, La.; and denying application of Holmes Broadcasting Inc., for new class II standard broadcast station to be operated on same facilities in Gretna, La. (Docs. 16890-81).

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of James L. Hutchens for CP for new class IV standard broadcast station to operate on 1400 kc, 250 w, unlimited time, at Central Point, Ore., condition (Doc. 16525).

■ Hearing Examiner Charles J. Frederick issued supplemental initial decision looking toward granting application of Monroeville Broadcasting Co. for CP to operate new class II standard broadcast station on frequency of 1510 kc with 250 w, daytime only, utilizing nondirectional antenna at Monroeville, Pa., and denying the application of Miners Broadcasting Service Inc. (WMB), which presently operates class III standard broadcast station, daytime only, on frequency of 1460 kc, with 500 w, utilizing directional antenna at Ambridge, Pa., for CP to operate class II standard broadcast station, daytime only, on frequency of 1510 kc, with 10,000 w, utilizing directional antenna, with dual-city identification at Ambridge-Aliquippa, Pa. (Docs. 14082, 14088; BP-13840, 13855). This supplemental initial decision is based mainly on the fact that Miners' 10 kw, directionalized operation is presumed to be substandard Pittsburgh operation and this was not rebutted. It failed to show that needs of both Ambridge and Aliquippa are separate and distinct from those of Pittsburgh, and its revenue showing was unconvincing. Monroeville rebutted presumption that it is Pittsburgh application and is genuine local proposal for Monroeville, Pa. Its low-powered omnidirectional application will result in de minimis 5 mv/m penetration of Pittsburgh, and its operation shows high degree of financial independence from Pittsburgh. Action May 3.

OTHER ACTIONS

■ Review board in South Beloit, Ill., standard broadcast proceeding, Docs. 17209 et al., granted motion filed April 27 by Archway Broadcasting Corp., and extended to May 2 time within to file appeal from order of hearing examiner. Board Member Pincock absent. Board Member Nelson not participating. Action May 1.

China Grove, N. C.—China Grove Broadcasting Co.—FCC waived Sec. 1.569(b)(2)(i) of rules and accepted for filing application for new daytime AM to operate on 1140 kc, 500 w. Action May 3.

■ Pursuant to mandate of United States

Court of Appeals for District of Columbia circuit, *Folkways Broadcasting Inc. v. FCC*, commission by order rescinded, effective at end of broadcast day on May 3, its action of March 1, granting Harriman Broadcasting Co. (WKLL), temporary operating authority pending hearing on its application for new AM to operate on 970 kc, 500 w, in Harriman, Tenn. (Doc. 17255; BP-15122). Commission on Jan. 12, 1966, granted without hearing application of Harriman, and on March 1, pursuant to order of Court, designated application for hearing but granted applicant temporary authority until further order. Action May 1.

■ Review board in Kingsport, Tenn., standard broadcast proceeding, Docs. 17024-5, dismissed contingent petition to enlarge issues filed March 7 by William R. Livesay; granted joint petition for approval of agreement filed April 3 by William R. Livesay and J. T. Parker, Jr.; approved agreement; dismissed with prejudice application of William R. Livesay; granted application of J. T. Parker, Jr. subject to condition; and terminated proceeding. Board Member Pincock absent. Action May 1.

■ Review board in Edna, Tex., standard broadcast proceeding, Docs. 16572-3, granted motion filed April 25 by H. H. Huntley and extended to May 3 time to file opposition to petition to enlarge issues filed April 14 by Cosmopolitan Enterprises Inc. Action April 27.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on April 26 in proceeding on AM applications of Logan Broadcasting Co., Logan, and Upper Broadcasting Co., Upper Arlington, both Ohio, scheduled procedural dates including hearing continued from May 29 to July 11 (Docs. 17336-37).

■ Hearing Examiner Millard F. French on April 25 in proceeding on AM application of Mount-Ed-Lynn Inc., Mountlake Terrace, Wash., granted petition for leave to amend of applicant, closed the record, and parties shall file proposed findings on June 2, and reply findings, if any, on June 15 (Doc. 16766).

■ Hearing Examiner Isadore A. Honig on April 27 in proceeding on AM applications of Du Page County Broadcasting Inc., Elmhurst, and Central Du Page Broadcasting Co., Wheaton, both Illinois, granted petition for leave to amend of applicant Du Page County Broadcasting Inc., to reflect updated financial statement (Docs. 16965-66).

■ Hearing Examiner H. Clifford Irion on April 24 in proceeding on AM applications of Kittyhawk Broadcasting Corp., Kettering, Ohio, et al., granted petitions for leave to amend of applicants Kittyhawk Broadcasting Corp. (to reflect minor changes in stock ownership and financial matters) and Western Ohio Broadcasting Service Inc. (to reflect corrections in engineering) (Docs. 17243-50).

■ Hearing Examiner Forest L. McClenning on May 2 in proceeding on AM applications of Charles W. Jobbins. Costa Mesa-Newport Beach, Calif., et al., scheduled hearing to resume on June 19 (Docs. 15752, 15754-56, 15758-60, 15762, 15764-66).

CALL LETTER APPLICATION

■ Monroe Broadcasters Inc., Madisonville, Tenn. Requests WKYZ.

CALL LETTER ACTIONS

■ Ulysses Sherman Bartmess, Burney, Calif. Granted KAVA.

■ Arnold F. Petrich, Langdon, N. D. Granted KNDK.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing in consolidated proceeding the mutually exclusive applications of Michael S. Rice, First Capitol Radio Inc. and Cecil W. Roberts for new AM's to operate on 1460 kc, 5 kw, DA-D, at St. Charles, Mo.; made Federal Aviation Administration a party to proceeding. Commissioner Bartley concurred in part and dissented in part with statement. Action May 3.

Existing AM stations

APPLICATIONS

KFIL Preston, Minn.—Seeks CP to increase power from 500 w to 1 kw. Ann. May 3.

WSLU Canton, N. Y.—Seeks CP to change ant. trans. location to Waterman Hill, 4.75 miles southeast of Canton, N. Y.; install dual polarized ant. (RCA-BFC-2, 2 sections);

change frequency from 89.3 mc ch. 207 to 96.7 mc ch. 217; increase TPO to 3 kw; decrease ERP to 2.6 kw horiz. and operate with vertical ERP of 2.6 kw; and increase HAAT to 217 ft. Ann. May 3.

WSHS Floral Park, N. Y.—Seeks mod. of license to change hours of operation from unlimited to share time (share time with Adelphi University, applicant for new non-commercial educational FM broadcast station in Garden City, N. Y.) and change name to Central High School District No. 2 of Hempstead and North Hempstead, N. Y. Ann. May 3.

FINAL ACTIONS

KHAC Window Rock, Ariz.—Broadcast Bureau granted license covering new AM broadcast station. Action April 27.

KNAB Burlington, Colo.—Broadcast Bureau granted mod. of CP to move trans. site 700' south and make changes in ground system; condition. Action May 2.

KPIK Colorado Springs—Broadcast Bureau granted license covering changes in ant.-trans. location, and ant. system. Action April 27.

WNDB Daytona Beach, Fla.—Broadcast Bureau granted license covering changes in ant. system. Action April 27.

WDYX Buford, Ga.—Broadcast Bureau granted license covering increase in power, change in ant.-trans. location, ant. system. Action April 27.

WPGA Perry, Ga.—Broadcast Bureau granted license covering increase in power. Action April 27.

WBBA Pittsfield, Ill.—Broadcast Bureau granted license covering changes in ant.-trans. location and change in ant. system. Action April 27.

WQMR Silver Spring, Md.—Broadcast Bureau granted license covering changes in ant.-trans. and main studio location; condition. Action May 1.

KBIL Liberty, Mo.—Broadcast Bureau granted license covering new AM, specify studio location 310 LaFrenz Road, Liberty. Action April 27.

KQIK Lakeview, Ore.—Broadcast Bureau granted license covering increase in daytime power. Action April 27.

WDOG Allendale, S. C.—Broadcast Bureau granted license covering increase in power. Action April 27.

WAGL Lancaster, S. C.—Broadcast Bureau granted license covering increase in power. Action April 27.

WACO Waco, Tex.—Broadcast Bureau granted CP to change location of studio to 314 West Loop 340, Waco, and make changes in ant. system; condition. Action April 27.

WKCW Warrenton, Va.—Broadcast Bureau granted CP to change ant.-trans. and studio location to intersection of U. S. 29-211 and Virginia Route 873, Warrenton. Action April 28.

WVAR Richwood, W. Va.—Broadcast Bureau granted mod. of CP to make changes in ground system, change ant.-trans. location to ¾ mile northwest center of town Richwood. Action April 28.

WBOO Baraboo, Wis.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 330' west of Waldo Street at 0.3 miles south of South Boulevard, Baraboo, and make changes in ant. system and ground system. Action April 28.

■ Broadcast Bureau granted renewal of licenses for following stations and expiring auxiliaries: WGR Buffalo, N. Y. (Action May 3); WBYE Calera, Ala.; WAMR Venice, Fla.; WFPG Atlantic City; WKBR-AM-FM Manchester, N. H.; WSMN Nashua, N. H.; WLLR Raleigh, N. C.; WKBX Winston-Salem, N. C., and WOTR Corry, Pa. Action April 27.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted application of Major Market Stations Inc., licensee of KREL Corona, Calif., to increase daytime power from 1 kw to 5 kw, change from DA-N to DA-2, continued operation on 1370 kc, with 500 w-N. Commissioner Johnson concurred. Action May 3.

WLBH Mattoon, Ill.—FCC waived Sec. 1.569(b)(2)(iii) of rules and accepted for filing application to increase power from 250 w to 5 kw-DA, continued operation on 1170 kc-D. Action May 3.

WSTM, J. W. Dunavent, Kentucky Technical Institute and Charles Hammond—Request for show cause order filed April 25 by J. W. Dunavent, Kentucky Technical Institute and Charles Hammond, by their attorneys,

as to why WSTM, St. Matthews, Ky., should not change authorized frequency from 103.1 mc. to 103.9 mc., or in alternative 95.7 mc. Ann. May 1.

■ By memorandum opinion and order, commission granted petition for extraordinary relief filed on March 16 by Tinker Inc. (WEKY), and terminated Richmond, Ky., standard broadcast revocation proceeding (Doc. 16125). Commissioner Johnson not participating. Action May 3.

■ By memorandum opinion and order, in Lamar Life Insurance Co. (WLBT) Jackson, Miss. proceeding (Doc. 16683), commission affirmed review board's order, to extent that it permits examination of the WLBT "station logs, transcripts, scripts, and tapes of programs" from Jan. 1, 1962 to date. Such examination, however, is to be limited to documents which are relevant to first two hearing issues. Moreover, examiner is instructed that if Lamar refuses to honor request by the intervenor for disclosure of any programming material of categories mentioned, on ground of lack of relevance, intervenor must make prima facie showing of such relevance under one or both of first two hearing issues. Memorandum also dissolved stay of effectiveness of the review board's memorandum opinion and order. Commissioner Johnson not participating. Action April 28.

■ Office of opinions and review on May 1 granted request of Walter N. Nelskog and extended to May 1 time for filing responsive pleadings to Broadcast Bureau's April 4 comments in Bellevue, Washington proceeding on renewal of license of Northwest Broadcasters Inc., for KBVU, and application of Bellevue Broadcasters (KFKF) for CP (Docs. 16609, 16610).

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on May 2 in proceeding on AM application of Norristown Broadcasting Inc. (WNAR), Norristown, Pa., granted motion of applicant and continued procedural dates including hearing from June 6 to July 26 (Doc. 14952).

■ Hearing Examiner Isadore A. Honig on May 2 in proceeding on AM applications of Arthur A. Cirilli, trustee in bankruptcy (WIGL), Superior, Wis., et al., ordered that hearing on issue 1 applicable to proposal of Quality Radio Inc. (WAKX) is deferred without date but hearing on other issues will be held as scheduled on May 16 (Docs. 16476-78).

■ Hearing Examiner H. Gifford Irion on April 25 in proceeding on AM application of Madison County Broadcasting Inc. (WRTH), Wood River, Ill., granted petition of applicant and continued further prehearing conference from April 28 to July 5 (Doc. 16980).

■ Hearing Examiner Jay A. Kyle on April 26 in proceeding on AM applications of WMGS Inc., (renewal) and Ohio Radio Inc. (CP), both Bowling Green, Ohio, scheduled further hearing conference for June 1, and hearing for June 26 (Docs. 16290-91).

■ Hearing Examiner Forest L. McClenning on April 27 in proceeding on AM application of city of Camden (assignor) and L & P Broadcasting Corp. (assignee) for assignment of license of WCAM Camden, N. J., denied petition for continuance filed by L & P Broadcasting Corp. insofar as it seeks continuance without date, and continued procedural dates including hearing from May 17 to Sept. 18 (Doc. 16792).

■ Hearing Examiner Herbert Sharfman on April 25 in proceeding on AM applications of Columbia Broadcasting System Inc. (WCAU), Philadelphia, and Plains Broadcasting Co. (KGYN), Guyton, Okla., extended time to May 15, for CBS to furnish supplementary information requested by Broadcast Bureau; also extended time for filing proposed findings from June 14 to June 28, and replies from June 28 to July 12 (Docs. 16589, 16848).

■ Hearing Examiner Elizabeth C. Smith on April 25 in proceeding on AM applications of 1400 Corp. (KBMI) (renewal) and Joseph Julian Marandola (CP), both of Henderson, Nev., scheduled further prehearing conference for May 18 (Docs. 16813-14).

FINES

■ Commission adopted order for forfeiture in amount of \$100 against Brush Broadcasting Co., licensee of WPRV Wauchula, Fla., for violation of Sec. 73.47(b) of rules (failure to have equipment performance measurements available). Action May 3.

■ Commission adopted order for for-

feiture in amount of \$500 against Miracle Valley Broadcasting Inc., licensee of WEIF Moundsville, W. Va., for repeated violation of Sec. 73.93(a) and (b) of rules by operating without properly licensed operator, Action May 3.

CALL LETTER APPLICATION

■ WKYR, WKYR Inc., Cumberland, Md. Requests WCMD.

