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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RKO General's pay-TV test: a status report. p23  
Goldwater willing to debate LBJ; suggests pretaping. p36  
Ryan offers one-package settlement of ASCAP suits. p42  
Court ruling opens way for CATV's to use TV signals. p52

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## COMMUNITY INVOLVEMENT

Winner receives WCCO Television Scholarship from News Director, Rallie Johnson

Preparing the youth for tomorrow is the broadcasters' responsibility today.

WCCO Television conducts an annual statewide high school Broadcast Journalism Conference in cooperation with the University of Minnesota School of Journalism.

The 5th Broadcast Journalism Conference (April 20-21, 1964) saw the awarding of the 5th annual WCCO Television 4-year Scholarship for study in the field of Electronic Journalism.

# WCCO

MINNEAPOLIS—ST. PAUL  
Nat'l Reps: Peters, Griffin, Woodward, Inc.



Community (City, State, Nation) Involvement, plus acceptance, makes WCCO Television the DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION.





**The Duchess of Fenwick is an imposter!**

**She's really Peter Sellers, who romps through three roles in the hilarious comedy (in color) "The Mouse That Roared." Frankly, how can anyone go wrong with three best-Sellers for the price of one. "Mouse" is just one of sixty fine Columbia Post-'50 Group II feature films from **SCREEN GEMS**.**



# NEWS

## Hot line in St. Louis

St. Louis a conservative city? St. Louisans are slow to accept change and often adopt a cool, stand-offish, "show me" attitude toward newcomers?

You'll never prove it by Howard Streeter.

Although on the job only briefly as news director of KTVI, he's already received more phone calls in a month than most people get in a lifetime.

How come?

As part of our campaign to introduce Howard in St. Louis, we invited viewers to dial him at any time for a private "newscast". And 13,110 people responded within 30 days.

Many, many more St. Louisans, we're happy to say, are dialing Howard Streeter for the news at his better-known number—TV 2.

If you have a product or service you'd like to receive this kind of reception in the fast-growing, faster-changing St. Louis market, we have evidence to prove that KTVI can cause cash registers to ring as well as telephones.

May we show you?

**HR** St. Louis  
**KTVI 2** abc



*We are proud to be... **1**st again!*

In the top eight U. S. markets with four or more commercial channels, KRLD-TV has the largest Metro Share of audience among all stations.

The comparison includes affiliates of all networks and independents, Monday thru Sunday: 9:00 am to Midnight, and Sign-On to Sign-Off\*.

And in the Dallas-Fort Worth market, KRLD-TV delivers an average 66 $\frac{2}{3}$ % higher Metro Share than the next station (9:00 am-Midnight, Monday thru Sunday)\*.

Take advantage of Channel 4's proven domination. See your ADVERTISING TIME SALES representative.

\*ARB  
April, '64

**KRLD-TV**

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President



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

After last week's events in San Francisco, what do broadcast professionals think of political convention coverages? Majority see no reason why conventions can't be held by closed circuit television with delegates voting electronically from each state headquarters to central national headquarters in Washington or New York. This would eliminate tremendous cost of setting up separate conventions and of installing equipment and moving people and gear of duplicated facilities for radio and TV networks. Conventions are now quasi-electronic, experts say. So why not go all the way?

### Primary target

Republicans hope to make campaign issue of Johnson family ownership of Austin's only VHF television station. Tip-off came when Donald E. Lukens, chairman of Young Republicans, said in addressing convention in San Francisco convention last Tuesday that when GOP takes over in Washington, "we will give Austin two television stations."

### New news source

Additional evidence of growing trend of programing-syndication by TV station groups (story, page 48) is project in negotiation stages involving Time-Life stations and United Press International. Organizations plan to join forces on producing series of background news specials for syndication to stations, with UPI supplying up-to-date news film segments and Time-Life producing and selling completed programs.

### A move to watch

Implications of importance to broadcasters are involved in selection of President Lyndon B. Johnson's running mate at next month's Democratic National Convention in Atlantic City. If LBJ's choice is Senator Hubert Humphrey of Minnesota, it is likely that fellow Minnesotan Lee B. Loewinger will win promotion—either to federal judgeship (possibly U. S. Court of Appeals for District of Columbia) or to chairmanship of FCC.

*If, on other hand, Attorney General Robert Kennedy should get vice presidential nod, odds are that E. William Henry, who received his FCC appointment as New Frontiersman, will continue in FCC chairmanship. If someone else gets tapped by LBJ, it still would augur change in FCC chair-*

*manship. Chairman Henry's term on FCC expires June 30, 1969; Judge Loewinger's one year earlier. President, under law, names chairman from among FCC membership.*

### Ready to sic 'em

Senate Special Subcommittee on Freedom of Communications—watchdog subcommittee—may be expected in next few months to operate as it did during last presidential election campaign. It asked all stations to report political broadcasting complaints "within 24 hours," held hearing and produced six-volume report with recommendations for tighter controls (BROADCASTING, April 23, 1962).

*Without power to act on complaints itself, panel probably will work as advisory group on political broadcast problems, telling how to prepare complaints to FCC. It is understood aide will be available to any qualified candidate for any office—not just Senate. Some ticklish moments may be ahead as all three senators on subcommittee are running for re-election: Ralph Yarborough (D-Tex.), chairman, plus Gale W. McGee (D-Wyo.) and Hugh Scott (R-Pa.).*

### Inflation note

While National Association of Broadcasters board was meeting in Chicago last week on resignation of LeRoy Collins as president and arrangements for interim management (see page 56), it handled some routine business too. Included was boost in travel per diem for directors from \$15 to \$25, in mileage from seven cents to eight cents.

*It's not much talked about, but some broadcasters feel that six-month interval without NAB president would help association recoup in part heavy severance payout to LeRoy Collins. NAB selection committee (see page 56) has until January to report back to combined boards. Mr. Collins is getting \$60,000 for remainder of his contract which had 18 months more to run, plus 1964 Cadillac, color TV set, AM-FM console, oil painting and books.*

### UHF aid

FCC Commissioner Robert E. Lee continues to peck away at commission rules he feels unduly hamper UHF growth. His current concern is mul-

ti-ownership rule, which he thinks could be liberalized in way to attract broadcasters to UHF. As first step he is attempting to sell colleagues on proposed notice of inquiry on how ownership rule (limiting ownership to seven TV's, provided no more than five are VHF's) might be amended to aid UHF. Sentiment within commission would appear to be against liberalizing that rule, but Commissioner Lee remains hopeful, and commission last week agreed to discuss his proposal after August recess.

### New business

What insiders say is new kind of advertising agency concept—one that also may help bring smaller advertisers into radio and television—has been developed by Norman, Craig & Kummel, New York, and is to be announced this week. Though details are guarded, it's understood to involve creation of agency unit that will work exclusively with smaller accounts.

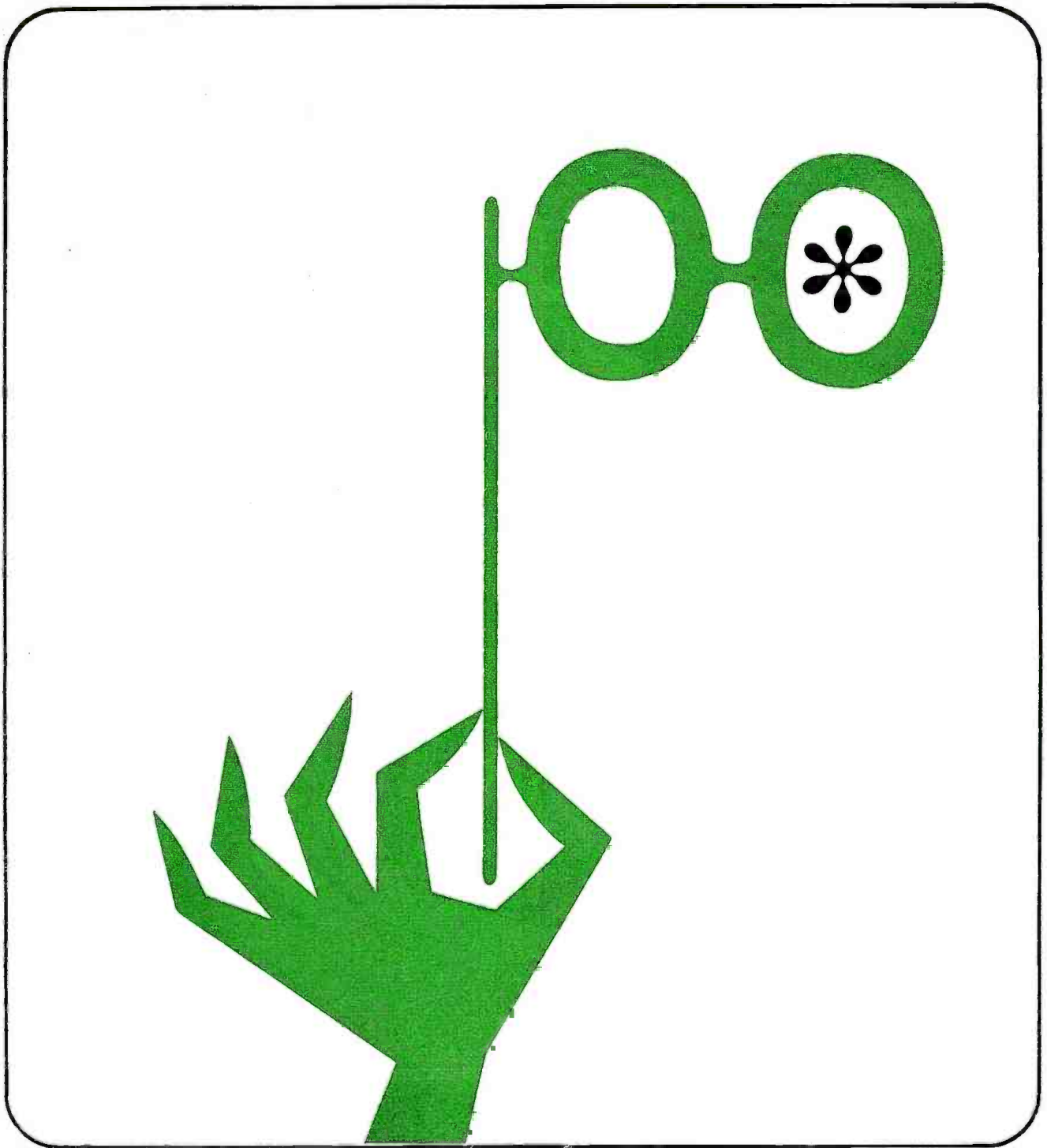
### Scouting?

J. Leonard Reinsch, president of Cox Broadcasting Corp., who is diligently at work planning Democratic National Convention in Atlantic City as its executive director, slipped into San Francisco last Wednesday and was on his way back East same evening. His official business was visit to Cox-owned KTVU(TV) Oakland-San Francisco, but he had opportunity to check Cox GOP convention coverage—as well as overall layout at time Senator Goldwater and others were placed in nomination.

### Share the news?

Blanket coverage of GOP convention last week by all three television networks has revived, among some affiliated stations, talk about rotation system that would leave at least one regular program service on air during extended periods of special event coverage. Same talk was raised by 1960 convention and election coverage.

*Affiliates of at least one network have talked seriously about rotation plan and may explore subject informally with affiliates of other networks. Point they make is that some viewers complain about total loss of regular entertainment when all three networks swarm over continuing story such as political convention.*



## Acquisitives\* . . . love Opera in Cleveland

More people attend the New York Metropolitan Opera in Cleveland, than in any other city in the U.S.A.—including New York City. That's another reason why WJW-TV's discriminating programming is your best buy when selling the acquisitives of Cleveland.

\*Ac-quis'-i-tive—given to desire, to buy and own.

LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBG</i>	CLEVELAND <i>WJW</i>	MIAMI <i>WGBS</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WIBK</i>	DETROIT <i>WIBK-TV</i>
NEW YORK <i>WHN</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	STORER BROADCASTING COMPANY	

ACQUISITIVES WATCH

# WJW-TV

# WEEK IN BRIEF

Two years later, RKO General still weighs virtues of on-air pay TV in Hartford, Conn. It's been expensive, but knowledge gained has been extensive. RKO is quietly pleased, may decide to expand greatly. See . . .

## PAY TV: AIR OR WIRE? . . . 23

Will Subscription Television Inc. produce a bang or a whimper? STV, a \$25-million gamble, took to the air Friday with 2,500 homes; Pat Weaver welcomed subscribers. Industry carefully watches developments. See . . .

## BEGINNING OR END? . . . 26

FCC's policy on case-by-case examination of stations' commercial time practices is likely to be fought out this week. Commissioner Ford seen as swing vote. Eight Florida outlets provide battleground. See . . .

## FCC TO PONDER POLICY . . . 28

Goldwater is eager to debate Johnson on TV, but wants changes from 1960 format. Suggests taping before airing to protect against presidential slips. Says perhaps subjects should be predetermined. See . . .

## BARRY READY TO MEET LBJ . . . 36

Each TV network gave 35 hours to convention coverage. NBC-TV won the ratings race. Chancellor was bounced. TV workers were cleared off the floor. Friendly lodged protest. Otherwise not much news. See . . .

## LOTS OF TIME, LITTLE NEWS . . . 37

Let's wrap up all major disputes between broadcasters and music-licensing groups in one package and settle them all at once, Judge Ryan suggests. Unique proposal would solve problems for 10 years. See . . .

## PEACE NEAR WITH ASCAP? . . . 42

Federal court in San Francisco reverses Idaho decision protecting television stations from CATV duplication. Unanimous decision, however, leaves two doors open: action under copyright laws or by Congress. See . . .

## PROGRAM PROTECTION LIFTED . . . 52

Executive group will run National Association of Broadcasters, ponder presidential possibilities. Wasilewski will manage staff. Search for new leader may run until January. See . . .

## NO SWEAT FOR SUCCESSOR . . . 56

A new television program source is blooming: group owners. Some are syndicating their output. Why step into program production? Amortization, art and a lack of a sufficient number of programs. See . . .

## GROWING PROGRAM SOURCE . . . 48

Broadcasters gain a little against proposed radio program reporting form. FCC eases requirements on surveys of community needs, may modify form further. Test run of volunteer stations will aid decision. See . . .

## PROGRAM FORM MODIFIED . . . 46

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## Broadcasting

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when you think

NEW YORK  
RADIO

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**wmca**

the straus broadcasting group inc.

 570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.



## Goldwater flays CBS News item

Network reports conflict;  
carries nominee's attack,  
own statement on newscast

Senator Barry Goldwater (R-Ariz.), Republican presidential candidate, attacked CBS News in interview carried on network July 17, saying, "I don't think they should be allowed to broadcast."

His statement was sharpest thrust of week in which quarrels with news media were undercurrent throughout entire Republican National Convention in San Francisco (see page 36).

Senator charged some media with "utter dishonesty" and "out and out lies" and said CBS "pulled three sneakers on me that I'll never forgive them for."

**On the Air** ■ Those comments, filmed in a copyrighted interview with Ralph Painter of KOOL-TV Phoenix, were played on CBS Evening News with Walter Cronkite on Friday, followed by CBS reply.

CBS reported, Senator Goldwater said, that he was going to Germany after convention to "return to the site of the Fuehrer's point of starting and start my campaign there, that I had an invitation to speak in Germany to a rightwing group, [and] that my efforts would be to cement the relationships between the extremist groups in America and Germany.

"This is nothing but — and I won't swear—but you know what I'm thinking, a dad burned dirty lie," he said.

Members of his staff, Senator Goldwater continued, had contacted CBS President Dr. Frank Stanton and told him report was in error but, Senator said, "they haven't had the decency to apologize. I have no respect for people like this. I don't think they should be allowed to broadcast." Other networks "were very, very accurate, and very kind," senator added. "I know some of the men personally dislike my position but it was hard to discern."

**CBS Comment** ■ "CBS cannot understand why the story Senator Goldwater referred to caused him to cancel his trip to Germany," Mr. Cronkite said, quoting network statement. "Senator Goldwater denied the story and his denial was carried widely by newspapers, radio and television," statement continued.

"The president of CBS was not contacted by any member of Senator Goldwater's staff. The CBS News correspondent on the story in question, Daniel Schorr, broadcast the following clarifying statement from Germany on the CBS World News Roundup Thursday morning [July 16]. We quote:

"In speaking the other day of a move by Senator Goldwater to link up with these forces [German], I did not mean to suggest a conscious effort on his part, of which there is no proof here, but meant more a process of gravitation which is visible here."

CBS statement concluded, "The balance of Senator Goldwater's statement speaks for itself.

**Nixon's View** ■ Richard M. Nixon, who scored print media for slanted reporting in televised news conference after his defeat in California campaign for governor in 1962, told convention Thursday how "an army" of GOP volunteers would save Senator Goldwater from becoming "Mr. Republican Whip

[sic] Boy of 1964 . . . to that group of columnists who have already closed their minds . . ."

Prefacing comment with remark that criticism should be kept in perspective, he noted, "Let's never forget that in the United States we have the best newspapers in the world and the best television coverage . . ."

In bitter farewell following 1962 defeat, Mr. Nixon attacked press but reserved high praise for television and radio (BROADCASTING, Nov. 12, 1962).

## One AM renewal, one denial for Tennessee

Robert C. Whiteley Jr. last Friday (July 17) received at least partial reprieve from initial decision that recommended denial of license renewals for two Tennessee AM stations in which Mr. Whiteley has 50% interest.

FCC voted to renew license of WKBL Covington, but denied renewal for WHEY Millington.

Covington station is licensed to Tipton County Broadcasters and is owned 50% each by Mr. Whiteley and his wife, Katherine. WHEY is licensed to Shelby County Broadcasters, owned by Mr. Whiteley and John M. Latham.

Commission agreed with Hearing Examiner Arthur A. Gladstone in finding Messrs. Whiteley and Latham, in their acquisition of WHEY, have engaged in unauthorized transfers of ownership and made misrepresentations to commission (BROADCASTING, July 22, 1963).

Examiner Gladstone concluded that Mr. Whiteley was thus unqualified to be licensee of any station, urging no renewal for WKBL. Commission disagreed, stating that Mrs. Whiteley was not involved in misconduct of WHEY owners and that WKBL is separate operation. Commission concluded that ". . . we disagree . . . that Mr. Whiteley should be held to be totally unfit to have an interest in any station. . . ."

## Goodwill earnings up

Goodwill Stations Inc., whose five stations are in process of being sold, has reported increase in revenue and income for six months ended June 30 against comparable period last year. Gross revenue was \$4,363,142, up from \$4,140,577; net income \$516,739, up from \$397,505.

Capital Cities Broadcasting Corp. is buying Goodwill's WJR-AM-FM Detroit

## Ratings record on convention coverage

TV network battle for audience during Republican National Convention last week proved walkaway for NBC-TV, according to national Arbitron and New York Nielsen ratings average for July 13-16.

National Arbitron averages for 7:30-11 p.m. EDT period, July 13-16, gave NBC-TV 13.3 rating, 40 share and 51% of total audience tuned to convention. CBS-TV had

9.5 rating, 29 share and 36% of convention audience, while ABC-TV had 3.3 rating, 10 share and 13% of convention audience. New York City Nielsen covering 7-11 p.m. gave WNBC-TV 14.2 rating, 29 share and 64% of convention audience. WCBS-TV had 6.5 rating, 13 share and 30% of convention audience. WABC-TV's rating was 1.3, with 3 share and 6% of convention audience.

and WSAZ-AM-TV Huntington, W. Va.; remaining station, WJRT(TV) Flint, Mich., is going to John Poole in spin-off sale. Transfers await FCC approval.

Six months ended June 30:

	1964	1963
Earned per share*	\$ 0.73	\$ 0.58
Gross revenue	4,363,142	4,140,577
Operating profit before depreciation and amortization	1,460,140	1,282,533
Net income	516,739	397,505

\*Based on 704,711 shares outstanding.

## MGM-TV prepares eight new series for '65-66

MGM-TV is to announce today (Monday) large-scale increased TV program production plans for 1965-66 season. Studio has scheduled pilots for eight new TV series for that season.

Series are *Please Don't Eat the Daisies*, *Andy Hardy*, *See Here*, *Private Hargrove*, *Kissin' Cousins* and *The Mayor*, all for NBC-TV; *Meet Me in St. Louis* and untitled western for ABC-TV; *The Bravos* for CBS-TV. All are half-hour series, except for *The Bravos* and *The Mayor*. Next fall—1964-65 season—MGM-TV will have five series (four hours weekly) on networks. MGM-TV reported profit of \$3.7 million for its over-all operations for 40 weeks ended June 6 (see page 67).

## Connecticut PUC plans hearing on CATV

Connecticut, first state to set up regulation of community antenna television on statewide basis, will conduct public hearing in September on applications of 21 firms desiring to get into CATV business there.

Public Utilities Commission told applicants last week they would be expected "to present evidence in support of their applications" at State Office Building, Hartford, Sept. 14.

PUC adopted no policy on protection of television stations when it promulgated its CATV regulations last spring (BROADCASTING, April 20, 6), but said it would hear broadcasters on this issue at hearing.

Almost all applicants are seeking permission to serve more than one Connecticut community, many of them applying for more than dozen each.

## Equipment price hike due

RCA Broadcast and Communications Products division on Oct. 1 will raise prices from 5 to 11% on most items of radio-TV broadcast equipment manufactured by division. Increases result from higher costs of labor and materials, according to C. H. Colledge, division vice president-general manager.

## WEEK'S HEADLINERS

**Charles A. Pratt** appointed director of broadcast services at General Foods Corp., White Plains, N. Y., effective Aug. 1. He'll report to E. W. Ebel, VP-advertising services at GF. Mr. Pratt,



Mr. Pratt

at one time account executive with NBC in Chicago, joined Alberto-Culver Co. in 1960. He resigned as advertising VP and director last month over "basic policy" differences (BROADCASTING, June 22). His successor at A-C was George Polk, former BBDO, New York, VP (BROADCASTING, June 29).

For other personnel changes see FATES & FORTUNES

## Labor party would add radio-TV advisory unit

If it wins this fall's general election in Britain Labor party will set up national advisory council on broadcasting which would issue yearly report to Parliament. This would give members of Parliament opportunity to have annual debate on radio and television. Council would not have any regulatory powers.

Plans were revealed by Labor's spokesman on broadcasting, Roy Mason. Membership of advisory body would be drawn from radio-TV industry, consumers, viewers, universities and possibly broadcasting staff.

Labor government, he said, would favor as rapid development as possible of local radio under BBC control. It would encourage educational programs on local radio. Labor party was against further commercial broadcasting.

## Park diversifies further

Roy H. Park, broadcaster who also owns various other businesses, has formed new firm and bought outdoor advertising plants in Utica and Binghamton, both New York, and Scranton, Pa., from General Outdoor Advertising Co., Chicago.

Mr. Park's new company—Park Outdoor Advertising Inc., Ithaca, N. Y.—has taken over all real estate and leases for 1,076 paint and poster panel boards.

Mr. Park has interests in WDEF-AM-TV Chattanooga, WGTC, WNCT-AM-TV Greenville, N. C., and WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va.

## 18 nations meet for commercial space TV

Organization of global commercial satellite communications system is object of meeting of 18 countries in Washington Tuesday (July 21).

Heralded as International Plenipotentiary Conference on Interim Arrangements for a Global Commercial Communications Satellite System, meeting will see representatives of following nations attempt to agree on organizational principles for global communications satellite system and on commercial, financial and technical operations.

U.S. (host), Australia, Austria, Belgium, Canada, Denmark, West Germany, France, Ireland, Italy, Japan, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and United Kingdom.

Under proposed international agreement, already discussed by U. S. and foreign representatives, Communications Satellite Corp. will serve as manager of global system on behalf of all participants.

U. S. delegation will be headed by G. Griffith Johnson, assistant secretary of state for economic affairs, and will include E. William Henry, FCC chairman; Leo D. Welch, chairman and chief executive officer of Comsat, and Richard N. Gardner, deputy assistant secretary of state for international organization affairs.

## SEG-AMPTP talks go on

Agreement between Screen Extras Guild and Association of Motion Picture and Television Producers has been extended to July 30 to allow time for completion of negotiations on new pact.

Old contract expired June 30, then was extended to July 15. Expectation is that new deal can be agreed on before end of month.

## Crane in test slot

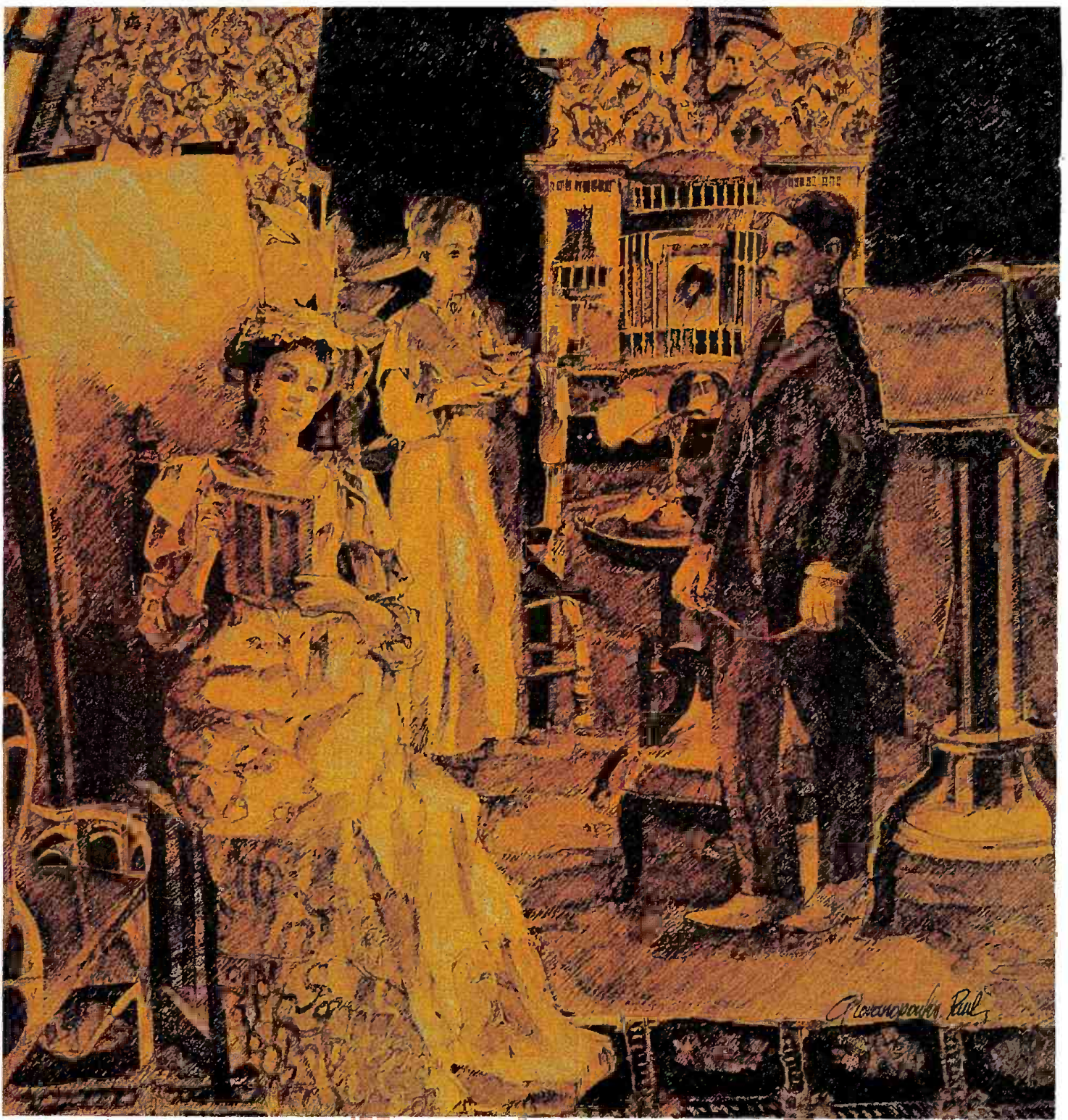
Experimental 90-minute program starring Les Crane will be carried for one week by three ABC-TV-owned stations in New York, Los Angeles and Chicago, starting at 11:20 p.m. on Aug. 5. (see page 48). Program, which will combine entertainment with talks and interviews, will be evaluated by ABC-TV stations as possible permanent show for presentation on all owned stations and for syndication to other TV outlets.