CALL LETTER ACTIONS

■ WBIC, Long Island Broadcasting Corp., Islip, N. Y. Granted WLIX.

■ WGOO, Winyah Bay Broadcasting Inc., Georgetown, S. C. Granted WINH.

New FM stations

APPLICATIONS

Tucson, Ariz.—Grand Canyon Broadcasters Inc.—Seeks 94.9 mc, ch. 235, 10 kw. Ant. height above average terrain 84 ft. P. O. address 3883 North 38th Avenue, Phoenix 85019. Estimated construction cost \$49,994; first-year operating cost \$36,000; revenue \$48,000. Principals: Applicant owns KHEP-AM-FM Phoenix, Dallas Reeves, president. Ann. April 28.

Monticello, Ark.—Baker Broadcasting Co.—Seeks 93.5 mc. ch. 228, 3 kw. Ant. height above average terrain 205 ft. P. O. address Box 448, Monticello 71655. Estimated construction cost \$3,000; first-year operating cost \$1,500; revenue \$4,000. Principals: Edward Keith Baker, owner, and owner and operator of KHBM Monticello. Ann. April 28.

*Washington—The Greater Washington Educational Television Association Inc.—Seeks 90.9 mc, ch. 215, 75 kw. Ant. height above average terrain 614 ft. P. O. address 1225 19th Street, N.W. Washington 20036. Estimated construction cost \$134,155; first-year operating cost \$115,000; revenue none. Principals: George E. Geesey, FM director. Ann. April 28.

Augusta, Ga.—North Augusta Broadcasting Co.—Seeks 103.1 mc, ch. 276, 3 kw. Ant. height above average terrain 300 ft. P. O. address 333 Jefferson Davis highway, North Augusta, S. C. 29844. Estimated construc-

Make
the grass
greener
on your
side of
the street.

See Page 35.

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, May 4

	ON AIR		NOT ON AIR	
	Lic.	CP's	CP's	CP's
Commercial AM	4,106*	18	84	
Commercial FM	1,608	25	264	
Commercial TV-VHF	479*	16	24	
Commercial TV-UHF	92*	28	131	
Educational FM	301	3	31	
Educational TV-VHF	60	7	9	
Educational TV-UHF	42	8	53	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 4

	VHF	UHF	Total
Commercial	519	259	778
Noncommercial	76	103	179

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083*	1,533	570*	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

*In addition, two AM's operate with Special Temporary Authorization.

*In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

Robert S. Dix, president. Applicant owns WOLD Marion, Va. Requests waiver of Sec. 73.210(a)(2).

Prairie du Chien, Wis.—Prairie Broadcasting Co.—Seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain minus 46 ft. P. O. address Box 90, North Villa Louis Road, Prairie du Chien 53821. Estimated construction cost \$14,442; first-year operating cost \$2,000; revenue \$2,000. Principal: W. C. Schlaugat Jr., president and general manager. Applicant owns WPRE Prairie du Chien, Wis. Ann. April 28.

FINAL ACTIONS

Camden, Ark.—Camden Radio Inc. FCC granted 97.1 mc, ch. 246, 50 kw. Ant. height above average terrain 185 ft. and waived Sec. 73.210(a)(2) of rules to extent of permitting location of main studio beyond corporate limits of Camden on U. S. 79, ¼ mile northeast of Camden. P. O. address: c/o Walter E. Hussman, Camden News, Camden 71701. Estimated construction cost \$46,687; first-year operating cost \$12,000; revenue \$12,000. Principals: W. E. Hussman (30.1%), Camden News Publishing Co. (26.5%), Betty P. Hussman (20.4%), and others. Mr. Hussman is president, director and stockholder of Camden News and with his and with his wife is involved in several Arkansas newspapers. Commissioners Bartley, Cox and Johnson dissented. Action May 3.

New Iberia, La.—Techeland Broadcasting Inc. Broadcast Bureau granted 99.1 mc, ch. 256, 100 kw. Ant. height above average terrain 280 ft. P. O. address: Daspt Road, New Iberia 70560. Estimated construction cost \$38,198; first-year operating cost \$15,000; revenue \$36,000. Principals: Sherry Lopez, vice president, Guy Martin Jr., secretary-treasurer, Huey Darby, vice president, David Wenger Jr., president (each 16.2%), et al. Messrs. have all been employed with broadcast stations, but, none has or had any ownership interests other than as set forth. Techeland is licensee of KNIR (formerly KVIM) New Iberia. Action April 28.

Marshall, Minn.—Larry Willard Linder. FCC granted 100.1 mc, 2 kw. Ant. height above average terrain 150 ft. P. O. address: Box 777, Willman, Minn. 56201. Estimated construction cost, \$18,280; first-year operating cost, \$7,500; revenue, \$5,000. Mr. Linder is licensee of KMUL Marshall and has interests in KWLM-AM-FM Willmar, KTOE Mankato, and KDMA Montevideo, all Minnesota. Action April 26.

Rochester, Minn.—North Central Video Inc. Broadcast Bureau granted 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 46 ft. Estimated construction cost \$28,935; first-year operating cost \$20,000; revenue \$24,000. Principals: Joseph C. Poire (22%), Richard Plunkett (19.5%), Vincent T. Hallett (11%), James R. Doyle (10%), Harold A. Wente, Francis J. O'Brien, Robert J. Waswe, Robert J. Lundin, Conrad W. Baars, Edward J. Foster, Harry F. Burich (each 5%), Catherine M. Poire (2.5%). North Central is licensee of WELY Ely and KWEB Rochester, both Minn. Action April 28.

Reedsburg, Wis.—Sauk Broadcasting Corp. FCC granted 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 215 ft. P. O. address: 1000½ 17th Avenue, Monroe, Wis. 53566. Estimated construction cost \$13,480; first-year operating cost \$4,000; revenue \$6,000. Principals: Kenneth W. Stuart, Willard R. Schuetz and Doran R. Zwargart (each 33⅓%). Mr. Stuart is president, director and has 25% interest in Green County Broadcasting Corp., licensee of WEKZ-AM-FM Monroe. Mr. Schuetz has same position and stock. Mr. Zwargart is secretary-treasurer, director and 25% stockholder in WEKZ. Sauk Broadcasting is licensee of WRDB Reedsburg. Each also have 33⅓% interest in Greenco Printing Co. Action May 3. Commissioners Cox and Johnson dissented.

OTHER ACTION

Portland, Ore. Cascade Broadcasting Corp.—FCC granted request for waiver of Sec. 73.207(a) of rules and accepted application for new class C FM to operate on ch. 222 (92.3 mc). ERP 59.2 kw ant. height 934 ft. Commissioner Johnson dissented. Action May 3.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 28 designated Hearing Examiner Isadore A. Honig to serve as presiding officer in proceeding on FM applications of Hartford County Broadcasting Corp. and Central Connecticut Broadcasting Co., both New Britain, Conn.; scheduled prehearing conference for May 23, and hearing for July 5. (Docs. 17405-6) And designated Hearing Examiner Chester F.

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tion cost \$21,754; first-year operating cost \$12,000; revenue \$16,000. Principals: Mrs. Frances Bennett, president and secretary (99%) and Leon L. Bennett, vice president and treasurer (less than 1%). Mrs. Bennett is in real estate, bag and baggage, taxis and retail credit company. Mr. Bennett has interest in taxis, Bennett & Co., advertising, bag and baggage, moving company and cosmetics. Applicant is licensee of WTHB Augusta, Ga. and both principals have interest. Ann. April 28.

Cochran, Ga.—John Hulett tr/as Bleckley County Broadcasting Co.—Seeks 96.7 mc, ch. 244, 3 kw. Ant. height above average terrain 157 ft. P. O. address Box 184. Estimated construction cost \$8,684; first-year operating cost \$5,000; revenue \$12,000. Principals: Mr. Hulett is 100% owner of WVMG Cochran; 37.5% owner and station manager of WVOH Hazlehurst, both Georgia; 100% owner of poultry farm, and 50% owner of farm. Ann. May 3.

*Garden City, N. Y.—Adelphi University—Seeks 90.3 mc, ch. 212, 0.35 kw. Ant. height above average terrain 112 ft. P. O. address c/o Chester W. Grochola 11530. Estimated construction cost \$3,360.35; first-year operating cost \$12,000; revenue none. Principals: Arthur W. Brown, president, and Chester W. Grochola, assistant to president. Ann. May 3.

*Philadelphia—Drexel Institute of Technology—Seeks 91.7 mc, ch. 219, 0.0063 kw. Ant. height above average terrain 225' 7". P. O. address 32nd & Chestnut Streets, Philadelphia. Estimated construction cost \$2,408; first-year operating cost \$4,400; revenue none. Principals: Harold Myers, vice president and treasurer, Albert J. Nesbitt, chairman of board. Ann. May 4.

Danville, Va.—Baron Broadcasting Corp.—Seeks 103.3 mc, ch. 277, 100 kw. Ant. height above average terrain 578 ft. P. O. address Box 1055, Danville 24540. Estimated construction cost \$46,854; first-year operating cost \$25,000; revenue \$30,000. Principals: Ralph Baron, president. Applicant is licensee for WILA Danville. Ann. May 3.

Marion, Va.—Emerald Sound Inc.—Seeks 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 300 ft. P. O. address Highway 16 south, Marion 24354. Estimated construction cost \$22,756.48; first-year operating cost \$3,800; revenue \$10,000. Principals:

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Naumowicz Jr., to serve as Presiding Officer in proceeding on FM applications of Shurtlett-Schorr Broadcasting Corp. and Cornbelt Broadcasting Corp., both Lincoln, Neb.; scheduled prehearing conference for May 23, and hearing for June 26. (Docs. 17409-10).

■ Hearing Examiner Isadore A. Honig on April 28 in proceeding on FM applications of BBPS Broadcasting Corp. and Scott Broadcasting Co. of Pa., Inc., both of Ellwood City, Pa., granted petition of applicant Scott Broadcasting Co. and continued hearing from May 3 to May 23. (Docs. 16861, 16863).

■ Hearing Examiner Forest L. McClenning on April 27 in proceeding in re: petitions by Stephen Vaughan & Associates, Cleveland, Tenn., and Multivision Northwest Inc., Dalton, Ga. (CATV) dismissed "request for information from commission files" filed by Multivision Northwest Inc. (Docs. 17065-66).

■ Hearing Examiner Elizabeth C. Smith on April 25 in proceeding on FM applications of Bill Garrett Broadcasting Corp., and Faulkner Radio Inc., both Slidell, La., scheduled hearing for June 19. (Docs. 17261-62).

CALL LETTER APPLICATIONS

■ Barry Broadcasting Co., Hastings, Mich. Requests WBCB-FM.

■ *St. Johns University, New Brighton, Minn. Requests KSJN-FM.

CALL LETTER ACTIONS

■ *St. Cloud State College, St. Cloud, Minn. Granted *KVSC(FM).

■ *Susquehanna University, Selinsgrove, Pa. Granted WQSU(FM).

■ Radio Anderson Inc., Anderson, S. C. Granted WANS-FM.

■ *University of South Dakota, Vermillion, S. D. Granted KUSD-FM.

■ G. C. Monson, Spokane, Wash. Granted KUDY-FM.

DESIGNATED FOR HEARING

Lincoln, Neb. Shurtlett-Schorr Broadcasting Corp. and Cornbelt Broadcasting Corp.—FCC designated for consolidated hearing applications for new class C FM's to operate on ch. 297 (107.3 mc)—Shurtlett-Schorr with ERP of 100 kw, ant. height of 109 ft.; Cornbelt with ERP of 50 kw, ant. height of 205 ft. Ann. May 3.

Existing FM stations

FINAL ACTIONS

WEZQ(FM) Winfield, Ala.—Broadcast Bureau granted license covering increase in power. Action April 27.

KBMS(FM) Los Angeles—Broadcast Bureau granted mod. of license covering change in studio location and remote control point to 301 East Colorado Blvd., Pasadena, Calif. Action April 28.

WFYN-FM Key West, Fla.—Broadcast Bureau granted license covering new FM. Action April 28.

Macon, Ga. Rowland Broadcasting Inc.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to Lower Enterprise Court at Southern Railroad, Macon, makes changes in ant. system; conditions. Action April 28.

*KUID(FM) Moscow, Idaho—Broadcast Bureau granted license covering changes in ant.-trans. location, change in ERP and ant. height. Action April 28.

WNWC(FM) Arlington Heights, Ill.—Broadcast Bureau granted license covering changes in ant.-trans. location, installation of new trans., new ant., change ERP and ant. height. Action April 28.

*WEVC(FM) Evansville, Ind.—Broadcast Bureau granted mod. of license covering change in name of licensee to University of Evansville. Action April 28.

WGAN-FM Portland, Me.—Broadcast Bureau granted license covering new FM. Action April 28.

WBZ-FM Boston—Broadcast Bureau granted license covering change in ERP and ant. height. Action April 28.

KFBD(FM) Waynesville, Mo.—Broadcast Bureau granted license covering change in ant. system. Action April 28.

KVBC(FM) Grand Forks, N. D.—Broadcast Bureau granted license covering new FM, specify studio location 319½ DeMers Avenue, Grand Forks, N. D. Action April 28.

WFCJ(FM) Miamisburg, Ohio—Broadcast Bureau granted CP to make changes in ant. system. Action April 28.

KCRC-FM Enid, Okla.—Broadcast Bureau granted mod. of CP to change type trans., change ERP to 58 kw. Action April 26.

KJEM-FM Oklahoma City—Broadcast Bu-

reau granted license covering changes in ant.-trans. location, installation of new trans. and ant., change in ERP and ant. height. Action April 28.

KVRO(FM) Stillwater, Okla.—Broadcast Bureau granted license covering new FM. Action April 28.

WBYO-FM Boyertown, Pa.—Broadcast Bureau granted license covering installation of new trans. and ant. Action April 28.

WVOZ-FM Carolina, P. R.—Broadcast Bureau granted license covering new FM. Action April 28.

WKDA-FM Nashville, Tenn.—Broadcast Bureau granted license covering change in ant.-trans. location, change in ant. height. Action April 28.

KFWT-FM Fort Worth, Tex.—Broadcast Bureau granted license covering changes in ant.-trans. location, change ERP to 100 kw, increase ant. height to 960 ft. Action April 27.

KLUE-FM Longview, Tex.—Broadcast Bureau granted license covering installation of new trans., change ERP and ant. height. Action April 28.

KWLW(FM) San Angelo, Tex.—Broadcast Bureau granted mod. of license covering change in name to KWLW Inc. Action April 27.

KDSX-FM Denison-Sherman, Tex.—Broadcast Bureau granted mod. of CP to increase ant. height to 260 ft. Action April 28.

*WLUR(FM) Lexington, Va.—Broadcast Bureau granted license covering new FM non-commercial educational. Action April 27.

*KPLU(FM) Tacoma, Wash.—Broadcast Bureau granted license covering new FM broadcast noncommercial educational. Action April 28.

■ Following is list of FM's which have notified commission, as required by Sec. 73.297 of rules, that they are conducting FM stereophonic operation. This supplements previous listings: KBIG-FM Los Angeles, Calif.; KIRO-FM Seattle, Wash.; KOIL-FM Omaha, Neb.; KOIN-FM Portland, Ore.; KPFI-FM Lafayette, La.; KQV-FM Pittsburgh, Pa.; KQXX(FM) McAllen, Tex.; KSBW-FM Salinas, Calif.; KSBY-FM San Luis Obispo, Calif.; KSTP-FM St. Paul, Minn.; KWKH-FM Shreveport, La.; WALL-FM Middletown, N. Y.; WCBS-FM New York; WDUX-FM Waupaca, Wis.; WEAV-FM Plattsburgh, N. Y.; WEZK(FM) Knoxville, Tenn.; WFLY-FM Troy, N. Y.; WFUR-FM Grand Rapids, Mich.; WHBC-FM Canton, Ohio; WHCN(FM) Hartford, Conn.; WITN-FM Washington, N. C.; WJWS-FM South Hill, Va.; WKCU-FM Corinth, Miss.; WKMO(FM) Kokomo, Ind.; WKRG-FM Mobile, Ala.; WLOL-FM Minneapolis; WMC-FM Memphis, Tenn.; WMRY-FM East St. Louis; WNBC-FM New York; WNSL-FM Laurel, Miss.; WNYC-FM New York; WOSH-FM Oshkosh, Wis.; WPIX-FM New York; WSPD-FM Toledo, Ohio; WTHI-FM Terre Haute, Ind.; WWST-FM Wooster, Ohio; WXYW(FM) Suffolk, Va., and WXYZ-FM Detroit. Stereo station deleted: WNAM-FM Neenah-Menasha, Wis. Ann. May 1.

RULEMAKING PETITIONS

Washington National Association of Broadcasters—Requests amendment of Sec. 73.262, experimental operation, to change time for testing and experimental operation for FM stations. Ann. April 28.

Upper Darby, Pa. Belar Electronics Laboratory—Request postponement from June 1, to Sept. 1, of effective date of provisions of Secs. 73.253 and 73.553 relating to installation of modulation monitors by FM stations engaged in stereophonic operations. Ann. April 28.

Translators

ACTIONS

■ Commission waived Sec. 1.534(b) of rules and granted late-filed application of Indian Valley Television Corp., for CP to replace expired permit which authorized changes in UHF TV translator station K70AP at Greenville, Calif. Action May 3.

K11CP Lava Hot Springs, Idaho—Broadcast Bureau granted CP for VHF TV translator location to ¼ mile southeast of Lava Hot Springs, and make changes in ant. system. Action May 1.

■ Commission waived Sec. 74.732(e)(1) of its rules and granted applications of Garry-owen Butte TV Inc. for new VHF translator on ch. 11 to serve Evaro, Mont., by rebroadcasting programs of KXLF-TV, ch. 4, Butte, and for changes in facilities of translator K08FD, Missoula. Action May 3.

W06AG Burnsville, N. C.—FCC granted mod. of CP for VHF TV translator to

specify operation on output ch. 8 (in lieu of ch. 6), to rebroadcast programs of its WLOS-TV (ch. 13), Asheville; condition. Commissioner Cox abstained from voting.

Dubois, Wyo. Dubois Community TV Club—Broadcast Bureau granted CP for new VHF TV translator to serve Dubois and surrounding area operating on ch. 7 by rebroadcasting programs of KTWO-TV, ch. 2, Casper, Wyo. Action April 27.

CATV

APPLICATIONS

Booth American Co.—Requests distant signals from WTTV(TV) Bloomington, Ind. (Kokomo and part of Howard county), WKJG-TV, WPTA(TV) and WANE-TV, all Fort Wayne, Ind.; WNDU-TV, South Bend, Ind., and WGN-TV, Chicago to Kokomo and Howard County, Ind. (Indianapolis—ARB 18). Ann. April 28.

T-V Transmission Inc.—Requests distant signals from KHAS-TV Hastings, Neb. to Seward and Crete, Neb. (Lincoln-Hastings-Kearney, Neb.—ARB 93). Ann. April 28.

United Transmission Inc.—Requests distant signals from WFMV-TV Greensboro, WBTV(TV) Charlotte, both North Carolina; WOAY-TV Oak Hill, W. Va.; WSOC-TV Charlotte, N. C.; WJHL-TV Johnson City-Bristol-Kingsport, Tenn., and WGHP-TV, Greensboro-Winston Salem-High Point, N. C. to Galax, Va. (Greensboro-Winston Salem-High Point, N. C.—ARB 47 and Roanoke, Va.—ARB 64). Ann. April 28.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted temporary waiver request of program exclusivity provisions of Sec. 74.1103(e) of rules filed by Athens TV Cable of Alabama Inc., operator of CATV system in Athens, Ala.; denied requests for order to show cause filed by North Alabama Broadcasters Inc., licensee of WHNT-TV, and Tennessee Valley Radio & Television Corp., licensee of WMSL-TV. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Cox concurred.

■ By memorandum opinion and order, commission granted petition for stay filed by Garrett Coaxial Television Tower Inc., operator of CATV system at Siloam Springs, Ark., but provided that switching equipment be installed as expeditiously as possible. Commissioner Bartley concurred in part, dissented in part, and issued statement; Commissioner Cox dissented. Action May 3.

■ By memorandum opinion and order, commission granted petition for extension of time filed by Chester TV Cable System, operator of CATV system at Chester, Calif., with respect to FCC 67-104. Commissioner Bartley concurred; Commissioner Cox dissented; Commissioner Loevinger concurred. Action May 3.

■ By memorandum opinion and order, commission denied request for special relief filed by Indiana Broadcasting Corp., licensee of WANE-TV, Fort Wayne, Ind., in which commission was asked to designate for hearing proposal by Shadco Cablevision Inc., to operate new CATV system at Delphos, Ohio. Commissioner Bartley concurred; Commissioner Cox dissented and issued statement. Action May 3.

■ By memorandum opinion and order, commission determined that Houlton TV Inc., operator of CATV system at Houlton, Me., is not bound by terms of FCC 67-251. Commissioner Bartley concurred; Commissioner Cox dissented and issued statement. Action May 3.

■ By memorandum opinion and order, commission granted waiver of hearing to permit operation of CATV system in Harts-ville, S. C., in Columbia television market. System was authorized to import distant network signals from Charlotte, N. C., Columbia, S. C., Wilmington, N. C., High Point, N. C. and distant educational signal from Columbia. Commissioner Bartley concurred and issued statement. Action May 3.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 25 designated Hearing Examiner Thomas H. Donahue to serve as presiding officer in proceeding in re petition by Cable Vision Inc., Lewiston and Auburn, Me., for authority pursuant to Sec. 74.1107 of rules to operate CATV systems in Portland-Poland Spring Television market; scheduled prehearing conference for May 18, and hearing for June 19. (Doc. 17378).

■ Hearing Examiner Charles J. Frederick

(Continued on page 101)

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Sales manager for top rated all FM stereo station. America's 4th largest market. Box E-53, BROADCASTING.

Salesman/announcer—permanent. Start \$100 week plus commission for experienced man. Hospitalization insurance. Small staff. Station located farwest-midwest. Complete resume first letter. Box E-64, BROADCASTING.

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Ground floor opportunity in prosperous 30 thousand city with excellent trade area. Excellent guarantee. Midwest only. Contact Dale Low, KSMN, Mason City, Iowa.

Salesman experienced, energetic with good record. Excellent trade area. Resume to WMCB-FM, P. O. Box 519, Michigan City, Indiana 46360.

This is a prosperous Ohio prime-timer in one of the nation's best radio markets with a Negro-programmed FM affiliate. We are looking for a salesman with the qualifications of being 28-40 years old, educated, a good record in broadcast sales, aggressive, ambitious. Minimum guarantee is \$10,000. If interested call Crowl or Shone, 513-224-1137.

Salesman for top rated Baltimore station. Experience necessary. Must be neat and willing to work. Call 542-1021, Baltimore, Maryland.

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Immediate need for experienced dj in pleasant major university town. Box C-199, BROADCASTING.

First phone announcer needed 5 kw day-timer near New York City. #1 station growing market. Good working conditions, benefits, salary open. Tight up-beat board MOR-news-information format. No maintenance. Send resume to Box D-214, BROADCASTING.

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Announcer—newsman for midwest MOR daytime single station market. All benefits. Modern operation near metro area. Send tape, photo resume. Start \$125 a week. Box E-14, BROADCASTING.

Wanted: First phone announcer. . . . No maintenance. . . . For KOWB regional in Laramie, Wyoming; University City. Curt Gowdy Enterprise. Contact manager immediately. Box E-17, BROADCASTING.

Summer announcer needed at WWNY Radio & TV. Car necessary. \$105. Good music radio. Send tape and resume. Box E-22, BROADCASTING.

News oriented announcer to join 10-man program staff in highly successful midwest medium market station. Salary based on ability and experience. Box E-42, BROADCASTING.

Announcer/salesman—permanent. Start \$100 week plus commission for experienced man. Hospitalization insurance. Small staff. Station located farwest-midwest. Complete resume first letter. Box E-65, BROADCASTING.

Contemporary personality for important midwest top 40 operation. Top earnings and other benefits commensurate with background and ability. All inquiries individually considered. Tapes returned. Immediate telephone interview will follow for qualified applicants. Box E-77, BROADCASTING.

Ann-engineer. Southern California. No beginners, excellent pay, Box E-85, BROADCASTING.

Experienced staff announcer with broadcast endorsement for well established regional network station. Box E-89, BROADCASTING.

Announcer: first phone. Want an ideal place to settle down, with good income, relaxed atmosphere. . . . Less than hours drive to two large cities? Pleasant, no-pressure living. If you can sell, so much the better. Current AM man makes over \$12,000 with sales. Mid-Atlantic. Box E-97, BROADCASTING.

Announcers—(cont'd)

Florida major market AM-FM needs announcer who desires to increase earnings with part time sales. Good adult voice for good music. Experience not as important as ambition and ability. \$2.50 hour on air plus 25% commission on sales. Sky's the limit if you hustle. Apply Box E-114, BROADCASTING.

"Come to California"—Two first phones wanted immediately—good voice—no maintenance—high base—extra talent. MOR, Sports-oriented station. Tape, and resume to Bob Donnelly, KGNU, Santa Clara, Calif.

First phone, announcer salesman. New showcase studios . . . 5 kw. . . . Participation health insurance. . . . Paid vacation. . . . 35 hour board shift. Call Roy Mapel, KIML, Gillette, Wyoming.

First phone announcer needed for top quality MOR operation in midwest. ABC affiliate. Send tape and resume immediately to Don Hetherington, KRGI, Grand Island, Nebraska 68801. A Stuart station.

Combination radio news announcer and TV sports announcer wanted. Shift will be Monday through Friday, from 10 a.m. to 6 p.m. Must have quality voice, experience in news and/or sports field preferred, you will be working in Huntsville, Alabama, state's 3rd largest market at WAAY Radio and WAAY-TV. The South's most powerful TV station. Contact M. D. Smith IV, 1000 Monte Sano Blvd., Huntsville, Ala. Zip 35801 or call area code 205 539-1783.

Wanted: Bright personable, top 40 man. Good on news and production. Contact WBIC, 309 Main Street, Islip, New York. 516-277-1100.

Radio station seeks staff announcer. 3rd endorsed or better. Know MOR music. . . . Some college desirable. 5 kw AM, 75 kw FM. Send tape to WCOW, Sparta, Wisconsin.

Immediate opening . . . Contemporary station needs all-night man. Excellent opportunity for advancement. Salary open. Send tape and resume WCVS, 3055 South Fourth Street, Springfield, Illinois.

Suburban Chicago, combo, 1st class preferred, but will consider 3rd-class and financing arrangements for 1st class in Chicago school. Permanent. Send tape and background details, WEAW, Evanston, Illinois.

First phone announcer needed immediately for daytime in suburban Hartford market. Write Manager, WEHW, Windsor, Conn. or call 203-688-8221. References required.

Announcer DJ—Immediate opening for experienced, good-sounding, young man, for good music format! Excellent salary, fringe benefits. Send tape, background, and photo to WFDF, Flint, Michigan.

Beginning announcer, start your announcing career with a pro. Tremendous opportunity to receive valuable experience in a small radio market. No broadcasting experience necessary. . . . We'll train you. A Goldman Group Station. Contact Manager, WGGO Radio, Salamanca, N. Y. (716) 945-1515.

Morning man wanted for top station in small market area. Must have first class ticket. Six-day week. Three-week vacation. Life insurance and hospitalization. Must have good voice. Must have experience. Will start as high as \$120 or a little more, depending on qualifications. Guaranteed six months increments, tape may be sent but personal interview mandatory. Latter could be at Kingston, New York City, Philadelphia, Washington. Reply H. M. Thayer, President, WGHQ, 82 John Street, Kingston, New York.

Help Wanted—Announcers—(Cont'd)

Experienced announcer-production man to be hired by modern MOR network affiliate in the heart of the thriving Pennsylvania Dutch Country. Excellent, responsible job with low turn-over, quality station. Duties to include air shift and work in creative copy department. Good salary, working conditions and fringe benefits. First phone preferred but not mandatory. Please send tape and resume to Phillip A. Jacobs, Program Director, WGSB, Box 1310, Ephrata, Penna. 17522.