BUCKLEY-JAEGER BROADCASTING  
CORPORATION OF CALIFORNIA  
ANNOUNCES THE APPOINTMENT OF

Metro Radio Sales

AS NATIONAL REPRESENTATIVE FOR

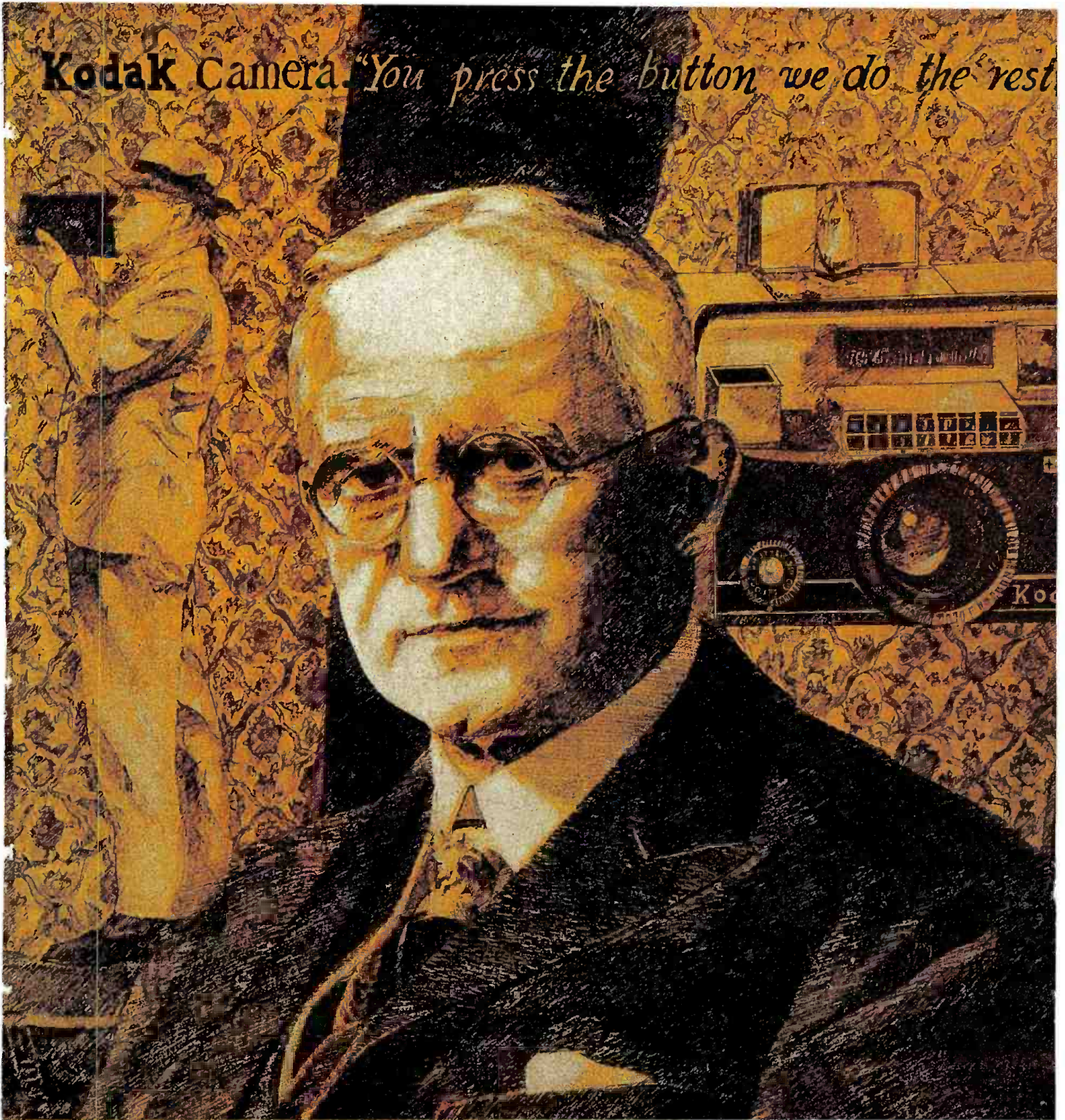
**KKHI**  **SAN FRANCISCO**  
*1550 am / fm 95.3 The Classic Stations*



## What makes a great salesman?

“You press the button, we do the rest” was more than a successful advertising slogan. It was the credo of George Eastman, the man who made America a nation of shutterbugs—and Kodak a household word. From the time he made his first photographic vacation trip (loaded down with seventy pounds of equipment) until the day he retired from the presidency of the Eastman Kodak Company, Eastman was fascinated with photography.

**Kodak Camera.** "You press the button we do the rest"



He created a small, light, easy-to-use camera and named it "Kodak"—because he liked the letter "K." With an associate, he devised the process of making negatives with celluloid instead of heavy, awkward glass. But, in addition to inventing and improving photographic equipment and processes, Eastman also was a born salesman. (As a schoolboy, he sold a homemade puzzle to a chum for ten cents and duly entered the profit in his first ledger.)

George Eastman attributed much of his success to a belief in extensive research and intensive advertising. Today, the Storer stations research the needs of their communities... then concentrate on answering these needs with interest-provoking, community-minded programming that turns more listeners and viewers into buyers. In Cleveland, Storer's great salesmen are WJW and WJW-TV, two important stations in an important market.



LOS ANGELES <i>KCBS</i>	PHILADELPHIA <i>WIBC</i>	CLEVELAND <i>WJW</i>	NEW YORK <i>W'HN</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJKB</i>
MIAMI <i>WGBS</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJKB-TV</i>

## DATEBOOK

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

■Indicates first or revised listing.

### JULY

July 20-31—Management seminar designed for young advertising and marketing executives and sponsored by the Advertising Federation of America. Halsey Davidson of Northwood Institute and formerly an executive of Campbell-Ewald Co., Detroit, will serve as seminar coordinator. Northwood Institute, Midland, Mich.

July 20-24—International Alliance of Theatrical and Stage Employees' annual convention at Convention Hall, Louisville, Ky.

■July 27-28—Meeting of National Community Television Association executive committee, International Inn, Washington.

July 28-31—Third annual executive conference of the New York State Broadcasters Association. Otesaga hotel, Cooperstown, N. Y.

### AUGUST

Aug. 4—Georgia Association of Broadcasters forum on CATV and pay TV. Featured speakers will be Robert C. L'Heureux, general counsel of National Community Television Association; John Pinto, vice president of RKO General Phonevision Co.; Terry Lee, vice president for planning and development of Storer Broadcasting Co.; Vince Wasilewski, executive vice president of National Association of Broadcasters; W. Theodore Pierson, Pierson, Ball & Dowd, Washington; Herb Jacobs, president of TV Stations Inc., New York; Morton Leslie, acting chairman of Television Accessory Manufacturers Association; William Putnam, president of WRLP-TV Greenfield, Mass.; Eugene Cogan, vice president and media director of McCann-Erickson, Atlanta, and Bruce Merrill, president of Ameco Inc., Phoenix, and chairman of National Community Television Association. Guests will present brief prepared speeches, then be questioned by a panel of state broadcasting association presidents. Advance registration deadline is July 24. Riviera motel, Atlanta.

■Aug. 5—Third annual TV day of Georgia Association of Broadcasters. Speaker will be Herb Jacobs, president of TV Stations Inc., New York. Riviera motel, Atlanta.

■Aug. 11—Panel on "The Right of Fair Trial: Responsibility of the Public, Legal Profession and the News Media," annual meeting of the American Bar Association. Dean Erwin Griswold, Harvard Law School; Circuit Judge J. Skelly Wright, U. S. Court of Appeals for the District of Columbia; Harry Ashmore, director of editorial research and development, *Encyclopedia Britannica* (and former editor of the *Arkansas Gazette*); Felix R. McKnight, executive vice president and editor of *Dallas Times Herald* (KRLD-AM-FM-TV Dallas). Waldorf Astoria hotel, New York.

Aug. 16-18—Summer convention of South Carolina Broadcasters Association, Ocean Forest hotel, Myrtle Beach.

Aug. 16-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Stanford University, Stanford, Calif.

Aug. 18—Annual stockholders meeting of Desilu Inc., Hollywood.

Aug. 20-23—Tenth annual convention, National Association of Radio Announcers, Ascot House, Chicago.

Aug. 21-22—Meeting of New Mexico Broadcasters Association, Kachina Lodge, Taos.

Aug. 21-22—Meeting of Oklahoma Broadcasters Association, Lawton. Speakers in-

clude Dick Osburn, KXOL Fort Worth; Alan Carter, U. S. Information Agency, and Charles N. Stone, director of radio code authority of National Association of Broadcasters.

Aug. 23-29—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Harvard University, Cambridge, Mass.

Aug. 24-Sept. 5—Major British manufacturers in the field of broadcast communications will be displaying their products (radio-TV receivers, tape recorders, components and record players) at the 1964 National Radio and Television Exhibition, under the auspices of the British Radio Equipment Manufacturers' Association. Demonstration sets will show 625-line programs—the type transmitted on Britain's new BBC 2 program—as well as 405-line transmissions. Earl's Court, London.

Aug. 25-28—Institute of Electrical and Electronics Engineers summer general meeting, Biltmore hotel, Los Angeles.

Aug. 25-28—Western Electronic Show and Convention, Los Angeles. Twenty technical morning sessions at Statler-Hilton; 1,200 exhibits at Sports Arena and Hollywood Park, where visitors can attend five special afternoon sessions via closed circuit TV.

Aug. 27-30—Fall meeting of West Virginia Broadcasters Association. The Greenbrier, White Sulphur Springs.

Aug. 28-29—Meeting of Arkansas Broadcasters Association, Coachman's Inn, Little Rock.

### SEPTEMBER

Sept. 7-11—International Conference on Microwaves, Circuit Theory and Information Theory, sponsored by Institute of Electrical Communication Engineers of Japan. Summaries and abstracts, which must be written in English, should be sent to Dr. Kiyoshi Morita, chairman of Papers Committee, Institute of Electrical Communication Engineers of Japan, 2-8, Fujimicho, Chiyoda-ku, Tokyo, Akasaka Prince hotel, Tokyo.

Sept. 10-11—Michigan Association of Broadcasters annual fall meeting, Hidden Valley, Gaylord, Mich.

Sept. 13-15—Meeting of Louisiana Association of Broadcasters, Capitol House, Baton Rouge.

■Sept. 18—Deadline for comments in FCC inquiry into CATV ownership by broadcast licensees and related questions.

Sept. 18-19—Meeting of Maine Association of Broadcasters, Poland Spring (tentative).

Sept. 18—Radio programing clinic held by National Association of Broadcasters' program study committee. Rickey's Hyatt House, Palo Alto, Calif.

Sept. 18—Comments are due on the FCC's inquiry into the ownership of community antenna television systems by TV licensees.

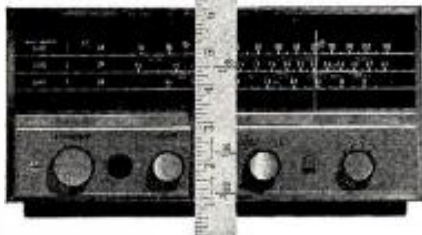
■Sept. 18—New FCC deadline for filing reply comments on its proposed rules to govern grant of authorizations in business radio service and domestic public point-to-point microwave radio service for microwave facilities to relay TV programs to CATV systems.

Sept. 20-22—Meeting of Nebraska Broadcasters Association, Holiday Inn, Grand Island.

Sept. 21—Radio programing clinic held by National Association of Broadcasters' program study committee. Chicago Plaza motor hotel, Memphis.

Sept. 23—Radio programing clinic held by National Association of Broadcasters' program study committee. Palm Town House motor inn, Omaha.

Sept. 24-26—Fall meeting of the Minnesota Broadcasters Association. Speaker will be FCC Commissioner Lee Loevinger. Sheraton-Ritz hotel, Minneapolis.



## BEST WAY TO MEASURE RADIO...

is with the new WLW "Radio Value Yardstick"—developed by the Crosley Broadcasting Corporation with the assistance of 25 media directors, plus reps and research organizations. This simple, fast method enables timebuyers to measure radio stations' qualitative and quantitative value—not on the usual cost-per-thousand based on audience numbers alone, but also on eight other factors. It supplements an agency's normal procedure of matching radio station information to its client's needs.

*Another example of  
Crosley 42 years  
of leadership*



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Continuing home surveys – scientifically planned and impartially conducted – are now being made in the total Sacramento, Modesto and Fresno markets as well as in metropolitan Reno to provide up-to-date marketing information on the families in the markets served by Bee-line radio stations. These data will be available to you in a series of quarterly reports. For information regarding them, call or write –



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**or McCLATCHY BROADCASTING COMPANY, Sacramento, California**

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

# RARE JEWELS



Adam Young

About three or four years ago we attempted to espouse a cause which concerned a problem best described by the word "clutter." At that time we anticipated a crisis. It has arrived. Therefore, we feel it is now of utmost importance to reactivate this cause once again. We strongly recommend that clutter be eliminated in the following manner:

1. We urge the networks to introduce a one minute break between network shows.
2. We urge network affiliates to adopt a policy of placing only one spot between network shows.
3. We urge the networks to place both the opening and closing commercials of programs far enough away from the break to eliminate the feeling of clutter.

Based on research we have done, we believe the adoption of these suggestions will meet with almost unanimous approval among advertisers. To begin with, most of them have a strong preference for the one minute message and, of course, almost all prefer the island position.

Naturally, there is always the question of higher cost for this type of announcement — precious jewels are bound to be expensive. But they are a wise and profitable investment.



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DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

## Local live picture

EDITOR: BROADCASTING, July 6, printed a letter from a Mr. Tom Bratter of New York [regarding KCHU(TV) turning in its license]. . . . While a good portion of Mr. Bratter's letter is factual, there can be no question that he is partially misinformed on the past operation of KCHU(TV). To quote specifically: "Under the circumstances, what did KCHU offer its viewers? Film and syndicated fare with no special interest or particularly local appeal."

With a bit over 25% of a 16-hour broadcast day devoted to local live television on KCHU it would seem that it would have been most difficult for a station to not televise something of "special interest or particularly local appeal."

It would seem that there must have been some special interest or local appeal available to the most sophisticated of the 50,000 set owners capable of viewing KCHU.

Mr. Bratter . . . it is obvious you are in possession of a vast amount of information involving KCHU. Unfortunately your source has only supplied you with half of the facts.—*Walter Baker, general manager, KCHU(TV) San Bernardino, Calif.*

EDITOR: . . . Mr. Bratter doesn't know the facts. Here they are:

Channel 18 was on the air 16 hours a day, seven days a week. Twenty-eight hours weekly, or 25% of the station's air time were programmed for live local shows including sports events, news, talent shows, children and teen-age shows, discussion and talk shows, art shows, women's programs and an abundance of specials. Seventeen pieces of talent, both staff and free lance, were employed by the station on a weekly basis, with a \$5,000 weekly budget. It would be very difficult not to produce a show with some local interest with this amount of talent and budget.

When Alaska experienced its tragic earthquake on March 24, KCHU had a team of five in Anchorage the following day. The films made during their four-day assignment were aired 10 days later in a one-hour documentary which won wide acclaim throughout Southern California.

As a youth public service, KCHU sponsored 12 Saturday night dances last December, January and February, furnishing entertainment by name personalities and bands . . . at a cost of approximately \$25,000 for the series.

KCHU discontinued operations for one very simple reason: economics! After nine months operation and a loss of \$1 million, including a UHF converter program, and with no apprecia-



*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*

# THE RICHARD BOONE SHOW

Just bought by Jack Lynn, Vice President in charge of Programming of Metropolitan Broadcasting for WNEW-TV, New York City and WTTG, Washington, D. C. 25 dramatic hours that will add audience, advertisers and stature to your station lineup.



**CALL NBC FILMS**

Pro  
Test

There's an eight-county triangle about 100 miles on a side which accurately reproduces major market characteristics of the entire U. S. A. Pro's call it the I.T.T.\* WMT-TV calls it home, but reaches well beyond it.

## WMT-TV

Cedar Rapids—Waterloo  
CBS Television for Eastern Iowa

\*Iowa Test Triangle. Full details from our national reps, The Katz Agency

ble advertising revenue increase on the horizon in the foreseeable future, and no network affiliation available, The Sun Co., with "financial tears" turned in KCHU's license.—Stanley S. Adams, assistant to the publishers, The Sun Co., San Bernardino, Calif.

## Cool comment

EDITOR: . . . In your recap of the various producers of low-calorie soft drinks (BROADCASTING, June 15), you list Hires as producing a dietetic drink called Frostie. This is completely wrong. Our client, Frostie, is a major parent company with over 260 bottlers producing Frostie root beer. Several of them, especially Frostie Bottling Co., Tampa, Fla., are producing and marketing a dietetic Frostie root beer. Bottlers in Dayton, Ohio, and several other markets are getting ready to introduce one-calorie Frostie.

. . . Hires is a division of Crush International, Evanston, Ill., and has no connection with Frostie, and is in fact a competitor. — Michael Berezowski, Cahall Advertising Agency, Upper Darby, Pa.