Good middle of road personality for well established 5 kw CBS full time in city of 40,000. Home of University of Virginia. Send tape, resume, salary requirement to operations Manager WINA, Charlottesville, Virginia.

Wanted: 3 first phone announcers for new station. Mail tape, resume, salary requirements to: Manager . . . WLIH Radio . . . New London, Wisconsin 54981.

Announcer opening—must have 3rd endorsed. Good music FM station. Resume to WMCB-FM, P.O. Box 519, Michigan City, Indiana 46380.

Wanted: Announcer-salesman or announcer for AM-FM station. Send tape, photo and resume to Harold Harris, WMFC, Monroeville, Alabama.

WOIC, Columbia, South Carolina, has its first opening in six years for top R&B jock; must do news. Send air check and resume to Charles Derrick, WOIC, Box 565, Columbia, S. C.

Immediate opening for DJ-announcer-MOR-Progressive new owners. 10 kw L.I., lively south shore—50 miles from Fun City. Contact Stan Martin, WFAC, Box 717, Patchogue, N. Y. 11772.

Saginaw, Michigan—Needs top 40 dj. Should have experience in news and production. No. 1 rated station, WSAM—NBC. Contact Dave Hollis, P.D.

Immediate opening—experience preferred. Salary based on experience. WVOS, Liberty, New York.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Sunny, Phoenix. Adult music station with cluster format desires first ticket experienced announcer. Reputable, stable operation. Salary commensurate with ability. Send complete resume and references and tape to: Program Director, P.O. Box 426, Phoenix, Arizona 85001.

Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Chief engineer needed at once for midwest 1 kw non-directional AM and automated stereo FM operation. Must be strong on maintenance. Salary open. Box D-290, BROADCASTING.

First class engineer for position as chief—some announcing desirable. Pleasant northern New England area and excellent working conditions. Will construct new facilities this summer. FM planned for very near future. 1000 watts daytime-well-equipped. Position available mid-May. Box E-26, BROADCASTING.

Immediate opening in south for well-qualified chief engineer with AM-directional and FM-stereo experience. Box E-115, BROADCASTING.

Ambitious engineer for television. Prefer experienced transmitter, microwave and VTR. Good opportunity. Box E-125, BROADCASTING.

Technical—(Cont'd)

Immediate opening. Engineer/Announcer, with maintenance and air experience. Need man capable of building, repair and CATV desire. Some air work with a group station. Now AM and CATV, building FM. Contact Thomas Holmquist, Manager, KMCD, Fairfield, Iowa. 515-472-4191.

First phone engineer and competent engineer or announcer and sales. Mail tape, picture, resume to Joe Kendall, Manager, KXRO, Aberdeen, Washington.

Chief engineer for 1 kw AM non-directional station southeastern Massachusetts. No announcing. Need take-charge guy for all technical matters. Contact Manager, WALE, Fall River, Mass. 607-674-3535.

Strictly engineering. Opportunity: personal, professional. Many fringe benefits. Near Phila. WCOJ, Coatesville, Pa.

Technician with first class phone license needed for well established radio and UHF television station in mid-west market. Operations and maintenance. Prefer some previous radio experience, but will consider the beginner. Air mail resume to: Pat Finnegan, C. E., WLBC AM-FM-TV, Muncie, Indiana 47302.

Chief engineer for WLPM, Suffolk, Virginia. Must be able to handle nondirectional AM. 80,000 watt FM stereo and SCA. Top salary, no announcing, 5 day week. Fringe benefits. Contact: E. D. Baydush.

Immediate opening—full or part time board operators—Steady-3rd class required. WSBC, Chicago. 312-666-9060.

1st class engineer experience in complete maintenance or extensive vocational training for daytime AM-250 watt and 50 kw FM. Prefer man interested in community of 10,000. Salary depends on qualifications. Send complete resume with salary information to: C. R. Griggs, Radio Station WVLN, Box L, Olney, Illinois.

Radio engineer for minimum 2 year assignment with 10 kw educational radio station on South Pacific Island. Must have some experience at combo work and have thorough knowledge of AM transmitter and studio operation and maintenance. Pleasant living conditions, liberal employee benefits. Send comprehensive resume to NAEB, 1346 Connecticut Ave., N.W., Washington, D.C. 20036.

The University of Michigan has an opening for an experienced studio engineer radio. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. FCC license preferred. Opportunity to enroll in University coursework. Salary \$5,200-\$6,000 depending on experience. Full fringe benefit program. Send resumes to Robert K. Kirch, Scientific and Technical Placement, 1020 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

Top 100 midwest market needs experienced on-air news director. All necessary equipment and staff, salary \$500 to 10,000. Send air check and resume. Box E-7, BROADCASTING.

Upgrading station sound. Need at once. . . . Newsman capable of setting up and managing local news department. Will consider person now working as second or third man in live wire operation. Also need good production man willing to take air shift. Contemporary programed station upstate New York. Contact now. We have much to offer. Box E-16, BROADCASTING.

Need additon to large, well-equipped news department. Midwest independent with heavy news schedule. Salary open. E-43, BROADCASTING.

News Director—Award winning news department in aggressive station. Strong on local news, no network. KAGE Winona, Minnesota.

All news in Washington. Need man for AM team. Need big, crisp delivery for mostly air work. Rush tapes, resume and salary requirements to News Director, WAVA, Arlington, Virginia. An equal opportunity employer.

NEWS—(Cont'd)

Newsman—50,000 watt popular music station in major market. Strong on-air man with first phone. Must be aggressive, write and deliver with authority. Prefer format experience. Excellent salary. Rush tape and resume to WDGY Radio, Box 6606, Minneapolis, Minnesota, (A Storz Station).

Full-time newsman or woman, must be aggressive and able of gathering, writing and delivery with professional sound. Dept. is yours. Tolliver Rivers, WJAZ, Albany, Ga.

Production—Programing, Others

Program director, major market, east, nationally known Top 40 Station. Must be solid citizen with good documentable background and willing to work hard to maintain station stature. Send resume, references and recent photo or snapshot. Box D-232, BROADCASTING.

Production man. Large metro east coast group has management position for talented and creative man. Must be able to write and produce imaginative and exciting copy. Generous salary. Send complete resume, tape, copy samples to Box D-302, BROADCASTING.

Girl Friday needed who knows full operation of small station including bookkeeping, billing, payroll, copy, air work. Some travel between company owned stations with owner. Box E-102, BROADCASTING.

Needed immediately! Experienced copywriter capable of taking over continuity department. Either sex. Send resume, photo and sample copy to WBCK, 390 Golden Avenue, Battle Creek, Michigan 49015.

Salary in upper 4 figures to start. Program Director for MOR station. Must be strong in production, and able to handle telephone talk show. Rush tape, resume to Ron Mitchell, WRGM, 6001 Wilkinson Road, Richmond, Va. 23227.

Half-time graduate assistantship available September, supervising news programing, and student performance, on 6-day university station. Must have commercial news experience. Can work for M.A. or Ph.D. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

Working general manager. Knowledgeable in all phases. Good sales record. Management experience. Desire investment opportunity. Prefer midwest. Medium to metropolitan market. Let's get together. Box D-228, BROADCASTING.

Manager-chief engineer. Small or medium market. Competent. 13 years experience. Available 30 days. Box E-27, BROADCASTING.

Professional operations manager. Thoroughly experienced in major market top 40 operation. Excellent references. Presently employed, but desire stimulating challenge and growth potential. Box E-28, BROADCASTING.

Outstandingly experienced general or sales manager. Creative. Can train, sell, manage. \$15,000. Box E-81, BROADCASTING.

Top ten market operations manager/pd. 15 years experience in all phases—former general manager. 1st phone. Ready to relocate for more opportunity. Box E-117, BROADCASTING.

Hardworking employed assistant-manager in small midwest market looking for step up. Know all phases of operation. Over 5 years proven sales-record. Security and future a must. 26 family, references. Box E-132, BROADCASTING.

Management, sales, production, programing, agency background. Desire station in medium market. Solid track record, excellent references, family man. Box E-137, BROADCASTING.

Experienced manager seeks opportunity in growing town in Midwest or Southwest. Strong on sales, public relations, programing. Married, early forties, can invest. Box E-141, BROADCASTING.

SITUATIONS WANTED

Management—(Cont'd)

You have a management opportunity in good sized market. You expect experienced station manager, excellent sales person, with broadcasting, sales management, advertising background, and ideas, enthusiasm, dedication to increase market acceptance and billing. Present employment—several years sales major market. E-142 BROADCASTING.

Announcers

Top 40 swinger, 3rd endorsed seeks larger market with future. 8 yrs. exper.—tight show, good on production. Married, dependable. Box D-184, BROADCASTING.

Chicago-based DJ showman. Mor/Top 40. I'm pro—Are you? Box E-2, BROADCASTING.

Radio graduate Negro, Production minded, 3rd endorsed. Available now. Box E-19, BROADCASTING.

Do you want that contemporary funny man who does not sound like a jock? I please the entire audience, teens-young adults. If you are looking for that big voiced swinger, don't contact me, but if you want something new in your evening slot, please come. Just left major market, still presently employed by same group, in TV operation. Box E-29, BROADCASTING.

Negro air personality broadcast graduate, dj-announcer. Light experience, dependable, 3rd endorsement. Will relocate. Married. Box E-46, BROADCASTING.

Personality morning man w/1st, sales or PD, making \$175. Box E-88, BROADCASTING.

15 years radio. Want PD or entertainment and personality work. Good informal ad lib ability. Handle children or adult shows well. MC or booth work. 40's Family. Employed. Box E-87, BROADCASTING.

First phone! Beautiful adult music. (Not opera), no maintenance. Interview, Nights. Married. Radio 18 years. 201-227-1103. Box E-88, BROADCASTING.

Rock personality wishes to relocate due to change in music format. Prefer night rock shift in sizeable market in Southeast. Tight board, production, news. Tape, resume, on request. Box E-94, BROADCASTING.

Top 40 DJ—Great production, young swinging sound. Draft exempt, 19, 2 years College radio experience. Prefer Northeast. Available immediately. Box E-95, BROADCASTING.

Authoritative newscaster announcer-DJ. experienced. Tight board want to settle. Not a prima donna or floater. Will relocate to any part of U.S. Box E-99, BROADCASTING.

Attention rock and young adult programmers—Experienced DJ, board, 27, married knows modern scene, intelligent style, bright and tight pace, many promotion ideas, will dig progressive minded well managed station. Authoritative news, third endorsed, go anywhere. Box E-101, BROADCASTING.

A most unusual availability. Outstanding announcer/executive, nationally respected, 25-year of #1 music and news independent in N.Y.C., is actively seeking a permanent affiliation with a radio station or group of stations in South or Far West. No station too large or too small. Money important but secondary to stimulating growth opportunity and livable environment away from cliff dwelling atmosphere. In-depth background covers every aspect of news and personality announcing, news directing, station operations, and station management—complete with illustrious accreditation. Thorough knowledge of FM and automation. Creative, highly professional, mature, can make substantive contributions to progressive, on-the-way-up organization. Want to put down roots and strongly identify with quality station in harmonious community. Box E-109, BROADCASTING.

Top 40 MOR personality third endorsed, more info write Box E-110, BROADCASTING.

A little crazy, but humorous and friendly. Aged 20, wants top 40. Some experience. Available June 15. Box E-112, BROADCASTING.

Announcers—(cont'd)

Good music man, mature voice, intimate style, relaxing sound. Extensive music background. Writes and delivers creative and believable copy. Prefers night trick. Southwest, west coast. Box E-113, BROADCASTING.

Top 40 screamer. First ticket—B.A. Young—Experienced—Draft free. Box E-119, BROADCASTING.

Announcer DJ—Service complete, AFRTS, College. Presently MOR, would like top 40, authoritative news. Have bag, will travel. Box E-121, BROADCASTING.

Young experienced top 40 DJ Blind, need break. Have tape will travel. Box E-128, BROADCASTING.

Young sportscaster . . . desires to relocate. Will consider all offers. Prefer Oregon, California, or near-by states. College graduate in Radio-Television. 24. 5½ year experience. Married, draft exempt. Play-by-play in all sports. Can re-create football, basketball. Number one sportscaster in 140,000 3 sports station market. Available July. Box E-129, BROADCASTING.

Experienced middle of road announcer seeks position in metropolitan area; 1st phone; military completed. Box E-130, BROADCASTING.

Negro announcer DJ. Recent graduate in all phases. Now available. Dependable. 3rd phone. Box E-131, BROADCASTING.

Strong format jock now in major market looking for good slot, first phone, top 40 only. Box E-133, BROADCASTING.

FM+Pop=\$. Experienced DJ announcer 3rd class+your station=good listening. Box E-134, BROADCASTING.

Recent first phone wants position as announcer-engineer. Experienced in announcing. Presently working part time in metropolitan New York. Alert—Caucasian—24—finished military—family; Box E-136, BROADCASTING.

Attention. Interested in continuing to learn top forty radio your way. Pennsylvania preferred. Have third endorsed. Draft exempt. Two years experience. I like personality radio. Willing to learn. Contact Frank Churik, 739 Prince Street, Turtle Creek Pennsylvania 15145. Telephone 412-824-3120.

Just finishing military service. Two years with AFRTS. Guam, last 18 months as station manager. Two years commercial experience in addition to being a broadcast school graduate. Smooth, relaxed, easy listening style. 3rd phone working for 1st through CIE. Availability starting July 15. Prefer Pacific NW, or Washington, D. C. area. For tape and resume write, Bob Davis, Station manager, AFRTS, Box 148, c/o FPO, S. F. 96630.

Attention Florida stations! Mature announcer newsmen moving to Florida soon, seeks position. Over 3 years experience. Third endorsed. Call 216-281-7195.

Detroit broadcasting school graduate. Negro DJ announcer 22, draft exempt. 3rd endorsement, ambitious with desire to learn. Will relocate. Gerald Dailey, 1701-Ford, Detroit, Michigan. (313) TO-5-7577.

Still looking for a summer replacement? Will consider anything in the Chicago area. Edward Glab, 217 Edgeware Rd., Elk Grove, Illinois.

Greatest top-40 personality—Third class endorsed—Single—Draft exempt—College degree—Experienced all phases—Good salary—Locate any state—Contact before June 5th—J. Starr, 870 NO, Wabash Avenue, Chicago, Ill. 60611, suite—306, (312) 337-9781 or (312) 337-9783.

Hey Tiger! Vacationing jocks causing problems? What you need is me! Responsible, hard-working, 2nd year, 3rd ticket college man wants to pep up your programming this summer, maybe longer. Regardless of format, especially rock. I'm your man! Satisfaction guaranteed! Have wheels, will travel. Request tape, references. Larry Lauer, 3205 Elm, Brookfield, Ill. GRRR!

Build a better listener trap! Controversial talker! Law degree! 301-MU 6-1863.

Top 40 dj wants secure position with progressive station. Draft exempt. Chris Kelly, 403 South Seigel, Decatur, Illinois.

Announcers—(cont'd)

Attention—Washington, D. C. — Baltimore area: Negro dj-announcer with chief engineer-announcer experience, management potentials, degree and professionally trained. Desires full or part-time position any format—R&B to classics. Phone 202-529-5643, 12-1 p.m., 4-7 p.m. Ben Johnson, 1835 3rd St. N.E., #27, Wash., D. C.

West only! 12 years, third, vet., single, ready. 406-252-3956. After 6.

And then there was the cat who ate cheese—and looked in the mouse hole with baited breath! Morning personality—majors—tic-keet—BS and law degrees! 301-MU 6-1863.

Technical

Manager-chief engineer. Small or medium market. Competent, 13 years experience. Available 30 days. Box E-27, BROADCASTING.

Vacation relief: student, first phone, experienced, reliable, June—August. Box E-82, BROADCASTING.

NEWS

Top rated reporter seeks news directorship. Can build department from bottom. Box D-230, BROADCASTING.

Radio newsmen seeks to move to major market. College graduate, experienced in all aspects of news writing and delivery. Write Box E-80, BROADCASTING.

New York City news reader writer seeks TV/radio opportunity in major Northeast market 14 years in business. Information on request. Box E-111, BROADCASTING.

Good newsmen considering change. Airman, editor, reporter. Radio-TV, newspapers. NBC (O&O), Westinghouse Newsmen; news director, large markets. Paul Burke, KYW, Philadelphia or 516 W. Coulter, Phila. 215-VI-4-3558.

Over twelve years radio, experienced newsmen available now. Box 1028, Stamford, Conn.

Production—Programing, Others

Director, 32, first phone, experienced on full hour news, sports, remotes. VTR spots, switching, TD background. Now on west coast, will relocate. Box E-21, BROADCASTING.

Sportscaster (under 30) ready to take charge of aggressive sports department. Capable of projecting personality, stating opinions. TV, degree, family. Top references. Box E-49, BROADCASTING.

Good music professional—28. 8 years experience. College graduate. Presently PD, pulling air shift. Married, mature, stable, completely dependable. 3rd endorsed. Currently earning \$9,000/year. Desire opportunity for more responsibility and advancement. Will pay half cost of personal interview. Box E-59, BROADCASTING.

Northern city boy in small Southern market seeks major market opportunity. 1966 earnings: \$11,000 as radio program director, TV-radio personality. Starting salary secondary to potential. Extensive experience all phases programing, air work, promotion. Box E-69, BROADCASTING.

Pro 1st phone PD Any market, any format. Box E-79, BROADCASTING.

Successful small market pd desires position in medium-large market. First phone, good production-copy. Married, good references and credit. Box E-108, BROADCASTING.

TELEVISION—Help Wanted

Management

Terrific opportunity for young aggressive Television Executive. Prefer applicants from Midwest with college degree, \$18-25,000. Call Jerry Jackson, 312-337-5318 for complete details.

TELEVISION—Help Wanted

Sales

Outstanding salesman wanted for nation's only charismatic TV-Radio station. Must have born again experience. Send resume to Tom Wright, Box 111, Portsmouth, Virginia 23704.

Looking for a live-wire salesmanager. Good opportunity. Box E-123, BROADCASTING.

Announcers

Booth announcer for ETV station in Northeast. Reasonable familiarity with foreign languages, good liberal arts background. Send audition tape and resume stressing educational background and announcing experience. Box D-243, BROADCASTING.

Opportunity for young radio announcer desiring to move into TV. Profit sharing plan, life and hospitalization insurance. Prefer man already located in Southwest. Send picture, audio tape, and resume to Dean Orton, KCEN-TV, 506 Professional Building, Waco, Texas.

Technical

Chief engineer for expanding New England television station. Must be good at maintenance. Will also consider qualified mature technician ready to move up. Box D-3, BROADCASTING.

Major midwest market TV needs 1st class engineer. VHF full power. If just recently licensed or long on experience send resume to Box D-221, BROADCASTING.

Immediate opening for Engineering—first phone Television Station, operation—no announcing. Location, Northern Lower Michigan. Box D-253, BROADCASTING.

Chief engineer for new UHF station in major midwest market. Your chance to build station from ground up. Must be experienced all phases of installation and technical operation, including VTR, color, and personnel supervision. You know what you want. If you have it, send complete summary, references, photo, salary to Box E-54, BROADCASTING.

Florida high power UHF seeking chief engineer who can take charge of complete construction and operation. Excellent ground floor opportunity. Experienced only. Full resume, references and salary requirements first letter. Box E-76, BROADCASTING.

Have new first class license? Experience not necessary, will train new man in full studio transmitter operations. Must be flexible. Under new management and growing fast. Box E-92, BROADCASTING.

Chief engineer VHF-TV expanding facilities. Will consider ambitious, experienced engineer ready for the switch. Box E-124, BROADCASTING.

Major market television station is looking for top notch transmitter Supervisor. Excellent opportunity for advancement. Contact—Glenn H. Romsos, WKBS-TV, Kaiser Broadcasting, 3201 S. 26th St., Philadelphia—336-6400. Equal opportunity employer.

WREX-TV Rockford, Illinois has opening for engineer with first class ticket. PD experience not necessary. Call or write WREX-TV Dick Peck, Chief Engineer.

General Electric, technicians for WRGB, union scale to \$12,000, exceptional additional benefits; TV schooling and/or experience required. Write or call Charles E. King, 518-377-2261, Schenectady, N. Y.

Engineering supervisor—Color—VTR—2500 mc—Degree preferred—good salary—benefits—resume to Roy Johnston, Director ITV, Northeastern University, Boston, Mass.

Television engineer—1st phone, heavy maintenance experience, excellent working conditions, fringe benefits. Immediate opening, south central Pennsylvania. Phone 717-533-9121.

Engineers: Chief for CCTV system; experience; RF and video system design capability; July 1 start. Technician to operate helical scan VTR, studio and audio equipment. Open now. Degree work possible. Contact: Instructional Broadcasting, Eastern Michigan University, Ypsilanti, Michigan 48197.

Technical—(Cont'd)

California full color VHF building new studios needs first class technician qualified studio operations and maintenance. Excellent working conditions. Phone or resume to Don Ferguson CE, Box 628, Sacramento. 916-441-4041.

Chief television engineer. Opportunity to plan, design and supervise installation of audio, video and RF systems at new campus of west coast university. Broad responsibility for campus television facilities including new Communications Building with three instructional television studios now under construction. Requires equivalent of BSEE and five years TV engineering experience. Excellent job security and growth opportunity in beautiful area. Salary open. Please send resume to Personnel Office, University of California, Santa Cruz, California, 95060. An equal opportunity employer.

TELEVISION

Help Wanted News

Anchore newsmen ready to move up? Write, prepare and perform. Mideastern net affiliate. Medium market group. Box E-78, BROADCASTING.

TELEVISION—Help Wanted

Production—Programing, Others

Art Director for TV station in nation's capital. Head up our well equipped and functioning art/photo department with no ceiling on your creative talent. You will be responsible for station's entire graphic look including sets. Send portfolio and resume to Box E-138, BROADCASTING.

Film editor. Independent station with heavy feature film schedule needs editor experienced in all phases of TV film projection operation. Excellent opportunity for ambitious young man looking for advancement. Send resume to Box E-139, BROADCASTING.

TV Director for 3-year Federal nursing project beginning July 1. Must be creative and ITV oriented. Project based in Tallahassee, Florida. Salary \$9,000. Send complete resume photo. vtr first communication. Ed Herp. WFSU-TV, Florida State University, Tallahassee, Florida, 32306.

TELEVISION

Situations Wanted

Management

Director with 9 years television experience wants relocation with progressive station. Producer-director position desired. Capable, conscientious, versatile with strong production background. Box E-45, BROADCASTING.

Production/operations manager backed by 14 years experience in broadcasting desires similar position in medium market. Young, aggressive, heavy production background. Box E-118, BROADCASTING.

Sales

Television sales manager. Excellent record. My system works. Box C-95, BROADCASTING.

Announcers

Northern city boy in small southern market seeks major market opportunity. 1966 earnings: \$11,000 as radio program director, TV-radio personality. Starting salary secondary to potential. Extensive experience all phases programing, air work, promotion. Box E-67, BROADCASTING.

Mature family man—Seventeen years prime time air experience—Exceptionally strong on newscasts—Security a must—desire relocate, Color VTR upon request. Box E-91, BROADCASTING.

NEWS

Top flight newsmen—photographer, 9 years, with over 5 years major capital reporting is looking for directorship in good medium market. Likes hard hitting local news and documentaries. Box E-98, BROADCASTING.

NEWS—(Cont'd)

Am looking for situation where management enthusiastically believes in, and promotes, documentaries and news specials, and has sufficient technical talent and equipment to make it possible to produce top product. At present am writer-producer of monthly documentaries and news specials at major-midwestern TV station, I also research, edit, narrate, sound-mix, and film 30% of show. During past 3 years with these limitations, have won four national awards of excellence for these documentaries, plus 1 regional award and 2 state awards. Seek position where have more assistance, so can produce still better finished product. Resume, tapes, films, photo available on request. Write Box D-164, BROADCASTING.

Production—Programing, Others

Operations manager available. 12 years experience all phases broadcasting, currently in medium eastern market, will relocate anywhere. Resume and references on request. Box E-63, BROADCASTING.

Northern city boy in small Southern market seeks major market opportunity. 1966 earnings: \$11,000 as radio program director, TV-radio personality. Starting salary secondary to potential. Extensive experience all phases programing, air work, promotion. Box E-68, BROADCASTING.

T.V. Weatherman looking for step up. Box E-83, BROADCASTING.

Production/film manager. Young, aggressive network experience, 6 years in top ten market, emphasis on news production/film. Desire small or medium market in Northeast or Mid-Atlantic. If you want to improve your local production-news-film operation, I'm your man. Box E-90, BROADCASTING.

TV meteorologist . . . Experience with nation's no. 1 private weather service now seeking position. Believe weather program need not be dull. Complete with color moviefilm, 35 mm weather slide collection. Access to inexpensive weather radar. Prefer Florida, Gulf States, or Midwest. Box E-135, BROADCASTING.

Versatile young man desires challenging position with precedent setting company. Experienced as TV floor man, camera man, writer, artist, puppeteer, director. Also experienced in multi-color off-set press operation and platemaking. Solid background in warehousing, administration and sales. Creative, inventive, practical, industrious, conscientious, dependable, cooperative. Definitely not a clock-watcher. Currently employed at TV station. No college. Minimum \$150 weekly. Best references. P.O. Box 641, Chattanooga, Tennessee. 37401.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable-Hellax, Styroflex, etc. Air, foam and solid types. Unused at surplus prices. Guaranteed-TDR tested. Write for list. S. W. Elect. Co., Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3/4 transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment, Write Box E-255, BROADCASTING.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

16 MM TV Broadcast projector Holmes model LT with pedestal. F.O.B. \$265.00. 5AUP 24 RCA color flying spot tubes unused \$60.00. Box E-105, BROADCASTING.

For sale . . . TR-22 tape recorder. Fully colorized. Four years old, excellent condition. all modifications. Highest offer above \$40,000. Avail. July. Call 717-823-3614 or Box E-140, BROADCASTING.

FOR SALE—Equipment—(Cont'd)

For sale . . . Gates BC 1T Transmitter, one thousand 250 watts . . . Less than five years old . . . Being sold because station increasing power. Transmitter and spare tubes for \$3500. Les Kleven, KBHB, Sturgis, South Dakota. 605-347-2526.

For Sale: UHF equipment, good operating condition, tuned to channel 36. Station changed power. Frequency 4-TT25A1, 12½ kw transmitter, complete with color correction equipment, less klystrons. 4TV 21C1 demodulator. 4TX11A1 GE sweep generator. 4PY24B2 GE filterer. TY25D GE antenna. 1183-T3 GR frequency and modulation monitor, calibrated and rebuilt Feb. 1965. Stainless T33 450' guyed tower. 500' Andrew 31/8" coaxial line. Also for sale, the following UHF equipment, good operating condition, tuned to channel 25: 1 TY25C GE antenna. 1 4PY24C GE filterer. 480' 3/4" coaxial line, antenna filterer and line available now. 1 TT25 12½ kw transmitter less klystrons, available approximately 4 months. Telephone Don Kassner, Vice President WCCB-TV, Charlotte, N. C. 372-0357.

Raytheon 5 kw transmitter, Model RA-5, with spare tubes and parts. Best offer takes. New rig now being installed. Contact Bob Smith, WIXK Radio, New Richmond, Wis. 715-246-2254.

New in original carton Bauer model 440 log alarm \$1,250.00, WPEX-FM, Town and Country Plaza, Pensacola, Florida.

Mike boom and dolly RCA type good condition, quiet operation, priced at \$450. Phone Washington, D. C. 202 223-9400, extension 641.

Ampex new model 351 full track through Model 300 4-track SS recorder tube type. We will convert your 3-channel Ampex Model 300-3SS to a -4SS for \$1,390.00 plus trade of old parts. Accurate Sound Company, 15 N. Tyler St., San Angelo, Texas. 76901.