## Editorial request

EDITOR: This is to request permission to broadcast your editorial which appeared in BROADCASTING, July 6, entitled: "Quick, Henry, the slide rule."

Naturally we will credit the magazine as the source.—David W. Wagenvoord, president, Wagenvoord Broadcasting Co., New Orleans.

(Permission granted.)

## Inadvertent omission

EDITOR: I was interested in seeing the paragraphs on your CLOSED CIRCUIT page concerning the Hollywood museum (BROADCASTING, July 6). You list "other board members identified with broadcasting," which list did not include my name. I really do think I would qualify as being identified with broadcasting having had a pretty large interest in six television and 10 or 11 radio stations, plus 25 or more television series.

I was also one of the original Los Angeles county commissioners on the Hollywood Museum board of directors and have served on the board for four years, and am still serving.—Jack Wrather, president, Wrather Corp., Beverly Hills, Calif.

(Mr. Wrather had a substantial interest in Transcontinent which sold off all its station holdings, except WOK-AM-FM Cleveland, in the biggest station deal in history [BROADCASTING, Feb. 24]. Mr. Wrather is chairman of the board of the Wrather Corp., licensee of WBFM(FM) New York, whose sale to WPIX Inc. was approved by the FCC last week.)

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# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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\*Reg. U. S. Patent Office  
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( Quote )

**I**n less than six months of advertising Mrs. Filbert's Whipped Margarine exclusively on WBAL-TV, we've achieved 100% distribution in all major food stores and independent groceries—plus a steady rise in sales.

( Unquote )

Wm. A. Hottman, Jr.  
Advertising Manager  
J. H. Filbert, Inc.

**Maximum Response—that's advertising efficiency.**

**WBAL-TV<sup>NB</sup> BALTIMORE**

**"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"**

Nationally Represented by Edward Petry & Co., Inc.

## Imagination, content and position can mean success

In our business, we pay a great deal of attention to form. The style of copy, look of our visuals, the way a performer delivers a line are persistent preoccupations of ours. But form has a way of running away with things. It is much easier to give an old idea a new form than to develop a new idea.

Don't believe that old adage: "There's nothing new under the sun." The fact is, the sun of 1964 is a lot different from the sun which Ptolemy knew or even Galileo knew.

We in advertising and broadcasting need to devote more attention to the content of our programs and our advertising. Take programing: much time, effort and strategic planning go into filling the schedule. Too little, it seems to me, is put into the programing itself.

In the baldest terms, the result is we end up with programing that is really the "same old sausage in a new casing." The programing is a rehash. Only "the image" is different.

**Real Issues** ■ What is needed in larger measure, I submit, is emphasis on content, what programs are really about. Greater attention has to be devoted to the themes and conflict in the story. We are living in exciting and troubled times.

There are people who are hungry and without shelter, people struggling for their human rights, people being killed in "little wars," and over us all hangs a nuclear sword. These are the conflicts, issues and problems that have real meaning. TV and radio have to find the way to translate such material into exciting, enlightening, stimulating programs.

Basically the chore, a difficult and tormenting one, falls on the writer. As a former writer for the electronic media, I know it well. Sitting down to the typewriter even to write this MEMO has its frightening "moment of truth." The hard work and perspiration become truly great when the writer's audience is in the tens of millions.

It is not his responsibility alone. Each of us—advertiser, agency, network, critic or public—has to act in our sphere of activity so that the content of these powerful communications media is made more meaningful.

We have to do this within the structure of the advertising business of selling goods and services. We need sharpen our focus on content, rather than on form alone, of our selling messages. Content is determined by product, but product usually is not fixed or static. It has a life history of rise and decline,

of changing competition from other brands and other products. The market may be declining, expanding, turbulent. The product is dynamic, and has to be viewed that way.

**Repositioning Product** ■ For this reason, we must carefully assess the product's position, frequently recommend its repositioning by giving it a new function and a new market.

Some case histories from our direct experience: Old London, an old name in the sober business of baking melba toast, faced a radical new business expansion, moving from "diet food" to "fun food." The first big entry was Old London Dipsy Doodles, a corn chip "David" moving against the Goliath Fritos.

Our market probing told us corn chips had been served to the martini-manhattan set. But our research indicated a vast potential among youth. Given a new improvement, and advantage—a "triple ripple"—Old London had become a "new" Old London and advertising was given the job of getting across the advantage and selling the new product to its new users, youngsters.

And TV worked for us. We used ABC-TV's *Dick Clark Show*. Sales went up dramatically.

Another case history: Welch's Welchade. This came about when research indicated that the world of Coke and Pepsi had room for another kind of soft drink—a pure noncarbonated fruit drink containing vitamin B.

A problem in projecting this new product was the need to avoid its being "square," like many another fruit drink that had been introduced previously. We decided a key was "getting with the teen-agers," we produced "jazz" commercials and again used Dick Clark on

TV. Again the effort was rewarded with the establishment of a successful product.

**Media's Role** ■ An important point is the influence of media on the product and the reflection of this influence in the content of the selling message.

For Milton Bradley Co. we were instrumental in pointing up the great potential in new games for preteen-agers. We suggested the development of a line of action games especially suited to demonstration on TV. This involved a new use of TV for them—sole sponsorship of a live show.

The program, *Shenanigans*, which premieres on ABC-TV, Sept. 26 (Saturday mornings), is a game show for children and reflects the wholesome entertainment spirit of the company. Already it has stirred up a great deal of excitement—and sales—in the toy and game trade for the new line of games.

**Shows and Budgets** ■ This creativeness of developing new products for a market which TV builds not only helps the advertiser, but helps the medium. (Milton Bradley has kept intact its allocation for its regular line, which is advertised on NBC-TV's *Today* and in spot TV.)

It is important to break out of the old forms: to develop a new content based on the need to sell our clients' new products or to reposition the old ones.

As broadcasters develop new shows, with new content, they will find the answer to the problem of how to deliver new audiences or more selective audiences. When they do, you may be sure advertisers will be there with new products and new budgets that under the old circumstances might have gone elsewhere.



Richard K. Manoff's career has included stints as English teacher in New York high schools, reporter and deskman ('Brooklyn Eagle' and 'New York Post'), assistant to Mrs. Anna M. Rosenberg when she was director of War Manpower Commission. In 1950, he was director of advertising-sales promotion, Welch Grape Juice Co.; in 1953, vice president and chairman of Kenyon & Eckhardt's marketing plans board and supervisor of packaged goods accounts. He formed his agency in 1956.

It's one thing for Housewives, Businessmen, Industrial Workers, Grandmothers, and Detroit's Young America to love us, but what about the man who pays the bill, the Advertiser? Well . . .

## ADVERTISERS LOVE US

because this great mass audience likes what we do and what we say. They like the way we *program* our commercials. They enjoy them and they appreciate them. Consequently, they respond to them and buy the advertisers' products.

Little wonder then that some 100 *new* advertisers have shared in WKNR's phenomenal success since KeeNeR came to Detroit last November. You're in good company at WKNR as you can see from this partial list of new advertisers.

WKNR is the best time money can buy and your Keener salesman—or your Paul Raymer man—are just the men to prove it.

Wilson Dairy  
 Ford Motor Company  
 J. L. Hudson Company  
 Wrigley Gum  
 Colgate Company  
 Rambler Dealers  
 of Greater Detroit  
 Budweiser Beer  
 Kalamazoo Pant Company  
 Nestle Company  
 Chevrolet Dealers  
 of Greater Detroit  
 Kent Cigarettes  
 Kellogg's  
 Alberto Culver  
 Pepsi Cola

\*

General Motors Corporation  
 Manufacturers National Bank  
 Coca-Cola  
 Plymouth Division—  
 Chrysler Corporation  
 Old Milwaukee Beer  
 Lincoln-Mercury Dealers  
 of Greater Detroit  
 Seven-Up  
 Twin Pines Dairy  
 American Chicle  
 Pfeiffer Beer  
 Noxzema Chemical Company  
 Lanvin Perfumes, Inc.  
 Newport Cigarettes  
 Goebel Beer

*\*We've saved a place for you.*





## Sometimes a television set can light up a whole city

When a message is powerful enough... if it is told well enough... it can enlighten a home, a neighborhood, a whole community.

*It happened in Baltimore...* with WJZ-TV's coverage of the civil rights struggle.

*It happened in Pittsburgh...* when KDKA-TV and KDKA examined growing unemployment.

*It happened in San Francisco...* with the KPIX series on mentally retarded children.

*It happened in Boston...* when WBZ-TV and WBZ took a searching look at morality in government.

*It happened in Fort Wayne, New York, Chicago...* with WOWO, WINS, WIND.

*It's happening in Cleveland now.* A KYW-TV and KYW

series has already begun to reveal the blight of poverty in a major city.

These are all Group W stations. In the past year and a half they have received broadcasting's top awards. Including the duPont, the Peabody, the Sigma Delta Chi, the Sloan, the Edison, and the Ohio State.

Group W stations are uniquely equipped to play a vital role in their communities. As members of the Group, they have creative, managerial, and financial resources greater than any individual station, plus a local impact no network can match. Important, meaningful programming in the public interest is one more reason why the Group is a vital third force in broadcasting today.



WESTINGHOUSE BROADCASTING COMPANY

WBZ-WBZ-TV BOSTON • WINS NEW YORK • WJZ-TV BALTIMORE • KDKA • KDKA-TV PITTSBURGH • KYW • KYW-TV CLEVELAND • WOWO FORT WAYNE • WIND CHICAGO • KPIX SAN FRANCISCO

## Pay TV: on air or on wire?

After two years of expensive trial, RKO General is betting on its Phonevision air system — and it may be on the verge of a heavy plunge

All but ignored in recent months while attention has been diverted to the noisy birth throes of Subscription Television Inc. in California, a pay-TV system in Hartford, Conn., has just begun its third year of operation.

It is the RKO General-Phonevision system, and it is now two-thirds of the way through a three-year experiment in on-the-air subscription television. From two years of trial, error and more than a little frustration, the experimenters have emerged with the persuasion that their kind of pay TV can be made to work, no matter what happens to wired systems such as STV's, which started business last week (see page 26).

RKO General executives, interviewed by BROADCASTING, to a man believe that pay TV can be moved beyond the ex-

perimental stage in Hartford and turned into a profitable enterprise. Although official word of the company's future planning has so far been withheld, indications are strong that RKO General may seek FCC approval of a full-blown pay-TV operation in Hartford and may go for pay-TV stations in other communities. One sign of the company's intentions may be read in this comment from Thomas F. O'Neil, chairman of RKO General Inc.: "There is a business in pay TV."

If RKO General officials are reluctant to talk specifically about plans for regular pay TV operation on broadcast stations, it may be because an extensive project would run into the FCC's multiple ownership rules. RKO General owns four VHF stations and the one UHF it

is using for pay TV in Hartford. It can add only one V and one U or two U's before reaching its limit.

**The Lessons** ■ RKO General has learned much in its two years in Hartford. It has worked out bugs in its equipment, lowered its service costs, acquired a body of experience in setting prices and has accumulated records of subscriber spending that enable it to project with confidence the probable amount of subscriber money that can be collected in Hartford or anywhere else. "The results of the test," an RKO General official said last week, "are better than we thought they would be."

As pay TV begins its third year in Hartford, 4,800 subscribers are taking the service that is broadcast by RKO General-Phonevision's UHF station,

### What has hit and missed on pay television in Hartford



Big sports events have been the biggest draws and cultural specialties the smallest on the RKO General-Phonevision system so far. The Cassius Clay-Sonny Liston fight (at left) attracted 86% of all Hartford sub-



scribers last Feb. 25. A performance by the Bayanihan dancers from the Philippines (at right) attracted only 6%. Motion pictures, the staple in the Hartford program fare, have achieved as high as a 66% tune-in.

## THE CASE FOR ON-AIR PAY TV continued

WHCT(TV), on channel 18. These are not enough to put the operation anywhere near the black, but officials say they have made no effort to solicit subscribers on a widespread scale. The experiment, for which the FCC granted a three-year special license that expires June 29, 1965, is no more than a fact-finding project, they say, and the collection of data is more easily controlled if subscribers are limited.

"For the time being we want to keep the number of our subscribers under 5,000," one official said.

**Minimum Need** ■ How many subscribers are needed in Hartford to show a profit? RKO General officials estimate that on the current rate of spending, some 18,000 to 20,000 subscribers—or somewhat less than 10% of the TV homes within range of the station—would be required. They are confident that this figure could be attained if RKO General decides to proceed with the project and initiates a hard-hitting promotional and sales campaign and a more active program procurement schedule.

Subscribers pay a \$3.25 monthly rental. They also pay for each program ordered, and this is averaging from \$1.25-\$1.75 per home per week. A subscriber's total payment thus runs from \$100-\$130 annually. RKO General's projections are that a base of 18,000 to 20,000 subscribers averaging a total of \$125 apiece would make the pay TV system profitable. (The figure does not apply to a wired system where costs reportedly are higher.)

Company executives stressed that this investment by subscribers means they'll be ordering four or five programs a month and viewing about 12 to 16 hours during the period. They offer these statistics to illustrate a long-standing contention of pay-TV operators that free TV would not suffer because of the advent of subscription television. They insist that pay TV is merely supplementary to commercial television.

**Shows Available** ■ Perhaps the single most significant factor that has emerged in the pay-TV field in recent months has been the freer accessibility of programming.

Recently two major hold-outs—20th Century-Fox and Universal Pictures—agreed to sell their first-run feature films for presentation on the Hartford installation, although RKO General was forced to start an antitrust suit against these two companies before an out-of-court settlement was reached.

In addition, a growing number of independent producers are emerging to create special programs for RKO General-Phonevision as well as for Subscription Television Inc., which began its cable operation in Los Angeles last Friday (see story page 26).

Feature films still constitute the backbone of regular programming on pay TV in Hartford. Features are made available on a subsequent-run basis (shortly after the first run in downtown Hartford theaters). All major studios now are suppliers including United Artists, Columbia, Metro-Goldwyn-Mayer, Warner Bros., Paramount, Buena Vista as well as Fox and Universal.

RKO General-Phonevision's program costs in Hartford are said to be running about 35% of per-program revenues, or about \$28 per subscriber-home per year. This is calculated on the assumption of an average investment of \$120 per home, of which \$39 is rental. As homes increase, the program cost per home declines.

**Fights Draw Well** ■ Outstanding sports attractions constitute the strongest program draws on Hartford pay TV. The Liston-Clay championship bout last February drew the highest rating, attracting 86% of the homes, followed by the first Patterson-Liston fight (84%) and the second Patterson-Liston encounter (68%).

In the feature film category, "Whatever Happened to Baby Jane" was the

## Swope forms firm to produce for pay TV

The formation of Swope Video Productions, New York, to produce programs primarily for pay television was announced last week by Herbert Swope Jr., president, who said the firm's first assignment is to produce 12 summer stock presentations in their entirety for Subscription Television Inc., Los Angeles. Each show will last about two hours.

Swope Video will produce six plays on tape this year and six in 1965. The first production is "Glad Tidings," which was on Broadway several years ago and now is being presented at the Mount Tom Playhouse in Holyoke, Mass., with Tallulah Bankhead starring. It was taped last week, utilizing Videotape Unlimited, New York. Other titles will be announced soon.

Mr. Swope, formerly a producer-director with CBS-TV, NBC-TV and 20th Century-Fox, believes that summer stock productions will prove "excellent fare" for pay TV.