Towers, broadcast, microwave, CATV, TV, new and used, phone 224-9922 Tower Maintenance, Inc. Tallahassee, Fla.

1 used 165' Truscon tower self-supporting, ideal for FM, \$5,000. Also 3 used galvanized. Lehigh self-supporting towers \$7,500. 1 used 200' 24" face guyed tower \$2,750. New England Tower Construction Co., Brandon, Vt. Telephone 802-247-5725.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

30 minute tape—"quicklee" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

One-Liners, gags, exclusive in your market! 1000—\$15.00; 2000—\$25; 3000—\$30.00. Lyn Publications, 414 Mason, San Francisco, California.

Owners-Managers in trouble? We can help if you will work and follow advice. Call night rates, W. T. Woods, Consulting Services, AC 612 455-7547.

Professor Joe Langston, (Speech Department, California State College), 653 Window Avenue, Long Beach, California, 0814, wishes to contact Al Venning for research on "Telescope" which Venning directed at CKLW-TV, Windsor, Canada, in the 50's. Venning reputedly left Detroit area for U.S. west coast.

Nationally-syndicated award winning radio program needs representative in several areas. P.O. Box 22179, Fort Lauderdale, Florida 33315.

Market brochures, coverage maps, custom broadcast sales aids, designed and created by the leader in the field. Noyes, Moran & Company, Inc., Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

First Class License in six weeks. Highest success rate in the Great North Country Theory and Laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for May 10, July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute, REI is #1 in success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week Over 95% of REI graduates pass the FCC exams. Classes begin May 22—June 26—July 31. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-8922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class June 19 and August 7. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

INSTRUCTIONS

Continued

FCC first phone license training by correspondence. Low cost, pay-as-you-go plan. Free particulars. The Willard Foundation, P. O. Box 1049, Washington, N. C. 27889.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Memphis or Hollywood. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

RADIO

Help Wanted

Production—Programing, Others

WRITER!

Strong Background
SALES PRESENTATIONS
BROADCAST SALES PROMOTION
Familiar with Radio Spot Sales & Approach
MAJOR NETWORK, N.Y. HQ.
Box E-104, BROADCASTING.
An Equal Opportunity Employer. M/F

MEDIA

I need a Media Director. A real pro. He should have the following experience behind him and be looking for a big leg-up in his career.

- Package goods experience
- Media/Buyer/Supervisor (All Media experience)
- Experience writing Media plans
- Media Research
- Confidence in your ability to develop and lead the Media Department of an Agency billing \$15,000,000.

You should have a minimum of 3 years experience with top name agencies. Relocate within 100 miles of Manhattan.

Salary \$15,000-\$17,000
Reply by resume to Box E-127, BROADCASTING.

Top 5 market,

Top Rated contemp. station
Looking for America's best production man. Good voice a must, all replies acknowledged. Flagship station of major chain. Submit tape and complete resume to:
Box E-143, Broadcasting.

Promotion Director

Major east coast market 50kw station. (Group ownership). Need imaginative promotion director. Should be well versed in advertising, promotion and publicity. Experience with talk format preferred. All replies confidential.

Box E-145, Broadcasting.

RADIO—Help Wanted

NEWS

Creative Newsman

If you are a creative newsman or woman with extensive experience in on-the-air reporting, film production techniques, writing crisp news copy and you are looking for a good salary with a complete benefit program, then send tape and resume to:

Bernard Shusmen
Manager-News
General Electric Broadcasting Co.
1400 Balltown Rd.
Schenectady, N.Y. 12309
An Equal Opportunity Employer.

RADIO—Situations Wanted

Announcers

Canadian play-by-play

Hockey announcer seeks assignment in U.S. with NHL/AHL or affiliated farm clubs. Fifteen years experience including calling of NHL and WHL team games. Experience includes baseball and curling. All inquiries answered—tape on request. Send inquiries to

Box E-103, BROADCASTING.

Top Rated Pro

Contemporary personality in top 15 market looking for greener pastures in top 10. Afternoon or early evening drive time, fast paced jock, with number 1 station. Now in the wrong time slot. One of original personalities that programed present station to the top spot.

Box E-120, BROADCASTING.

Production—Programing, Others

Copy/Traffic Personnel Available!

TV & Radio stations can get qualified copy and traffic personnel by calling Diane Gibson, Nationwide Broadcast Personnel Consultants, 312-337-5318.

TELEVISION

Help Wanted—Technical

Television and Radio Broadcast Technicians Wanted

For New England Major market UHF all color station. Experience desired. Union scale. Please reply.

Box D-225, Broadcasting

An Equal Opportunity Employer

BROADCAST TV SYSTEMS ENGINEERS... Decide for yourself!

If you are a qualified broadcast TV engineer, you probably have a good job now and there are many reasons to stay where you are. You may be asking yourself, then, "Why should I consider going with F & M Systems Co?" Let's review the reasons briefly so you can decide for yourself:

more interesting work

At F & M, you enjoy the excitement of designing, furnishing and installing new or improved television systems. Our prime contract programs include turnkey system design and management of major network and station studio, theater, mobile, and other technical facilities. F & M assumes responsibility for integrated video, audio, switching, intercom and the other technical facility elements.

At F & M, you have the depth of organization and facilities of a large company... plus the varied work assignments of a smaller organization. But that's not all. You also have...

outstanding opportunities for advancement

In just the last two and one half years, our engineering staff has grown six-fold. With growth like that, our engineers have enjoyed almost unlimited opportunities for personal advancement.

There is every indication that rapid growth (and excellent advancement opportunities) will continue in the future. At F & M, you can look forward to assuming greater and greater responsibilities as fast as your abilities permit.

You also get...

better pay

If you qualify for one of our openings, we can probably offer you a significant increase in income right from the start. We also offer liberal relocation allowances so your pay increase is a net gain the first month.

Also, your money is likely to be worth more because living costs in Dallas are substantially lower than in many other important metropolitan areas. This, alone, is equivalent to still another raise.

But, important as it is, money isn't everything. We can also offer you...

top fringe benefits*...

...that include free life insurance and long-term disability income insurance as well as a \$100,000 business-connected travel accident policy. The company-paid hospitalization and medical insurance policy covers your dependents as well as yourself... and it includes attractive major medical benefits.

Add an excellent retirement plan plus liberal tuition-reimbursement provisions... and you have one of the best fringe-benefit plans in industry.

Look who's talking!

F & M Systems Company is the electronics systems management and engineering division of Fischbach and Moore, a corporation with over 5,000 employees, annual sales exceeding \$100 million, and nearly fifty years of achievement. We have what it takes to back up our promises.

Do you qualify?

There are choice permanent openings at F & M for broadcast TV engineers. Requirements include a BSEE plus experience in design, installation, testing, and/or operation of systems used in TV studios and mobile units.

We also have a number of openings for systems design engineers with experience in Telecommunications, digital data transmission, microwave communications, and telephone terminal interface.

If you qualify, don't delay another day! Send your resume (in full confidence) to R. J. Finley or call me collect at (214) 241-2121 in Dallas.

*Specific terms defined in the group policies.

F&M SYSTEMS CO.

■ A DIVISION OF FISCHBACH AND MOORE, INCORPORATED
P. O. BOX 20778 AREA CODE 214, CH 1-2121 DALLAS, TEXAS 75220

An equal opportunity employer



International Assignment

International television organization seeking qualified engineers for challenging position in Far East.

Minimum of five years maintenance experience in such positions as Chief, Transmitter, Mobile Van and Studio Engineer.

Job requires separation from dependents, however periodic home leave included as condition of contract.

Salary and allowance commensurate with positions.

Box E-144, Broadcasting.

TELEVISION

Situations Wanted—News

Weekend TV Newscaster

Newsman now employed in freelance capacity in N.Y.C. radio, seeks weekend TV newscast (either on regular or substitution basis). News credentials and on-camera appearance excellent. Will travel within 300 mile radius of New York. Box E-106, BROADCASTING.

RADIO-TV NETWORK NEWSMAN

28 years: reporter, anchorman, documentarian, news director, domestic and foreign correspondent with top business and personal references. Mid 30s, married, seeking directorship or anchor slot. Presently: 20Gs. Box E-116, BROADCASTING.

CATV—Help Wanted

CATV OPENINGS

Immediate openings nationwide for MSO Management Executives, MSO Chief Engineers, System Managers & Chief Technicians. Send resume today. No Fee!

Nationwide CATV Personnel Consultants
645 N. Michigan Avenue
Chicago, Illinois 60611

FOR SALE—Stations

California Fulltimer

Market just under half million. Priced just under half million. Big city. Big national potential. Handsome building. Excellent equipment. Personal reasons prompt sale by absentee owner. No brokers.

Box E-84, BROADCASTING.

Rocky Mountain—Daytimer

Absentee owned, 1000 watt, number two rated in multi-station major Rocky Mountain Market with excellent growth potential. Profitable, but owner's other business interests. Fair sale. Cash, or terms to qualified buyer.

Box E-107, BROADCASTING.

(Continued from page 94)

on April 25 in proceeding in matter of California Water and Telephone Co.; Associated Bell System Co., and General Telephone System, and United Utilities Inc. Co. (Tariff F.C.C. no. 1 and no. 2 applicable to channel service for use by CATV), continued without date hearing presently scheduled for May 31, because of precedence to be accorded the hearing in Doc. 17333 (Docs. 16928, 16943, 17098). And in proceeding in matter of California Water and Telephone Co.; Associated Bell Systems Co.; General Telephone System, and United Utilities Inc., Co. (applicability of Sec. 214 of Communications Act with regard to tariffs for channel service for use by CATV), rescheduled hearing from May 8 to May 31, (Doc. 17333).

■ Hearing Examiner Jay A. Kyle on April 25 in proceeding in re petitions by Fetzer Cable Vision, Kalamazoo, Mich., et al., (CATV), ordered that further hearing conference will be held at date to be hereinafter determined (Docs. 17200-08). On April 28 in proceeding in re: petitions by Fetzer Cable Vision, Kalamazoo, Mich., et al., (CATV), denied motion to sever of petitioner Booth American Co. (Docs. 17200-08).

Ownership changes

APPLICATIONS

KENA Mens, Ark.—Seeks assignment of license from E. M. Hoge to Mens Broadcasting Co. for \$65,000. Principals: Jack R. and William A. Reeves and Earl M. Jones (each 1/3 interest). Jack Reeves is employe of KRLD-TV Dallas. Mr. Jones is share owner and active in department store. William Reeves operates livestock, ranching and has investments. Ann. April 26.

WGCH Greenwich, Conn.—Seeks transfer of control from Walter S. Lemmon to Mrs. Anne Lemmon, executrix of estate of Mr. Lemmon. Mrs. Lemmon will own 35.44%. Ann. May 3.

WFLM Fort Lauderdale, Fla.—Seeks assignment of license from The Findlay Publishing Co. to Broward County Broadcasting Inc. for \$90,000 cash, \$10,000 deposit in escrow. Principal: Albert S. Tedesco, president (100%). Mr. Tedesco owns 75% of KDUZ Hutchinson and 85% of KTCR Minneapolis, both Minnesota, 100% of WIXX Oakland Park, Fla., and 100% of WWCM Brazil, Ind. Ann. May 3.

KCCN Honolulu—Seeks transfer of control from Perry W. Carle et al. to Jall Broadcasting Inc. d/b as Jall Corp. Principals: Al Lapin Jr., president (47.4%). Phil David Fine, president (36.8%), et al. Mr. Lapin is president and director of restaurant and franchising concern, investment company

FOR SALE—Stations—(Cont'd)

For Sale

250 watt station—fulltime AM (could be 1,000) near Tampa, Florida area.

Asking \$59,000. Write

Paul Lasobik, 4558 Monroe Street, Toledo, Ohio, or call: 419-Greenwood 5-3378.

Confidential Listings

RADIO—TV—CATV
N.E.—S.E.—S.W.—N.W.

G. BENNETT LARSON, INC.

R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028-213/469-1171

BROKERS-CONSULTANTS

West	TV&AM	profitable	\$525M	terms
Fla.	ceast	daytime	125M	cash
N.E.	suburban	daytime	150M	nego.
S.E.	suburban	daytime	100M	29%
South	CATV	chain	1.5MM	cash

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

partner and president and director of Broadcast Systems Inc., service organization for Lapin broadcast interests. Mr. Fine is attorney, chairman of bank, and director of restaurant and franchising. Mr. Lapin is president, director and 31.58% stockholder of Monte Mar Broadcasting Inc., permittee of KHP-TV Santa Barbara, Calif., president, director and 20% stockholder of Canasta Broadcasting Inc., permittee of WDUV-TV Jacksonville, Fla., has 10% interest in WOCN Miami (which he is in process of transferring to Mrs. Norma Fine, wife of David who has 15% interest in Miami station). 50% stockholder of American Telecasters Inc., permittee of KGPA-TV, president, director and 31.58% stockholder in Marbro Broadcasting Inc., applicant for new TV in San Bernardino, Calif., president, director and 55% stockholder in Aljir Broadcasting Inc., applicant for new TV in Aurora, Ill. and president, director and 55% stockholder in Hayvenhurst Broadcasting Inc., which has new TV pending in Minneapolis. Ann. April 27.

WIOK Normal, Ill.—Seeks transfer of control from Robert W. and Marzaretta S. Sudbrink to John E. Livingston, Principal: Mr. Livingston is director and stockholder of retail furniture and appliance store; officer, director, stockholder and general manager of J. Rogers & Co., advertising agency, and is stockholder in WISM-AM-FM Madison and WOSH-AM-FM Oshkosh, both Wisconsin, but proposes to dispose of such interests. Consideration \$276,000. Ann. May 3.

KCJC-FM Kansas City (Merriam), Kan.—Seeks assignment of license from Futura Music Inc. to Starr Broadcasting Group for \$225,000. Starr Broadcasting is two-thirds owned by William F. Buckley Jr., publisher of National Review and leading conservative figure, and one-third owned by Peter Starr. It owns KOWH-AM-FM Omaha; KISD Sioux Falls, S.D. and KUDL Fairway, Kan. Ann. April 26.