Swope retains property rights to the 12 productions, but has assigned distribution rights to STV, which began its pay-TV operations in Los Angeles last Friday (July 17). Swope Video Productions is located at 60 West 57th Street, New York 10019.

biggest audience draw with a rating of 66%, followed by "World of Suzie Wong," 65% and "Irma la Douce," 60%.

Some entertainment specials have drawn substantial audiences. The pacesetter was a program spotlighting the Kingston Trio, 44% rating. Other specials that drew well were "American Pageant of the Arts," 32%, and the "Best of the Bolshoi Ballet," 29%.

Culturally oriented programs generally attract the smallest audience on Hartford subscription TV. The low points were achieved by a concert featuring Joan Sutherland, 5%; the Bayanihan Philippine Ballet, 6% and "The Consul" (a Gian Carlo Menotti opera), 11%.

These tune-in figures represent the cumulative audiences attracted by three to six showings of each of the movies and three showings of each entertainment special. The boxing bouts were live one-shots.

Prices for programs vary from 25 cents for a children's educational program to \$3 for a major sports event. Feature films range from \$1-\$1.50. In addition, a subscriber pays \$10 for the installation of each decoder, plus his \$3.25 monthly rental fee. The decoder contains a billing tape that records the programs selected during the month and the cost of each. The subscriber removes the tape, and adds up the charges and returns the tape to the company with his check in a special envelope provided by the station.

Pay-TV operations in Hartford run 30-40 hours a week, starting at 7 p.m. From 2 to 7 p.m. WHCT operates as a regular, commercial station. The advertising volume it carries in commercial hours is inconsiderable. Officials claim they concentrate on pay TV to the exclusion of the commercial function.

**Efficiency Up, Costs Down** ■ RKO General Phonevision reported it has made improvements in both its billing procedure and in its decoder units. These changes, officials said, have raised the efficiency of operations while reducing costs. There have been three model changes in the decoders, although some of the earlier models still are being utilized.

Installation methods also have improved with experience. At the outset of the experiment two years ago, servicemen completed about two installations per day; now it's six or seven a day.

Despite mounting optimism, RKO General would be the first to acknowledge that it's not all peaches and cream. They confess they have been surprised at the relatively high cost of sales required to enlist subscribers and they have been disturbed by the comparatively high turnover of customers.

They are seeking ways to reduce the





sales cost and believe they can find a more practicable approach if RKO General-Phonevision continues the project beyond mid-1965. The company plans to screen prospective subscribers more carefully as a way of coping with the turnover rate. They say the turnover rate "is not as high" as in community antenna systems, but with installation costs running \$12 a home, plus the sales costs, turnover is still a costly item.

"A certain amount of turnover must be expected in an area such as Hartford, which is one of population mobility," an executive observed. "Then, too, there have been some subscribers who found the programs weren't exactly what they wanted. And there were others whom we did not want. But with experience we hope to keep turnover within reasonable bounds."

**Viewers Are Viewers** ■ RKO General research indicates that pay-TV subscribers are not a breed unto themselves. In general, pay-TV viewers are "the same kinds of viewers who watch commercial TV, and their viewing patterns, are pretty much the same," a company executive said.

Viewers come from a wide range of income groups, he said. "There are well-to-do people who watch us because they like our programs and do not want to see commercials, and there are lower-income families who subscribe because they can't afford babysitters and other expenses that go into a visit to the downtown movie theater."

Encoding equipment at WHCT (TV) and the decoding equipment in the homes are manufactured by the Zenith Radio Corp., which is cooperating in the test. A separate company, Television Entertainment Co. (TECO), has the rights to the franchising of the Phonevision system to pay-TV operations and also has been serving as program consultant to the experiment.

Each decoder costs approximately \$125 which is paid to Zenith. For the franchise, including the encoding equipment and programing assistance, TECO is now paid a royalty of 5% of RKO General's gross revenue from the venture. For the first 12 months, TECO waived its royalty and for the second 12 months it received 2-1/2%.

RKO General-Phonevision executives who have played a key role in the pay TV experiment are John B. Poor, president; Ross S. Taber and John Pinto, vice presidents, and Mark Forrester, manager of the station in Hartford. Pieter Van Beek, president of TECO, has been prominent in the technical and programing phases of the undertaking.

At the time RKO General-Phonevision applied for its experimental permit for the Hartford project, it committed \$10 million to its execution. Officials won't say how much of this amount has been spent to date.

## The beginning or the end?

STV starts its pay-TV operation in Los Angeles with 2,500 customers

The most ambitious subscription television venture yet attempted was to light up three channels in Los Angeles last Friday night.

It could be the beginning of a national outburst of wired pay TV—or it could be the beginning of the end of some very heady dreams. Subscription Television Inc., which is gambling \$25 million to get started, has come to be regarded as the outfit that will make or break the concept of wiring an electronic boxoffice into the American home. If STV can establish a beachhead in California, the prevailing theory goes, it will be only a matter of time before the whole country is overrun with STV and other enterprises like it.

As of 7 p.m. Pacific Daylight Time last Friday (July 17), STV had not so much a beachhead as a toehold. At

that hour, Sylvester L. (Pat) Weaver, the president of STV, was scheduled to appear on the screen of some 2,500 television sets in homes in West Los Angeles to inaugurate his system's program service. Mr. Weaver welcomed subscribers and gave them glimpses of programs they will be offered in the weeks to come. His appearance was unlikely to set a precedent. The inaugural program was free.

**Opening Schedule** ■ Following the presidential opening, regular programming began on the three STV channels. Channel A at 8 p.m. presented "Sponono," a drama of racial conflict presented by a cast of South Africans, taped on stage during its run on Broadway. Families that went on watching this program after the 12-minute sampling period had ended, will be billed \$1.50 for the 2½ hour production.

Channel B, at 7:45 p.m., took its share of the STV cable to deliver the baseball game between the Los Angeles Dodgers and the Chicago Cubs, in color from the Dodgers Stadium in Chavez Ravine. The cost of the ballgame for home viewers was also \$1.50 after the 12-minute free sample viewing period.

Channel C presented "Gun Ho," a color film of surfing at California and Hawaii beaches, made by Bud Browne, known as the "dean of surf filmers." "Gun Ho" also offered a 12-minute free look, after which it cost \$1 for the 90 minutes.

At 9:30 p.m., Channel C showed another color film, "The Ancient Egyptian," an educational feature hosted by Julien Bryan, priced at 75 cents, with a six-minute opening free look. At 10:30 p.m. both A and C showed "An Evening at the Upstairs at the Downstairs," a 90-minute satirical revue taped at the New York supper club with the two-story name. There was a free sample time of 12 minutes; for the full "night on the town at home" (to quote the STV program booklet, *Subscriber's Choice*) the price was \$1.50.

Saturday's STV programs included (according to *Subscriber's Choice*) an afternoon ball game (\$1.50 after a 12-minute free sample) on Channel C, which in the evening offered a juvenile ballet program recorded in Holland (\$1.50) and the musical film, "The Life of Giuseppe Verdi" (75 cents). Channel A had two foreign films, "Manolis" (\$1) and "Only the French Can" (\$1). With a repeat of the latter beginning at 10:45 p.m.

Channel B's Saturday evening agenda began at 7 with an English feature motion picture "The Violent Years" (\$1), followed at 8:30 with "Show Girl," a Broadway revue starring Carol Channing, recorded onstage (\$2).

**Sunday Offerings** ■ On Sunday, Channel A scheduled the Dodgers-Cubs doubleheader in the afternoon (still



Pat Weaver  
As he appeared in opener

priced at \$1.50) and in the evening a film on scuba diving (75 cents) and a foreign feature picture "Father's Dilemma" (\$1), with a repeat of the latter to wind up the day. Channel B offered "Gospel Jazz" with Maury Wills of the Dodgers and the Los Angeles Community Choir (50 cents) and "Uncle Vanya" as done in London by an all-star cast headed by Sir Laurence Olivier (\$2). Channel C went educational for the evening: a 90-minute filmed visit to the Dresden art gallery (75 cents), a lecture on "The World We Want and How to Get It" by Arthur M. Schlesinger Jr. (\$1) and a filmed report titled "The New Russia" (75 cents).

To watch all of the programs above (not including repeats) would have cost a subscriber \$8.25 for Channel A, \$7 for B, and \$9.50 for C.

More baseball, more foreign films, more culture—a symphony concert by the Concertgebouw Orchestra of Amsterdam (\$1.50) and a film of the Wagner opera "Lohengrin" (75 cents)—more light entertainment "The Amorous Flea," an off-Broadway show (\$1), "An Evening with the Limelights" (\$1)—more instruction "Bridge with Sheinwold" (50 cents), "How to be a Pilot" (\$1)—and more lectures—William Laurence on science (\$1), Quentin Reynolds on the decline of good taste (\$1) are included in the lineup of programs being offered for the week ending July 26.

As Mr. Weaver says in a foreword to the first issue of *Subscriber's Choice*, ". . . The programs are not the kind you see on television now. . ." After a few brief comments on the opening night's schedule, the STV president tells the pay TV audience: "The one disappointment is the lack of new movies. We are in active negotiation with every major motion picture company for its current product. For whatever reasons, we have thus far been refused any film by them. We shall continue to use every means within our power to obtain the best of all current motion pictures for our subscribers. We hope that before too long we will report success."

STV's inaugural programs were sent to some 2,500 homes out of the 10,766 in the company's area No. 1. More than 4,000 families have ordered the service, STV reports, but 1,500 of these homes are yet to be connected to receive it. About 7% of the homes in this upper middle-class neighborhood do not have TV sets and another 3% of the families said they did not want STV service because of lack of sight or other physical deformity. One in five of the families contacted said they were either moving out of the area or going on vacation and so were not now in the market for pay-TV service from Subscription Television.

## A bullish report by STV analyst

Californians were told last week that Subscription Television Inc., the pay-TV system that started operation last Friday, could pump \$1.9 billion into their state's economy—if STV's promoters' projections come true.

The bullish analysis came from Shipley-Stewart Corp., a research-analysis-consulting firm of Downey, Calif., that was hired by STV to assess the impact of STV's potential development.

The \$1.9 billion is "representative of support for 237,000 new jobs," the research firm reported. "Based on the current ratio of population to employment in California, these new employment opportunities can support a population gain of 650,000."

**Filling the Slack** ■ Noting that "the massive growth of the California economy during the 1950's was due primarily to dramatic increases in procurement expenditures by the Defense Department," the Shipley-Stewart report points out that there has been "a substantial slowdown in the rate of the growth of employment in the defense-oriented industries" since 1960 and "a further decline" is anticipated.

Some replacement is needed and, says Shipley-Stewart, "the impact potential of STV on the California economy is of such a magnitude that it could make a substantial contribution toward filling the anticipated slack in defense industry growth." By the early 1970's STV is expected to have 1 million subscribers, the report states. "At this level of subscription, the STV system has the capability of directly generating new employment opportunities for 38,000 workers, an annual payroll in excess of \$315 million and a cumulative capital investment approximating \$170 million."

The most dramatic effect of STV will be the increased employment in the motion picture field to produce the feature films that STV will require to fill out its program schedule, Shipley-Stewart expects. Assuming 10 hours a day of programming on three channels, of which 28% is feature film, with an average time of 90 minutes per showing and an average of four showings per film, STV would need 511 features a year, the report states. Knock off 35% for foreign films and old movies and the total of current U. S. feature films on STV would be 332. Take off another 10% for U. S. films made

outside of California and there would still be 300 called for from the major studios, more than double their current feature film production of 135 feature pictures, according to a Shipley-Stewart estimate.

**The Payrolls** ■ The personnel needed to install and maintain the cable system, to sell the service and bill subscribers for the programs they watch, to install and service the program selectors and to provide headquarters program and operations management would total about 2,700 with an annual payroll of \$19,663,000. To produce the motion pictures STV will need and will call for the employment of 32,670 individuals, more than 12 times the number directly employed in the STV operation, with a payroll of about \$272 million a year. And films other than features used by STV will add another \$24 million to Hollywood payrolls.

But that's only the beginning of STV's economic impact on California, according to Shipley-Stewart. "These direct investments in men and capital will start a process of multiplied income and employment change," the report states. The money earned by the workers at the jobs created by STV will go for food and housing and clothes and automobiles for themselves and their families and these expenditures will create more jobs and more spending, until the total impact of STV on the California economy is \$1.9 billion.

Shipley-Stewart's glowing forecast of STV's economic contribution to California was made public at a time when STV is campaigning hard to persuade Californians to vote against a referendum measure that would outlaw STV. The anti-STV proposal will appear on the state's election ballot next November. It was stimulated by theater owners who fear that STV, if successful, will divert movie audiences from theaters.

Leading the anti-pay-TV forces is the Citizens' Committee for Free TV, which in April gathered over 1 million petitions from California voters seeking to place pay television issue on the ballot. On July 3, however, STV went to court in an attempt to get the pay-TV proposition stricken from the November ballot. (BROADCASTING, July 13). The Shipley-Stewart economic forecast of STV's future possible effect on California can be expected to be used by STV in its campaign to win voter support in November.

# Commission to ponder ad time practices

Decision on eight Florida stations may settle conflict of case-by-case commercial scrutiny

The FCC's policy on examining the commercial practices of stations on a case-by-case basis is expected to be set for some time to come this week when the commission considers staff recommendations concerning eight Florida outlets.

The staff has recommended that six of them be given short-term renewals of one year because of their commercial practices. A seventh would, under the staff's proposal, be asked for further clarification of its commercial policies. The eighth would be granted a renewal.

The commission appeared to have decided to forego the case-by-case approach three weeks ago when, by a 4-3 vote, it rejected a staff recommendation that it inquire into the commercial practices of six radio stations in Mississippi, Louisiana and Arkansas (BROADCASTING, July 6). The commission last January adopted the practice of examining commercial practices at stations' renewal time when it abandoned its proposal to adopt a rule limiting commercials.

Members of the majority—Lee Loevinger, Frederick W. Ford, Robert T. Bartley and Rosel H. Hyde, said the case-by-case approach had deteriorated into a "nitpicking" operation. But it wasn't certain whether the majority would hold firm this week. Commissioner Ford is viewed as the swing vote.

**Pressure** ■ There will be pressure on him and other members of the four-commissioner majority to switch. Chairman E. William Henry, who had urged his colleagues to adopt the case-by-case approach, and Commissioner Kenneth A. Cox are preparing dissents to the commission's action on the Mississippi, Louisiana and Arkansas stations.

In addition, the staff is reported to have come up with a kind of horrible example to alert the commission to the possible consequences of ignoring commercial practices. The example is that of a Tennessee radio station that, on the basis of incomplete staff examination, broadcast more commercial spots than it had proposed in 72% of the time segments that the staff has ana-

lyzed. Spots are reported in terms of 14½-minute time segments. The station, whose renewal application is due for action by Aug. 1, reported carrying a total of 1,844 spots in its composite week.

The Florida stations that would, under the staff's recommendations, be given one-year renewals include the two Tampa VHF television stations, WFLA-TV and WTVT(TV). The others are WEZY Cocoa, WHOO Orlando, WQAM Miami and Wonn Lakeland. WMFJ Daytona would get a request for clarification. WNVY Pensacola, another station whose renewal application has been held up because of questions about commercial practices, would get a grant under the staff's recommendation. The issue was scheduled for action last week but was passed over because of a heavy agenda.

## Storer adjusts rates for piggybacks

A new method of handling non-integrated piggybacks was announced last week by Storer Broadcasting Co.



Mr. Michaels

In modifying its previous policy of complete nonacceptability of piggyback announcements, Storer has established a new rate approach for participating announcements.

As announced by Bill Michaels, TV vice president, spot announcement rates have been broken down into components. Thus, assuming a \$100 rate for a 60-second announcement, the rate for 50 seconds would be \$90; 40 seconds, \$80; 30 seconds, \$65; 20 seconds, \$50, and 10 seconds, \$40.

Nonintegrated piggybacks—which be-

ginning Sept. 1 will count as two commercials under the TV Code—would take the combined rate of the two components equivalent to the time used for each of the two items advertised in the commercial. The maximum number of components allowed by Storer is two.

The integrated piggyback, however, which under the TV Code counts only as one commercial, would take the single rate for its total length.

The new policy gives the advertiser alternatives at reduced rates. At the same time it offsets the financial loss to the station due to the elimination of availabilities by the acceptance of piggybacks. It also complies with the ban on triple spots advocated by some advertising agencies.

New policies on piggyback commercials have been adopted by Taft Broadcasting, Westinghouse and CBS-TV-owned stations.

## Gillette sets movie buys at \$12 million

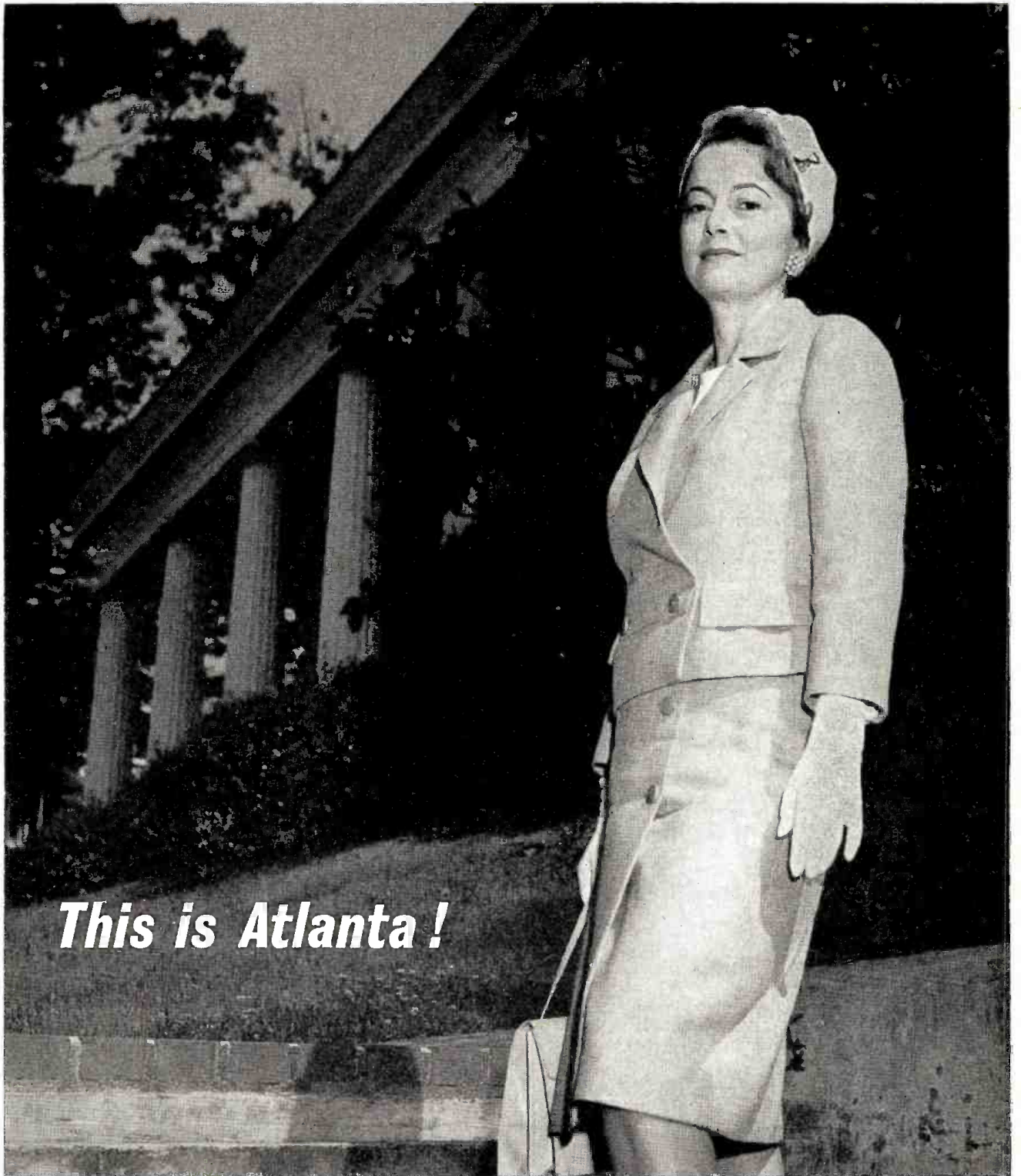
Gillette Safety Razor Co., Boston, said last week that its motion picture sponsorship on ABC-TV and NBC-TV next season will represent a \$12 million investment for the company. Gillette's plans to become a sponsor in the movies after a 20-year association with prime-time boxing on TV (ABC-TV currently) was reported earlier in the year.

Gillette, in calling its contract "the largest movie commitment ever made by one advertiser," said the arrangements it has with the networks give the advertiser major segments of the feature film presentations as compared to conventional sale to an advertiser of participations. Maxon is the advertising agency for Gillette.

The Gillette business on NBC-TV, starting Sept. 16, is for a weekly one-hour buy of the two-hour *Wednesday Night at the Movies*. On ABC-TV, the advertiser will sponsor the first half hour of the Saturday night movie.

The large blocks of time, Gillette said, will permit it to place commercials for all its products "as inobtrusively as possible" and with "the least interruption of the motion picture story line."

The company said also that its motion picture sponsorship will not lessen its traditional interest in sports events: six major sports broadcasts and series are set for the next season, among them the World Series, the National Collegiate Athletic Association weekly college football package, the Rose Bowl game on Jan. 1, the annual All Star baseball and the All-Star college football games, all on radio and television.



***This is Atlanta!***

**AWARD WINNER!** Two-time Academy Award winner, Olivia de Havilland, star of "Lady in a Cage", visits another award winner, WSB-TV. The much honored WSB-TV is proud of the countless awards won both individually and collectively by its staff over the past 16 years. Awards are a tradition at WSB-TV!

**WSB-TV**

Channel 2 Atlanta

NBC affiliate. Represented by Petry



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

## C-E loses Beatrice accounts to Kemper

Beatrice Foods Co., Chicago, has named Don Kemper Co., that city, as advertising agency, effective Oct. 1, for all Meadow Gold, Blue Valley and Holland Dutch dairy products. The accounts billed over \$1 million last year. Greater use of radio-TV is planned.

The move from Campbell-Ewald to Kemper "is a major step toward consolidation of advertising and marketing expenditures for Beatrice Foods," according to Beatrice's director of sales and advertising, Roy I. Ricksham. Kemper already represents six other Beatrice Foods divisions.

Beatrice also "is contemplating increasing its advertising in both radio and television," Mr. Ricksham said, "and regards the Kemper agency as extremely qualified to represent our wide variety of food products in these media."

With addition of the Meadow Gold account, Kemper's billing total in Chicago will go up to about \$5.5 million. The agency has offices also in New York and Dayton, Ohio, with total national billings topping \$10 million.

Campbell-Ewald's Chicago office acquired the account only last year.

## Business briefly . . .

**Procter & Gamble**, through Benton & Bowles, New York, will sponsor the 90-minute CBS-TV color special, *Cinderella*, to be taped this fall for viewing in March 1965. CBS-TV presented *Cinderella* originally in March 1957.

**Adolph's Ltd.**, through McCann-Erickson, Los Angeles, has started a six-week saturation campaign on ABC Radio, using a schedule of 20 spots each Saturday and Sunday during the summer for Adolph's instant meat tenderizer.

**Campbell Soup Co.**, Camden, N. J., through BBDO, New York, last week announced an intensive campaign for its New Pack tomato soup. Spots in daytime network TV shows and regularly scheduled nighttime commercials on CBS-TV's *Lassie* and ABC-TV's *Donna Reed Show* will be used August through October. In addition spot TV schedules have been set up in 19 major markets. A heavy network radio campaign on CBS's *Art Linkletter Show* will start in September followed by spot radio schedules in the top 60 markets starting in October.

**The Borden Company**, New York, through Young & Rubicam, that city, has bought time, beginning in October,

in ABC-TV daytime programs of *The Price Is Right*, *Missing Links*, *The Tennessee Ernie Ford Show* and *Trailmaster*.

Four advertisers will sponsor ABC-TV's telecast of the 31st annual College All-Star Game Aug. 7 (10 p.m. EDT to conclusion), with the ABC Radio broadcast sponsored by **United Motors Service Division, General Motors Corp.**, Detroit, through Campbell-Ewald, that city. TV sponsors will be **Gillette Co.**, Boston, through Maxon, New York; **Goodyear Tire & Rubber Co.**, Akron, Ohio, through Young & Rubicam, New York; **Pabst Brewing Co.**, Milwaukee, through Kenyon & Eckhardt, Chicago, and **R. J. Reynolds**, Winston-Salem, N. C., through William Esty, New York.



## PREVIEW: Bradley's bomb

Comic Stubby Kaye will do about half of the commercials for the Milton Bradley Co., toy manufacturer, which advertises its new games on *Shenanigans* (Saturday, 10-10:30 a.m., ABC-TV), starting Sept. 26.

During a run-through of commercial action for one of Bradley's games—called Time Bomb—Mr. Kaye demonstrates the fun aspect. Such sequences as these will be combined with live action for the one-minute commercials. The Time Bomb game for children involves passing a harmless plastic gadget that gives off a bang when it is wound up and its timer adjusted. The game uses the principle of the old "hot potato" kids game. Agency for Milton Bradley is Richard K. Manoff Inc., New York.

## Sears in another TV test campaign

Sears, Roebuck and Co. may plunge even deeper into television this fall if its newest use of the medium works as well as a test last winter.

Representatives of both Sears and the agency involved, North Advertising, Chicago, indicated Thursday (July 16) that the 13-week three-market test ending in January proved "extremely successful" and encouraged the retail giant to try again. Sears last week began a new drive in seven markets running until mid-December.

The latest campaign involves both minute and 20-second film spots in morning, afternoon and evening periods on stations in Chicago; Phoenix; Minneapolis-St. Paul; Dallas-Fort Worth; Tampa-St. Petersburg, Fla.; Baltimore and Washington. The theme continues to be "Sears has everything."

Sears' earlier test had involved only Chicago, Kansas City, Mo., and New Orleans. The original commercials are being used in the present drive plus some new spots.

Marvin C. Lunde, national retail sales promotion and advertising manager for Sears, explained that the further TV venture represents "another step forward in Sears' desire to employ various channels of communication." He said TV "is a complement to the thousands of pages of newspaper advertising employed by our stores and the vast print program of catalogs, flyers and tabloids used by the catalog divisions."

## Government releases fourth projection study

The Department of Commerce and the Bureau of the Census have available *Population Estimates*, which gives projections of the population totals by both sex and age from 1964 until 1985, with extensions to 2010. Estimates are based on current population figures, an annual emigration of 300,000, the current birth rate and the present declining mortality rate.

The book also contains such figures as the expected number of persons of both ages who are to reach specific age groups in specific years and the median age of the U. S. population from the present until 1985.

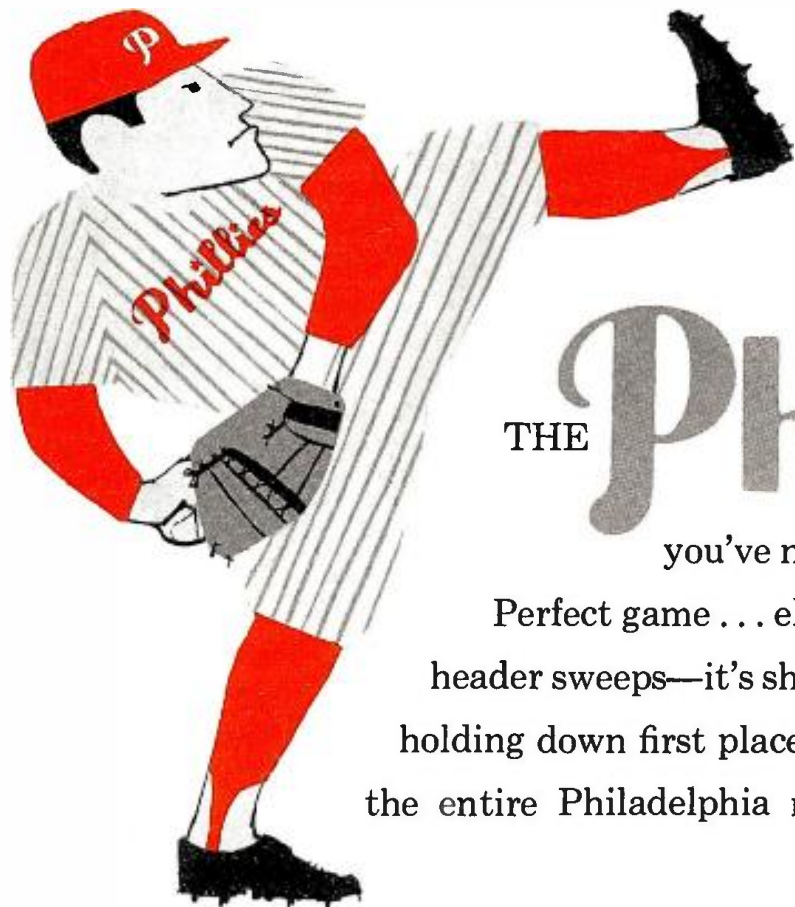
The new edition follows three earlier studies which only varied from the actual numbers by 0.8%.

The book is available through the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C., 20402 at 15 cents a copy.

*The Hottest Thing in Town...*

# Phillies

*Exclusively  
on WFIL Radio in Philadelphia*



## THE Phillies...

you've never heard anything like them!

Perfect game... eleventh-hour homers... double-header sweeps—it's show biz baseball whether they're holding down first place or fighting to regain it... and the entire Philadelphia market gasps with every play.

**WFIL RADIO...** with its exclusive broadcasts is proving to advertisers everywhere that it pays to follow the Phillies. Dials set to WFIL for ball games stay set there... hour after hour after hour.

GET A "PIECE OF THE ACTION" IN PHILADELPHIA ON... **FULL RANGE RADIO** **WFIL**  
**56**

Operated by Radio and Television Div. / Triangle Publications, Inc. / 4100 City Line Avenue, Philadelphia, Pa. 19131  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.  
**WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLYH-TV**, Lancaster-Lebanon, Pa. / **KFRE-AM • FM • TV**, Fresno, Cal.  
Triangle National Sales Offices: New York / Los Angeles / Baltimore

# Papers study TV competition

Print network could produce  
business as prime-time TV  
slots are being used up

Television came in for considerable discussion at a two-day meeting of the Newspaper Advertising Executives Association in Philadelphia last week, with several speakers indicating that the time is appropriate for newspapers to make gains at the expense of TV.