WRCR Manlewood, Minn.—Seeks assignment of license from WRCR Broadcasting Corp. to B & G Broadcasting Inc. for \$107,520. Principals: Armand J. Reilly, president, secretary (49%), et al. Mr. Reilly is self-employed investor. Ann. May 3.

WAPT-TV Cleveland—Seeks assignment of CP from The Superior Broadcasting Corp. to WKRF Inc. for \$200,000 (less expenses not to exceed \$50,000, already incurred by Superior Broadcasting in obtaining this CP). Principals: Kaiser Broadcasting Corp. and Superior Broadcasting Corp. (each 50%). It is proposed that Kaiser will have option to purchase the 50% interest of Superior on certain terms and conditions. Kaiser is licensee of KFOG(FM) and KHJK-TV San Francisco. WKBD-TV Detroit. WKBS-TV Burlington, N. J. KMTW(TV) Corona, Calif. It is 50% owner of WKBG Inc., licensee of WCAS and WKRQ-TV Cambridge Mass. and WXHR-FM Boston. Kaiser is wholly-owned subsidiary of Kaiser Industries Corp. E. E. Trefethen Jr. is president. Ann. May 3.

KPAM and KPFM(FM) Portland, Ore.—Seeks transfer of control from Marvin R. Tonkin and Samuel L. Miller to Walter P. Rossman. Principal: Mr. Rossman is president, director and 33 1/2% stockholder of Romito Corp., licensee of KPAM and KPFM. Consideration \$22,000. Ann. May 3.

WTGR Myrtle Beach, S. C.—Seeks relinquishment of negative control of Isadore Kramer to Thomas J. Rogers. Principal: Mr. Rogers is owner and 50% stockholder of K & R Broadcasting Corp. (application pending) St. Pauls, N. C. and owner and 50% stockholder of Old Hickory Corp. (application pending) Tabor City, N. C. Isadore Kramer and J. M. Soles Jr. are selling their combined stock of Grand Strand Broadcasting Corp. to Mr. Rogers for \$100,000. Ann. May 1.

KGAF-AM-FM Gainesville, Tex.—Seeks assignment of license from Gainesville Broadcasting Inc. to White Fuel Corp. for \$290,000, including trade on real estate and tailored music, plus \$90,000 for noncommensurate agreements. Principals: W. Er'a White, president (56.1%) and Emma M. White, secretary-treasurer (28.7%) et al. Mr. White is president and director of White Stores Inc., chairman of board of bank, president, director and principal stockholder of White Fuel Corp., investment corporation, director of Coleman Inc., insurance company concerns and credit corporation chairman. Ann. May 3.

KEBE-AM-FM Jacksonville, Tex.—Seeks transfer of positive control from John E. Ballard to Dudley Waller. If approved Mr. Ballard will resign as officer and director and Dorothy Reid Waller will replace him. Mr. Waller is president of Wells, Waller & Ballard Inc. and general manager of KERE-AM-FM(FC) only. Consideration \$40,000. Ann. May 1.

KWLW San Angelo, Tex.—Seeks transfer of control from Theodore N. Winberg to Kenneth S. Gunter. Principal: Mr. Gunter will own 100%. No consideration. Ann. May 3.

KBMF-FM Spearman, Hansford county, Tex.—Seeks assignment of license from Coy C. Palmer to Hansford Broadcasting Co. for \$1,000. Ann. May 3.

WNOR-AM-FM Norfolk, Va.—Seeks assignment of license from Norfolk Broadcasting Corp. (licensee of AM) and WNOR-FM Inc. (licensee for FM) to Virginia State Network Inc. for \$1,233,750. Principals: Arnold (60%) and Audrey (30%) Malkin and Stanley E. Wilson (10%). Mr. Malkin is chairman of board of directors. Mr. Wilson is president. Mrs. Malkin is vice president, secretary and treasurer. Mr. Malkin is principal stockholder in Texas Network, owning KFJZ-AM-FM Fort Worth and KEYS Corpus Christi, both Texas. Amended to include CP. Ann. May 2.

ACTIONS

WAAF Chicago—FCC granted assignment of license from Corn Belt Publishers Inc. to Atlas Communications Inc. for \$900,000. Principals: Ralph L. Atlas (51%), William J. Friedman (15%) and Milman Co. (34%); Milton T. Salstone and Marin G. McDermott, as partners, will subsequently transfer stock now held by Milmac to Theodore A. Jones, Mrs. Amy Parsons and Mrs. Marie Campbell which will reduce holding of Milmac to 24%. Mr. Atlas is vice president and director of Westinghouse Broadcasting Co. Inc., director of bank and director and treasurer of Chicago Thorobred Enterprises Inc. Mr. Lloyd F. Webb, president of Atlas is general manager and vice president of WVOY Cicero, Ill. Mr. Friedman is vice president of Hilton Hotels Corp., secretary of Hilton International Co. and Hotel Waldorf-Astoria Corp., director of chemical manufacturing company, director of motor freight carriers, secretary and director of distillery, director of toy manufacturing company, director of railroad, director of ship building company, partner in investment concern, director of data processing firm, president and director of the Milwaukee Inn, director of real estate and senior partner in law firm. Milmac Co. owns interest in Afton Records Inc. and Vicmill Music Corp. as well as nonbroadcast interests. Action April 28.

WHAN Haines City, Fla.—Broadcast Bureau granted assignment of license from Richard L. Cook, deceased, to Mrs. Peggy R. Cook tr/as Haines City Broadcasters. No consideration. Action April 28.

WROZ Evansville, Ind.—Broadcast Bureau granted assignment of license from Natco Communications Inc. to Radio Evansville Inc. Application due to oversight on grant of ownership change May 27, 1966, whereby subject licensee was assigned to Natco from Radio Evansville. It was intention of parties thereto to effect transfer of control of Radio Evansville Inc., the licensee of WROZ, by means of purchase by Natco of 100% of Radio Evansville's stock from Mr. J. B. Fuqua. Error was not recognized until March 8 when—in connection with application by Natco for change of name—Natco was advised by FCC that its records reflected that Radio Evansville Inc. was no longer licensee of WROZ by reason

of prior application and grant. This application is to rectify oversight. Action May 1.

WNDU-AM-FM-TV South Bend, Ind.—Broadcast Bureau granted transfer of control from Theodore M. Hesburgh, Edmund P. Joyce, John E. Walsh, Charles J. McCarragher, Howard J. Kenna and John J. Cavanaugh, as university to Theodore M. Hesburgh, Edmund P. Joyce, John E. Walsh, Charles J. McCarragher, Howard J. Kenna and John J. Cavanaugh, as voting trustees. University of Notre Dame du Lac will continue as 100% beneficial owner of licensee's stock. Action April 28.

WIEL Elizabethtown, Ky.—Broadcast Bureau granted assignment of license from Charles L. Owen, et al. to Charles L. Owen, Keenes Campbell Bowling Jr. and Horace E. Tabb, executors of estate of Stokley Bowling, deceased, and trustees under will, and Holly Skidmore, C. A. Diecks, Horace E. Tabb and Jan Hodges and Johanna Willmoth d/b as Elizabethtown Broadcasting Co. No consideration. Action April 28.

WLEB Lebanon, Ky.—Broadcast Bureau granted assignment of license from Lebanon Springfield Broadcasting Co., Charles Owen, et al. Assignment of 1/6 interest held by J. W. Hodges, deceased. Assignee is Gladys Hodges, widow of deceased. Action May 1.

WKYT-TV Lexington, Ky.—Broadcast Bureau granted assignment of license from Taft Broadcasting Co. to Kentucky Central Television Inc. (100% owned by Mid-Central Investment Co., which is 100% owned by Kentucky Central Life Insurance Co. of which Mr. Kincaid owns 52.5%). for \$2,500,000. Principals: Garvice D. Kincaid, chairman of board, Theodore T. Grizzard, president, J. Paul Warnecke, vice president, et al. Mr. Kincaid owns 60% of Bluegrass Broadcasting Inc., licensee of WVLC-AM-FM Lexington and sole stockholder of WHOO Radio Inc., licensee of WHOO-AM-FM Orlando and WFFG Marathon, both Florida, and sole stockholder of assignee, licensee of WINN Louisville, Ky. Mr. Warnecke is employee of Bluegrass. Action April 28.

WPAD-AM-FM Paducah, Ky.—Broadcast Bureau granted involuntary transfer of control from Pierce L. Lackey, deceased, to Pierce L. Lackey estate. Executrix is Rubye L. Lackey. No consideration. Action April 28.

KMBC and KMBR-FM Kansas City, Mo.—FCC granted assignment of license from Metromedia Inc. to Bonneville International Corp. for \$2,200,000. Principals: Assignee stations include KSL-AM-FM-TV Salt Lake City, KIRO-AM-FM-TV Seattle and WRFM (FM) New York. Stock of BIC is owned 100% by Corporation of the President of the Church of Jesus Christ of Latter-Day Saints. Transfer of stock was then approved (see below) to Deseret Management Corp., also owned 100% by Corp. of the President. David O. McKay is corporation president, plus board of directors. Corp. also has 100% ownership of all Deseret, which in turn owns 100% of issued and outstanding stock of Zions Securities Corp., which, in turn, owns 18.6% stock of Idaho Radio Corp., licensee of KID-AM-FM-TV Idaho Falls, an addition of which is owned by KSL Inc. (23.3%). Commissioners Bartley, Cox and Johnson dissented. Action May 3.

KBOA-AM-FM Kennett, Mo.—Broadcast Bureau granted assignment of license from Kennett Broadcasting Corp. to KBOA Inc. There is no agreement to transfer. Upon dissolution of Kennett all its assets and other items are distributed to its shareholders which is only KBOA Inc. Principals: Charles C. Earls, vice president and John W. Hough, secretary. Action April 28.

WFAH-AM-FM Alliance, Ohio.—Broadcast Bureau granted assignment of license from Review Publishing Co. to D. A. Peterson Inc. for \$100,000. Principals: D. A., president and Josephine H., secretary (52%). Donald A. Jr. and Jill H. Peterson (each 24%, children of Donald and Josephine). Action April 28.

KREK Sapulpa, Okla.—Broadcast Bureau granted transfer of control from W. M. Brubaker to Victor Wickersham. Consideration \$106,000 and approximately \$30,000 each to Lone Star Capital Corp. and Superior Business Assistance Corp., former owners. Action April 28.

WATO-AM-FM Oak Ridge, Tenn.—Broadcast Bureau granted assignment of license from Radio-Active Broadcasting Inc. to WATO Inc. for \$350,000 including non-competit agreement. Principals: Henry Rau, president (55%), Lloyd Spencer Smith, vice president (20%), et al. Mr. Rau is president, director and majority stockholder of Dover Broadcasting Co., licensee of WDOV-AM-FM Dover, Del., Capital Broadcasting Co., licensee of WNAV-AM-FM Annapolis, Md., WARK Inc., licensee of WARK-AM-FM Hagerstown, Md., and Delaware Teleservice Co. (CATV) in Dover. Mr. Smith is vice president, director and stockholder in same, except for Dover Broadcasting, of which he is secretary and director. Action April 28.

KGBT and KELT-FM, SCA Harlingen, Tex.—Broadcast Bureau granted acquisition of positive control from McHenry Tichenor. Mr. Tichenor presently holds 482.4 shares of stock of Harbenita Radio Corp., licensee of applicant, representing 18% ownership. He proposes to transfer in trust to McHenry T. Tichenor 480 shares of said stock as trustee for benefits. As result of transfer, he will retain 2.4 shares of stock, representing less than 1% ownership. No consideration. Tichenors have interest in KIFN Phoenix and KUNO Corpus Christi, Tex. Action April 28.

KBGH and KFMS(FM) Memphis, Tex.—Broadcast Bureau granted assignment of CF and licenses from Jerry Hooser, Dick Fowler and Frank I. Guess d/b as M. W. C. Broadcasting Co. to KBGH Inc. M. W. C. is licensee of KBGH and KFMS-FM (which has application to change call letters to relate to AM). Each partner is holding and will hold after transfer 33 1/3%. Action April 28.

KSPO Spokane, Wash.—Broadcast Bureau granted assignment of license from Delbert Berthoff to KSPO Inc. Consideration concerns 995 shares of capital stock of KSPO Inc. at \$100 per share, plus assumption of liabilities. Incorporation. Action April 28.

WLOG Logan, W. Va.—Broadcast Bureau granted transfer of control from A. S. Ammar, Phil Glick Jr. and W. L. Robinson Co. to Guyan Valley Broadcasting Co. Principals: E. M. Bailey, Joseph Eros Jr. and James A. Muscia, each owning 50 shares. All names mentioned are part of Guyan; assignor's wish to retire. Consideration \$22,500, \$7,500 to each retiring stockholder. Action April 28.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through May 3. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ Chickasaw, Ala. — CISCO has been granted a franchise. Franchises held by Clearvision T. V. Co. and G. T. Inc. expired May 1.

■ Prichard City, Ala.—Mobile TV Cable Co. has been granted a franchise, while Clearvision T. V. Co. and G. T. Inc. have lost their franchise rights for reportedly failure to commence operation on time.

■ Davis, Calif.—Oroville Communications Co. has applied for a franchise. The 10-channel system would cost subscribers \$4.25 monthly and \$14.50 for installation.

■ McFarland, Calif.—Kern Cable Co. (owned

by Harriscope Broadcasting Co. [multiple CATV owner], Time-Life Inc. [multiple CATV owner] and Lincoln Dellar Enterprises) has applied for a 20-year franchise. Subscribers would pay \$4.75 a month for the 12 channel system, and there would be no installation fee. The city would receive 5% of the gross annual revenue.

■ Oakdale, Calif.—C. W. (Pete) Hall, local real estate broker, has applied for a franchise.

■ Ferris, Calif.—Video Communications Corp., Palm Springs, has applied for a 20-year franchise. Subscribers would pay \$4.95 monthly and \$15 installation fee. The city would receive 3% of the annual gross revenue. About \$100,000 investment is planned to service an estimated 1,200 potential customers.