Thomas B. McCabe Jr., vice president for marketing of the Scott Paper Co., contended that TV "is not quite as competitive as it used to be in relation to newspapers," and added that "if newspapers played their cards right," the competition "could even be more favorable to you in the future." He said that unless there is another TV network the "present shortage of first-rate or filet mignon time slots will worsen and this is bound to have an upward influence on TV time charges." He suggested that advertisers could buy a network of 145 or more newspaper markets "just as we buy the same cities on NBC."

Another advertising executive, William J. Luedke, planning director for the plans and marketing department of N. W. Ayer & Son, indicated strongly that newspapers could increase their business if they emulated TV stations in rate negotiations. He pointed out that TV station executives talk of cash, frequency, contiguity, volume and continuity discounts, national and local rate cards, plan buys and card rates based on rating points, and added:

"And when you're all through with these, if you're smart, you'll say I still want to see the brass for the last, last,

## Minneapolis color push

Five Minneapolis TV set distributors have purchased \$50,000 worth of co-op advertising on KMSP-TV to push color TV sets. KMSP-TV in return will produce color commercials, on a cost-plus basis, for each of the RCA, General Electric, Zenith, Philco and Motorola distributors.

KMSP-TV said its color programming will be increased in the fall with the purchase of 17 color feature films from Seven Arts' "Films of the 50's" package.

net, net figure. And I assure you they're not unamenable to negotiation."

Charles T. Lipscomb Jr., president of the Bureau of Advertising of the American Newspaper Publishers Association, said the bureau has launched a program of presentations to agency creative executives because "we believe that more creative newspaper advertising means more effective newspaper advertising." He said some of the presentations show how to translate TV commercials into newspaper ads and "spark new ways to use newspapers. . . ."

Mr. Lipscomb said national newspaper advertising is expected to climb to a high of \$880 million by the end of 1964. He said total newspaper advertising is up about 8% in the first half of 1964 over 1963 and predicted total newspaper advertising for the year would be in the neighborhood of \$4.1 billion.

Jack B. Kaufman, executive vice president of the Bureau of Advertising, contended that newspapers are a "far more effective medium for getting across political advertising messages than television." He claimed that "paid political advertising in an atmosphere of news and information is bound to have a greater effect than advertising in the atmosphere of entertainment." He said "pre-empting of popular TV shows by paid political advertisements may actually cost votes" because of "viewer resentment" of replacement of regular TV programs.

## Citrus commission sets its ad budget

The Florida Citrus Commission has approved a \$3 million consumer advertising campaign for the 1964-65 season, with more than half of the money, \$1,700,000, budgeted for television.

The over-all program, approved at a meeting last week in Lakeland, Fla., already is underway with carryover funds being applied to the summer-fall drive. The July to October campaign, according to commission officials, will spend \$675,000 in consumer advertising, with \$375,000 set for TV.

The portion of the program just approved, amounting to \$2,325,000, will begin Nov. 1, with most of the funds to be spent on the orange crop in fresh, frozen, chilled and canned forms.

Currently, the commission is sponsoring ABC coverage of the summer Olympic trials. From November to April, citrus plugs will be heard on the *Mike Wallace*, *Lucy*, *Andy Griffith* and *Real McCoys* shows on CBS-TV, and *Jimmy Dean*, *Addams Family*, *Shindig*, *12 O'Clock High*, *Hollywood Palace*,

*Wagon Train* and Sunday movies on ABC-TV.

In addition, from January to April 1965, Campbell-Ewald, Detroit, the commission's agency, plans 70 spots a week on TV stations in 12 markets.

According to commission officials, in addition to the \$3 million allocated for consumer advertising, another \$1 million has been placed in a reserve fund for emergency use, and approximately \$1 million will go into a merchandising program.

Total funds set aside by the commission for 1964-65 are approximately \$5 million compared to \$4 million allocated for the 1963-64 season (BROADCASTING, Sept. 9, 1963).

## Mrs. Peterson hears TV ad complaints

Television advertising produces more complaints than does magazine advertising in the office of Esther Peterson, special assistant to the President for consumer affairs.

Speaking to the Magazine Promotion Group in New York on July 10, Mrs. Peterson said "most of the complaints about advertising have focused on television advertising, whereas the general reaction to magazine advertising has tended to be favorable."

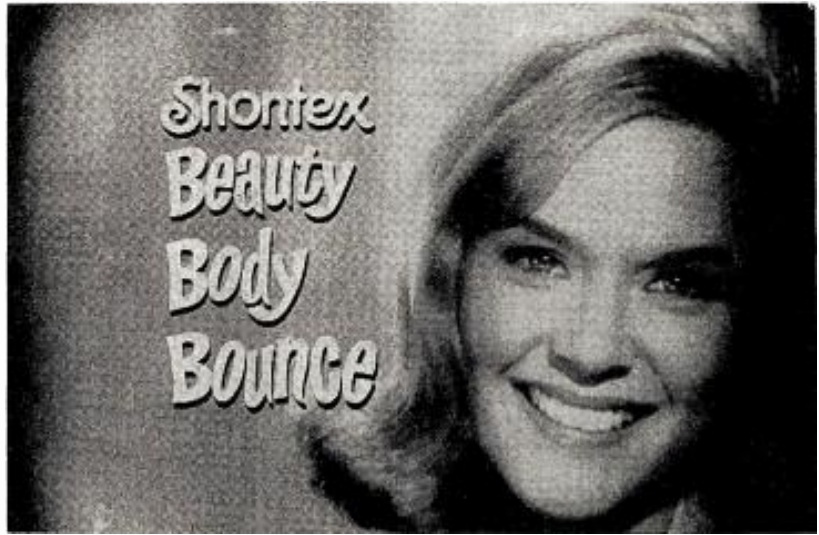
She praised a "high degree of self-regulation" among advertisers generally, and magazines in particular. She did not mention the radio and television codes of the National Association of Broadcasters.

A spokesman for Mrs. Peterson's office said it received more complaints about TV advertising, primarily advertising designed for child appeal. However, the spokesman said the range of taste and quality was probably greater in the magazine field than on TV. He added he was unfamiliar with the TV code provisions on child-oriented advertising.

In her talk Mrs. Peterson said consumers are ready to start "a revolt against humbug—against the massive assaults that are made on human intelligence by some of today's most conspicuous advertising." The spokesman noted this prediction was based on Mrs. Peterson's own opinion and was not founded on surveys or studies.

Mrs. Peterson may clarify her position when she takes part in a half-hour show for National Educational Television's *At Issue* series. Slated for airing in early August, the program will reportedly disapprove of any advertising designed to entice children, but will concentrate mainly on the effects of such material on television.





## COMMERCIAL PREVIEW: Beauty, Body, Bounce shampoo

The age-old pursuit of the fair lady is used to good advantage in a new TV commercial for a new shampoo—Beauty, Body, Bounce—made by The Shontex Co. of Santa Monica, Calif. One of Hollywood's most noted cinematographers — James Wong Howe, whose work on feature pictures has netted him two Oscar awards—has filmed the chase sequence to match the words of the singing jingle it accompanies.

A young girl runs, a boy pursues, as a girl's voice sings: "There is Jack. See Jack run. Fast as can be—running after me." At that point, the girl on the screen stops running and turns her head to make sure the boy is still coming after her.

"He can see my hair has a brand new sheen," the off-camera voice goes on. "New Beauty, Body, Bounce, gets it oh, so clean. With Beauty, Body, Bounce, I can look like a queen"—and sure enough, there she is with a glittering crown whose brightness is matched by the hair it surmounts—"would like to look."

The on-camera girl lathers her hair to the off-camera words: "It's richer, it's thicker, lathers quicker. And it's pure for fresh, clean beauty, easy to manage body—and bounce" and now the pictured miss shows how her hair looks when the shampoo has worked its magic, as both voice and screen repeat "Shontex

Beauty, Body, Bounce."

The commercial was created by Anderson-McConnell Advertising Agency, Los Angeles, and produced at EUE [Elliot-Unger-Elliot] Screen Gems, West Coast Division. The A-M account and creative staff are: Kirke Beard, vice president and general manager; Merv Oakner, vice president; James Leiker, radio-TV production head; Sallie Jorgenson, copy. The 40-second spot and others in the series of commercials filmed for Shontex by Mr. Howe will have their premiere in the Southwest very shortly, possibly before the end of the month. Plans call for the campaign to expand to national proportions later in the year.

### Rep appointments . . .

- WDEF-AM-TV Chattanooga; WNCT(TV) Greenville-Washington, N. C.; WGTC Greenville, N. C. and WJHL(TV) Johnson City-Kingsport, Tenn.-Bristol, Va.—all Roy H. Park Broadcasting Co. properties. George P. Hollingbery Co., New York.
- KKHI-AM-FM San Francisco: Metro Radio Sales.
- KCBN Reno: Bernard Howard & Co. Inc., San Francisco.
- WLLE Raleigh, N. C.: Bob Dore & Associates, New York, for New York, Chicago, San Francisco and Los Angeles, and The Bernard I. Ochs Co., Atlanta, as regional representative.
- WGBF Evansville, Ind.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

### Agency appointments . . .

- The Avoset Co., Oakland, Calif. appoints Cunningham & Walsh, San Francisco, to handle advertising for Qwip, real cream topping, and for a new food product line which will undergo intensive market research and testing before its national introduction.
- Warwick & Legler, New York, named to handle advertising for Helena Rubinstein products. Ogilvy, Benson & Mather and L. W. Frohlich & Co also continue as agencies for Rubinstein. Specific products going to W&L will be announced later.
- Great Western Savings and Loan Association and Great Western Financial Corp., the holding company with which it is affiliated, both Los Angeles, have switched accounts from Doyle Dane Bernbach to Eisaman, Johns & Laws, both that city.

### Also in advertising . . .

**Ayers' move** ■ N. W. Ayer & Son announced plans to move its San Francisco offices from 235 Montgomery Street to the Hartford Building, 650 California Street. The move, scheduled for Dec. 1, represents a 50% increase in office space and reflects a substantial increase in personnel.

**Product conflicts** ■ Two agencies in resigning an account last week cited a product conflict as the cause. The B. T. Babbit Inc. account of some \$500,000 yearly billing, was resigned by Geyer Morey Ballard Inc. Another GMB client, Lehn & Fink, markets cleaning products. American Kosher Products account was resigned by Coordinated Advertising Agency as of July 20. Conflict: certain products of another client, Merkel Meat Products. All involved are New York firms.

# WLBT manager accused of 'intimidation'

## NEGRO MINISTER MAKES CHARGE IN OPPOSING RENEWAL

The part owner and general manager of WLBT(TV) Jackson, Miss., was accused last week of attempting to "intimidate" a Negro civil rights leader in that state after the station had agreed to sell him time in a 1962 political campaign.

The station agreed to make time available to the Rev. Robert L. T. Smith after he had complained to the FCC that WLBT(TV) refused to sell him time for use in his campaign for the Democratic nomination for U. S. representative.

But then, Mr. Smith said, in a statement filed with the commission last week, Fred L. Beard told him the station's tower would probably be "blown up" and that "my body and his body too may be found floating in the river" if Mr. Smith appeared on the station. The minister did purchase and use the time. Mr. Beard is 20% owner of the station, as well as its general manager.

Mr. Smith's statement last week was in a pleading filed by the United Church of Christ in its effort to have the commission deny the license renewal applications of WLBT and WJTV(TV) Jackson (BROADCASTING, April 20). Mr. Smith and Aaron Henry of Clarksburg,

president of the Mississippi chapter of the National Association for the Advancement of Colored People, are parties to the church's petition.

**Discrimination Charged** ■ The church alleges that the stations do not serve the needs of the Negro community and discriminate against Negroes in their programing, particularly in their news and public affairs shows. The charges were said to be based on monitoring of the stations for the week of March 1.

The stations have denied the charges, and have told the commission that they must be left free to make program judgments in the context of local conditions (BROADCASTING, May 25).

The church's replies to these arguments ran several hundred pages and comprised some 60 exhibits and affidavits.

The effort to have the commission deny the stations' renewal applications has attracted considerable attention in Jackson. The commission has received hundreds of letters, cards and petitions from both sides in the controversy.

**Refusal to Sell Time** ■ Mr. Smith's affidavit was filed in connection with a

charge that WLBT refuses to sell time to Negro candidates. The petition notes that the station sold time to Mr. Smith in 1962 "only after considerable intervention on the part of the FCC . . .". The commission questioned the station after receiving a complaint from the minister.

"Even then," the statement added, "WLBT attempted to intimidate Rev. Smith." In his affidavit Mr. Smith said that Mr. Beard told him that if he were to appear on WLBT, the station would have to take extraordinary precautions to protect the property, including the hiring of extra guards.

Mr. Beard, citing the advice of counsel, declined to comment last week. However, on the basis of WLBT's past correspondence with the commission, it was expected the station would say that Mr. Beard was attempting only to make Mr. Smith aware of the situation as Mr. Beard saw it—that Mr. Smith's appearance on the station might trigger violence in the community. The station has told the commission, in connection with past complaints, that the racial situation is so tense that violence might erupt against the station and its personnel if civil rights supporters were to use its facilities.

Both WLBT and WJTV are among the eight Mississippi stations being investigated by the commission in connection with the riots at the University of Mississippi, at Oxford, when Negro James Meredith desegregated the campus. The stations were accused of violating the FCC's fairness doctrine.

In addition, the Mississippi AFL-CIO has asked the FCC to deny WLBT's renewal application on the ground that Mr. Beard has used the station to air anti-union views without affording time for the expression of conflicting sentiments (BROADCASTING, June 8).

### Four buy time on ABC-TV

Four advertisers have placed orders representing \$2.5 million in sales for the 1964-65 season, ABC-TV announced last week. Bristol-Myers, New York, through Young & Rubicam, New York, purchased time in *Wagon Train*, *Voyage to the Bottom of the Sea*, *Wendy and Me*, *Ben Casey*, *Peyton Place*, *Shindig*, *Mickey*, *The Addams Family*, *Valentine's Day*, *Outer Limits*, *Bob Young with the News* and election night coverage. Florida Citrus Commission, Lakeland, Fla., through Campbell-Ewald, Detroit, also bought time (see page 32). Pharmacrast Laboratories, New York, through Papert, Koenig, Lois, New York, purchased time in *Peyton Place*, *Ben Casey* and *The Jimmy Dean Show*. All three advertisers, as well as Chesebrough-Ponds, New York, through William Esty, purchased segments of *Sunday Night at the Movies*.

in Law ...



it's Blackstone

in TV and Radio ...

# IT'S BROADCASTING YEARBOOK!

A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sid William Blackstone's famous "Commentaries on the Laws of England" has been the standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence—but in their field, too, a recognized authority has emerged as the standard source of information. **BROADCASTING YEARBOOK** is read each year (and saved all year) by thou-

sands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1965 **BROADCASTING YEARBOOK**—out in December—will give some 20,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, **BROADCASTING YEARBOOK** is the place to testify on your own behalf. Witness the deadlines: Sept. 21 for proofs; Oct. 1, final. Call or wire collect to reserve space!