■ San Francisco, Calif.—The name of Western Cable Television Co. has been changed to Western TV Cable. Western TV Cable holds franchises for CATV systems in San Francisco and South San Francisco.

■ Fairmount, Ind.—General Vision Cable Co., Fort Wayne, has applied for a franchise. The system would carry 12 channels.

■ Atlantic, Iowa — Cablevision Systems, Inc., Atlantic, has been granted a franchise.

■ Holdenville, Okla.—By a vote of 197-119 citizens approved a franchise to Holdenville Tele-View Cable TV Co. The system will carry nine channels, one UHF channel, and two local stations.

■ Lawton, Okla.—KSWO Television Co., owner of KSWO(TV) Lawton, has been granted a 25-year franchise over Lawton Enterprises Inc. The eight-channel system will cost subscribers \$5 to \$6 monthly. The maximum installation fee will be \$15. The city will receive 5% of the annual gross revenue.

■ Gilbertsville, N. Y.—Neil Leonard has been granted a franchise.

■ Irwin, Pa.—WHJB Greensburg, Pa., has been granted a 25-year exclusive franchise. The monthly service charge will be \$4.75. The borough will receive from three to 13% of the annual gross revenue, depending on the number of customers.

■ McSherrystown, Pa.—Penn-Marr CATV Inc. and Radio Hanover Inc. have each been granted a franchise.

■ Clinton, Tenn.—Shoreline Cable TV has applied to the state Public Utilities Commission for a franchise. Subscribers would pay \$5 a month for a 12-channel system.

IF there existed such a group as the "television advertising pioneers," Samuel Thurm would have to be numbered among them.

At age 49, he is advertising vice president for Lever Brothers Co., chairman of the Association of National Advertisers, and has been in the medium since 1948.

It was in that year as radio research director for Young & Rubicam that he, along with some other bright young people from Y&R and from Benton & Bowles, decided to measure the audience of the *Kraft Theater* show, one of the medium's earliest. Their methodology was much like that used by rating services today: Viewers were called on the telephone or asked to keep diaries of what they saw and what they remembered, all this so Mr. Thurm and colleagues could gauge the effectiveness of television as an advertising medium.

Results in hand, the group took a cold, hard look at the figures: All concluded—not surprisingly, when viewed with the hindsight afforded by nearly two decades—that this new medium promised to be the most effective and dynamic advertising tool around.

Television has grown and times have changed, of course, and so has Sam Thurm. He's a bit heavier now than when he played on the Dartmouth (class of 1939) tennis team; his hair is a bit thinner than during the war days in the Pacific; and he's moved from his boyhood home in Brooklyn to Scarsdale, N. Y.

In his Lever House office overlooking New York's busy Park Avenue, Mr. Thurm took time out a few weeks ago to reflect on television, its changes and its relationship with advertising.

Referring to the research plowed into television during the medium's germinal days, he said: "What they [television advertisers] have today is what they bought in the past. Research of 20 years ago is paying off today. Surprisingly enough, we never anticipated how the people would buy [television] sets. Projections in 1948 and since then on the growth and influence of the medium have been consistently understated. "Back in those days, for instance, we didn't foresee daytime or late-night television."

However, the man who oversees Lever Brothers' advertising (TV's fifth largest budget in 1966, according to the Television Bureau of Advertising, totaling more than \$58 million) says he is somewhat disappointed in the medium. The glorious promises television held out in 1948 and the results it delivered in the fifties and the early sixties are slowly diminishing, he claims.

He expressed those thoughts earlier this year when, as keynote speaker during an ANA-sponsored TV work-

ANA chairman reflects on TV's maturity

shop in New York, he warned of a "steady erosion of potential commercial effectiveness" in television, a development he attributed to, among other things, rising costs, commercial clutter, a scarcity of television talent, network promos, the diminishing number of programs supported by a single sponsor, and the possibility that the networks will increase the number of commercials in prime-time feature films. (The ANA recently urged retraction of an NBC plan reserving the right to do just that.)

Production Concentration ■ Mr. Thurm views the advertising business and its relationship with television in terms of a risk-reward equation. "The increas-

WEEK'S PROFILE



Samuel Thurm — VP, advertising, Lever Brothers Co., New York; b. May 24, 1918, Brooklyn, N. Y.; BA, Dartmouth College, 1935-39; MS, Columbia University Graduate School of Economics, 1941; Statistical Control Officer, U. S. Air Corps, separated from service as captain, 1941-45; research director, Eversharp Inc., 1945-46; assistant radio research director, Young & Rubicam Inc., New York, 1946; associate media director, Y&R, 1952; media director, Lever Bros., 1956; general manager, advertising services, Lever Bros., 1958; advertising VP, Lever Bros., 1959-present; m. Ruth E. Blum, March 24, 1941; children — Andrew, Allen; board chairman, Association of National Advertisers; advertising coordinator, Advertising Council U.N. campaign; chairman, National Television-Radio Films Committee, United Community Campaigns of America; director, Advertising Council and advertising committee of Grocery Manufacturers of America; hobbies—golf, spectator sports.

ing concentration of production in the hands of relatively few [network] people," he believes, increases the advertiser's risks while decreasing the rewards. "Rewards to the advertiser in the past have been great, but they are growing smaller." He said, however, that advertisers would desert TV only when the effectiveness of advertising becomes greater in another medium.

For another thing, Mr. Thurm thinks television has lost something in its move away from agency and independent-producer participation in programming. Once a hand-in-glove operation with advertiser and agency, TV's trend now is to the "opposite" way, and he feels its "a trend for the worse," a situation he believes should cause some concern for the future.

He draws a parallel to "what happened with the movie industry in the thirties when it handled both the production and the distribution of motion pictures." With a smaller range of creativity and tighter control in the hands of fewer people ideas and program pilots have narrowed, imitation has increased and talent (including writers and producers as well as actors) has become limited.

To compound the issue, Mr. Thurm observes, network TV appears to have swung full about to the longer segment, more 60- and 90-minute shows, two-hour specials and motion pictures. "One can recall," Mr. Thurm says, "that network TV began with 15-minute shows and half-hour programs but with only a few one-hour segments." There are just fewer programs on the networks, which in his view means less room or reason for the innovators in programming.

Communication Problem ■ Reflecting on his job as ANA chairman, Mr. Thurm said he feels the biggest problem facing the advertising community today is communication. Odd as it may appear, the communicators are having trouble getting through to a segment of the public that has been consistently critical of advertising. "We're not communicating very well externally with educators or with government. Too often, they attribute powers to advertising that simply do not exist and often, they think we're charlatans, dishonest, or worse. At ANA we're trying to dispel these fallacies by a program of information and education."

Has all the fun and excitement gone out of TV for the advertiser? Not for Sam Thurm. There's the challenge and the satisfaction of the advertiser in seeing results "almost immediately" when a new product or an existing product, such as Lever's Dove, is marketed in a new advertising campaign: "We can see the sales almost literally move, and that's a thrill."

Breaking the mold

THE great upsurge in commitments to television specials for next season, as documented extensively elsewhere in this issue, is by itself a denial of the common criticism that television management cares only to appeal to the depleted housewife or the lowbrow sitting in his undershirt with a can of beer in his hand.

The special, whatever its nature—light entertainment, a view of far places, serious drama—is what its name implies. a special effort to make a program that will be different from the weekly series. In that purpose alone, it must be welcomed. If it achieves excellence as well as uncommonness, it elevates the medium.

It is also gratifying to note that more and more advertisers are buying specials for their proved value as vehicles for moving merchandise, and not merely for the vaguer purpose of "image" advertising.

Specials present the advertiser and its agency an opportunity to exercise creativity in both the placement and content of the commercial messages that the productions contain. Hopefully, the creativity on the advertising side will match that of the programing.

A need to modernize measuring

IT would be easy, and undoubtedly proper, to write off the Bureau of Advertising's current outcries about television's audience research as the natural bleating of a competitor hurting from competition.

As reported in this publication a week ago, the bureau, which is the sales promotion voice of the newspaper business, contends that TV's audience figures are grossly inflated, perhaps by 70%, and that as a result advertisers were tricked into spending \$2.8 billion in television last year. The bureau wants an independent study of TV's audience-measurement methods and has offered \$10,000 to help foot the bill.

Let's look at that again, a piece at a time.

First, it strains belief to suggest that the nation's advertisers, businessmen all, would blindly invest \$2.8 billion on the strength of anything that might be 70% fat—unless, as the bureau failed to mention, they felt they were getting their money's worth. They certainly wouldn't go on increasing their TV budgets by 8% to 10% or more a year, year after year, if television weren't moving their goods. Based on the investment record, then, a 70% inflation of the ratings would suggest that TV's sales effectiveness is a lot better than even its own salesmen believe.

That 70% inflation figure is, of course, subject to serious question. It is based on a study in which researchers went from door to door and counted families as "not at home"—and therefore not watching television—if they didn't answer the doorbell. There are many reasons why people won't go to the door, especially at night, but for the purposes of this commentary it is enough to note that many competent research men sav door-to-door solicitation is invalid for audience measurement, producing "not at home" figures so high that they cannot be taken seriously.

While the bureau's reasons may be wrong, however, the call for a methodology study may not be entirely out of order, though possibly premature. With the rise in multi-set homes, which the bureau noted in passing, some TV as well as non-TV researchers are thinking more and more that the time is approaching when the whole question of TV audience-measurement methodology should undergo basic re-

view. Privately if not publicly there is a feeling that it's about time to start thinking of some sort of TV counterpart of radio's recent ARMS project, which subjected numerous techniques to elaborate tests in an effort to find superior radio audience measurement methods.

Such a project, if it comes, will not come cheap—and the probable costs may give a clue to the seriousness with which the newspapers rate their own claims. Assume that a TV version of ARMS would cost what ARMS did: close to \$300,000. If the Bureau of Advertising thought TV's audience figures were seriously out of line and that the answer to what it calls the "\$2.8-billion question" would enable newspapers to recoup any significant part of that amount, would it not—should it not—wager more than one-thirtieth of the cost of getting that answer?

'Talent, truth, energy'

IT has become almost an annual ritual in our shop to congratulate the winners of the Pulitzer prizes for journalistic enterprise and excellence.

It also has become an occasion to ponder the accuracy of awards that recognize only print journalism and ignore the very existence of broadcast journalism, of documentaries, commentaries and even the theatrical arts on the air.

The Pulitzer dividing line is not the talent, initiative or ability of the individuals but rather the medium of "publication." Would any one of the dozens of superb essays or news scoops of Eric Sevareid have won a Pulitzer if it had been on the printed page rather than on the air? What about the filmed reports in full color and with running commentary of actual combat in Vietnam as against still pictures and news stories of the same action?

We do not disparage the Pulitzer awards for what they were intended to be when Joseph Pulitzer established them at the turn of the century. But in an era when one network—NBC—maintains what it proclaims to be the world's largest news organization, when the wire services derive substantial, if not their major, revenues from radio and television clients, and when news constitutes a substantial portion of programing content of some 7,000 stations of all classes, we respectfully suggest that it's about time that the heirs and assigns of the late publisher reappraise the foundation's definition of journalism and of the arts.



Drawn for BROADCASTING by Sid Hix
"It sure pays to advertise on radio. . . I just sold your wife a houseful of new furniture!"

eyes over read?

Put down that book on
salesmanship you just can't put down.
Take a moment for KPRC-TV.
KPRC relieves,
refreshes weary sales
caused by too much reading.
That goes for reading this ad.

The end.



KPRC-TV
For Your
SALES

the next best thing to salesmen for your sales.

CHANNEL 2 IN HOUSTON

Courtesy of The Murine Co., Inc.

NP EDWARD PETRY & CO.
NATIONAL REPRESENTATIVES



212T-1



212T-2

In 8 out of 10 cases
one of these STANDARD
consoles will meet
CUSTOM console
requirements



Rack
Assembly

Before ordering a custom installation for your control room, check your requirements against these features of Collins' standard 212T-1 and 212T-2 Audio Control Consoles:

REMOTE CAPABILITY. Rack-mounted assembly containing amplifier cards can be located in an equipment room and linked by cable to the audio control panel in the studio. Sensitive audio wiring is concentrated in a card cage away from interference. Noiseless switching and audio level control are accomplished by photoconductive cells which employ a light beam to isolate control voltages from the audio circuits.

COMPONENT ACCESSIBILITY. Plug-in etched circuit card construction ends time-wasting troubleshooting. Attenuator, input switches, amplifiers, and amplifier output switches are replaced by simply taking one card out of the rack-mounted assembly and plugging in another card.

The 212T Audio Control Consoles consist basically of three units:

CONTROL PANELS. The control panel constitutes the difference between the two systems.

The 212T-1 control panel provides 28 inputs to 14 faders, 2 program output channels, and 2 10-watt monitor speaker outputs. The overall dimensions are 15 $\frac{3}{4}$ " high by 24" wide.

The 212T-2 control panel has 32 inputs to 16 faders. The panel is divided into two sections: The fader operating controls are mounted on a panel 10 $\frac{1}{2}$ " high by 19" wide; the

VU meters and monitoring controls are mounted on a panel 5 $\frac{1}{4}$ " high by 19" wide.

RACK-MOUNTED ASSEMBLY. The assembly contains 16 pre-amplifier cards. Quantity and types of cards depend upon individual requirements. The assembly includes three program amplifier cards—one for cue and two for program channels. Two amplifiers are for speaker monitors; two switching cards select monitor inputs. The rack-mounted assemblies for the 212T-1 and 212T-2 are identical.

POWER SUPPLIES. Two power supplies are housed with the rack-mounted assembly. One power supply provides variable illumination for meters and push-button controls. Another provides powering for cards, attenuators, amplifiers, switches, and photoconductive cells.

Most studio audio requirements can be met by adapting the standard 212T-1 or 212T-2 Console through strapping options and minor wiring changes. Expansion and adaptation can be accomplished easily with additional space which the units provide for two extra preamplifier cards, two additional program amplifiers, and two unwired spare card receptacles.

For a copy of a new descriptive brochure on the 212T series, contact Broadcast Marketing, Collins Radio Company, Dallas, Texas 75207 Ph. (214) AD 5-9511.

COMMUNICATION / COMPUTATION / CONTROL



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