 **Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.  
Washington, D. C. 20036



## HUNDERDS of Majorettes!

**N**O matter *how* many public-participation promotions you've seen, WDAY's 10th Annual Band Festival Parade in Fargo this year would have bugged your eyes out!

93 high school bands (with a whopping total of over 6,000 musicians) came to town from all over North and South Dakota and Minnesota, for the happiest, ear-splittinest

day of their lives. Many thousands of *other* people from all over this region also poured into town for our shindig.

So what? So when WDAY says "y'all come" — they all *come!*

Just as they also flock to your dealers' stores when we tell them about your merchandise. Ask PGW!

# WDAY WDAY-TV

The Know-How Stations in  
FARGO, N. D.



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



# Barry ready to meet LBJ in TV debates

Suggests 'pretaping' as possible ground rule; backs freedom of press for radio-television

Republican presidential candidate Barry Goldwater last week challenged President Lyndon B. Johnson to join him in a 1964 version of the Great Debates of 1960.

"As the Republican candidate, I would be eager to debate the issues before a national television audience," Senator Goldwater told BROADCASTING, late last Wednesday (July 15) following his nomination by the Republican National Convention.

"I hope that President Johnson will be equally willing to help the American people make an informed choice between the candidates," he added.

Senator Goldwater answered questions put by this publication in an effort to clarify his views on broadcasting, particularly in the light of recent criticism of both broadcast coverage and newspaper treatment of his quest for the GOP nomination. He said he thought the constitutional guarantee of freedom of the press should apply to radio and television as journalism media and that news coverage of the convention that gave him the nomination has been "complete, imaginative and I am sure educational for the public."

While expressing eagerness to debate with his Democratic opponent, Senator Goldwater thought a change in format, from the straight news interview pattern of the Nixon-Kennedy debates in 1960, might be desirable.

"There might be some risk in exposing the President to public debate," he observed. "His office is the world's most powerful and most responsible, and some slip on his part could have an

## Same look, same team

George W. Deifenderfer, retired NBC Chicago sales executive, had a big time at the Republican convention in San Francisco last week. Grey-haired, slim, and wearing oversized tortoise-rimmed glasses, he was greeted almost everywhere as Senator Barry Goldwater. Mr. Deifenderfer, who now lives in Phoenix, is running for state senator on the Republican ticket. He was with NBC for 21 years and before that with Paul Raymer Co.

important bearing on our relations with other nations. But this consideration must be balanced against the people's need, and the President's own responsibility in the area of public information. Sensible ground rules should be adopted. Pretaping is one possibility and prior agreement on the subjects to be discussed is another."

Senator Goldwater was asked about the only plank in the GOP platform adopted last Tuesday to deal in any manner with broadcasting. The plank was adopted after an appearance before the resolutions committee by Dr. Frank Stanton, CBS president, who had asked for a far stronger expression (BROADCASTING, July 13). The plank pledges "dedication to freedom of expression for all news media, to the right of access by such media to public proceedings and to the independence of radio, television and other news-gathering media from excessive government control."

The question propounded by BROADCASTING:

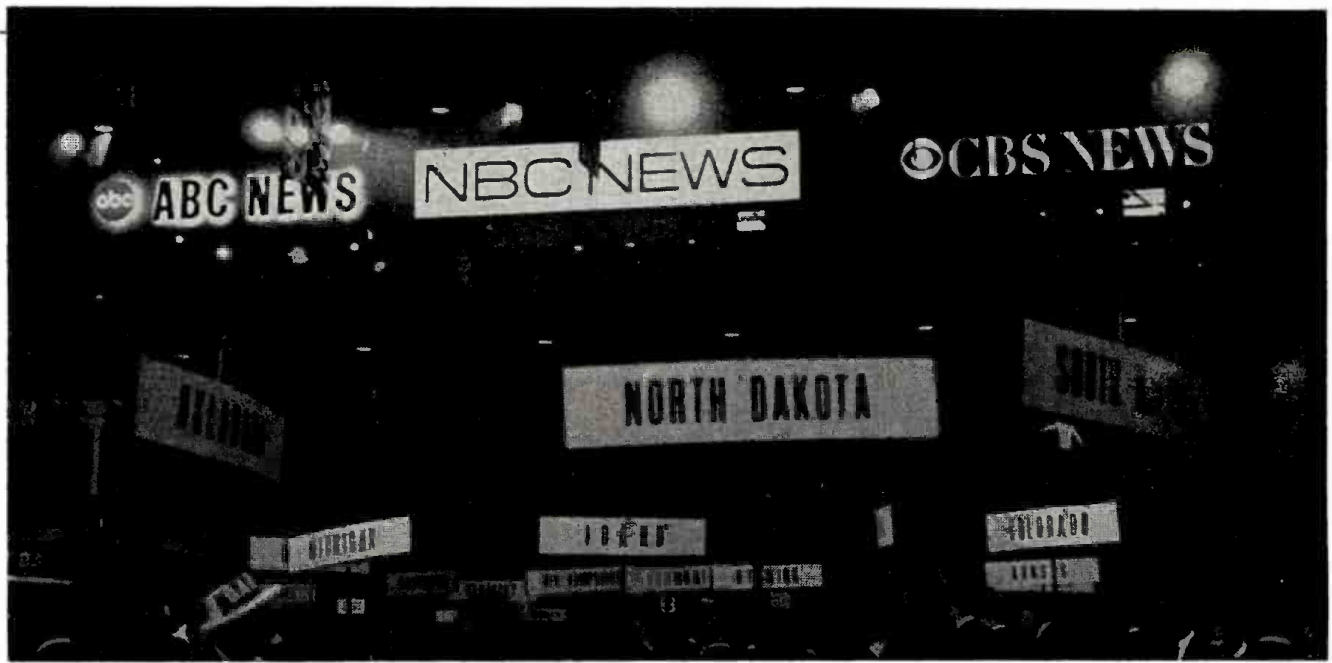
"'Excessive government control' is ambiguous. Do you feel that the First Amendment, guaranteeing freedom of the press, applies equally to radio and television as journalism media?"

Senator Goldwater answered:

"To the fullest extent possible, freedom of the press should apply to radio and television as journalism media. Government control is odious at all times and in so important a field as the 'press' it is dangerous.

"However, I feel that the responsibility for the protection of this freedom rests as squarely on the shoulders of the news media as it does on all American citizens. Our freedoms, including freedom of the press, were not lightly won, and they can be maintained only by the observance of all the responsibilities that accompany them."

Other planks in the GOP platform in which broadcasters and advertising have an interest pledged: an end to "power-grabbing regulatory actions," of the Federal Trade Commission, the White House and the Food and Drug Administration; a "drastic reduction of burdensome federal paper work and overlapping regulations which weigh heavily on small-business men struggling to compete and provide jobs," and an assertion it will be the GOP's way "to support, not harass—to encourage, not restrain—to build confidence, not threaten—to provide stability, not unrest—to speed genuine growth, not conjure up statistical fantasies, and to assure that all actions of government apply fairly to every element of the nation's economy."



## Much time used but little news

TV newsmen ejected from floor of GOP convention; NBC-TV wins ratings poll

The most intensively covered political event in history—and perhaps the least newsworthy.

That seemed to sum up the sentiment of key broadcasting representatives who

laid out millions to cover last week's (July 13-16) Republican National Convention in San Francisco.

The three television networks each devoted about 35 hours of air time in their coverage of the convention, made news themselves when some TV newsmen and technicians were ordered off the convention floor, and saw NBC-TV win the ratings battle going away, according to overnight national Arbitron figures.

Nearly 28 million persons saw at least part of the opening night proceedings on TV, according to American Research Bureau estimates. No ratings figures were available for network radio, which also covered the convention in its entirety.

No prime-time entertainment pro-

grams were shown on the TV networks last Monday through Thursday. NBC-TV was able to air the final half-hour of its *Tonight* show Monday evening. But even that was pre-empted Tuesday and Wednesday when the platform debate and balloting for the nominee kept the networks on the air until after 4 a.m. and 3 a.m. EDT, respectively.

**John and Mike** ■ The dispute over television's access rights to the convention floor erupted Tuesday when NBC News correspondent John Chancellor was escorted from the main floor area by local police, who later tried unsuccessfully to eject CBS Newsman Mike Wallace. In both instances, the police said they were acting on orders from the sergeant-at-arms to clear the aisles. Several network camera crewmen also



The Alaska delegation proved to be a sore spot Tuesday night as CBS-TV News correspondent Mike Wallace (l) was nearly ejected by officers while conducting an interview and John Chancellor, NBC-TV News correspondent (r) was



removed by officers after he had cleared the aisle by moving in with the state delegation. Mr. Chancellor returned moments later personally conducted by the sergeant-at-arms who had been clearing the aisles.



were ordered out, but police did not eject them.

CBS News President Fred Friendly lodged a formal protest on behalf of the networks with Republican convention chairman Senator Thruston Morton (Ky.) over the "unreasonable restrictions placed upon our personnel, in direct violation of standing agreements relating to coverage of the convention."

Bill Henry, NBC News correspondent, who handled radio-TV convention credentials, also filed a formal protest on behalf of the Radio and Television Correspondents Association.

Mr. Friendly insisted that "our floor correspondents and cameras be permitted to roam at will, as called for under standing arrangements."

A subsequent agreement of the networks with convention officials provided that network floor reporters and cameramen would congregate at the

center camera platform area whenever the sergeant-at-arms decided to clear the aisles, and thereafter could move about freely.

Mr. Friendly said the new arrangement was "fair and workable" and that the networks would comply with it.

**NBC-TV's Lead** ■ The overnight national Arbitron surveys for the first three nights of the convention showed that NBC-TV had the highest ratings Monday and steadily increased its margin Tuesday and Wednesday.

On Monday, NBC-TV had a 12.3 rating, 35 share of sets-in-use and 47% of those tuned to the convention. CBS-TV had a 9.8 rating, 28 share of sets and 38% of the convention viewers. ABC-TV's rating was 3.8, with an 11 share of sets and 15% of the viewers.

Tuesday's figures showed NBC-TV with a 12.7 rating, 39 share and 51% of the viewers; CBS-TV with a 9.0 rat-

ing, 28 share and 36%, while ABC-TV had a 3.2 rating, 10 share and 13%.

NBC-TV further increased its lead to a 15.7 rating Wednesday, with a 44 share of sets and 55% of the convention audience, while CBS-TV had a rating of 9.8, a 27 share and 34%, and ABC-TV had a 3.2 rating, 9 share and 11%.

Overnight Nielsen ratings in New York showed WNBC-TV being watched by 50% of the homes tuned to the convention Monday, 66% Tuesday and 74% Wednesday. WCBS-TV's percentage dropped from 47% Monday to 30% Tuesday and 22% Wednesday. The percentage of homes tuned to WABC-TV was 3% Monday and 4% Tuesday and Wednesday. The figures are an average of the coverage from 7:30 p.m.-12:30 a.m. Monday, 7-11 p.m. Tuesday and 7 p.m.-1 a.m. Wednesday, EDT.

**Politics vs. Entertainment** ■ In New York the independent commercial television stations fared well with schedules basically offering movies, sports and syndicated and off-network films against the networks' Republican convention coverage.

A special compilation by the A. C. Nielsen Co. showed that the three independents — WNEW-TV, WOR-TV, WPIX (TV)—together had more than half of all sets in use between 7 and 11 p.m. on three of the four convention nights (Monday 52%, Tuesday 56.6% and Thursday 54%; on Wednesday, when the vote on presidential nominees was taken, the independents' share dropped to 44.2% in the 7-11 period).

The convention provided the most competition after 11 o'clock. Nielsen share figures for these later hours gave independents 48.7% on Monday, 33.9% on Tuesday, 40.1% on Wednesday and 35.5% on Thursday. (Audience data on WNTA-TV educational station, is not



Overnight Arbitrons gave NBC-TV the lead over ABC-TV and CBS-TV in last week's convention coverage. Looking

down on the Cow Palace from their booth are the network's anchormen Chet Huntley (l) and David Brinkley.

included in these figures).

**Sizeable Force** ■ The radio-TV work force numbered about 3,000 with about 1,750 representing the networks. Robert Menaugh, superintendent of the House of Representatives Radio-TV Gallery, said credentials were handed out to 1,221 representatives of 300 stations and groups, exclusive of the networks.

All networks reported that their innovations and gadgetry for both TV and radio floor coverage worked well. There was substantially more electronic equipment in San Francisco than at any other convention, and advance planning paid off, the network executives said.

The fait-accompli of Senator Goldwater in walking off with the nomination dampened much of the activity both at downtown headquarters of the other leading candidates and at the Cow Palace. There was a listlessness among working newsmen for all media.

As had been the case since 1956, many newspaper and newsmagazine reporters found it more convenient to sit in their booths or even hotel rooms and report "from the tube" than to fight the battle of the Cow Palace, about eight miles from the downtown hotels.

Even the press associations and some reporters covering from the press area at the Cow Palace had midget sets to keep pace with what was going on in places other than the rostrum. And for the first time, many spectators had midget TV receivers, much as transistor radios are used.

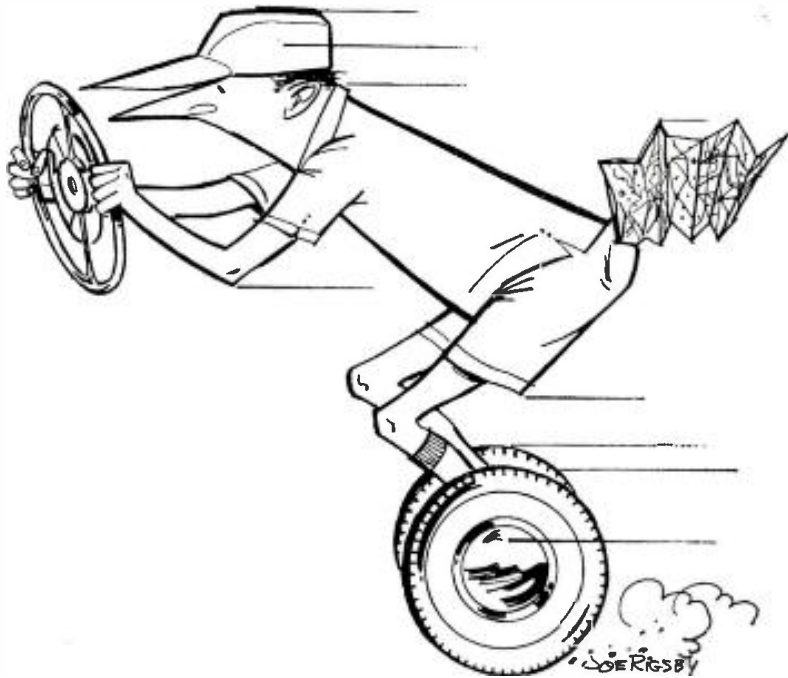
**Back on the Road** ■ Even as the convention got under way, the heads of the network operations readied their plans to break down their specially-built elaborate studios and control areas in the Cow Palace for shipment to Atlantic City for the Democratic National Convention on Aug. 24.

There was considerable grumbling about the inordinate expense of setting up virtually identical facilities in two cities on opposite coasts. They longed for a return to back-to-back conventions in the same city. (The last same-city conventions were Chicago in 1952).

Although no accurate figures were available, one highly placed source estimated that NBC will spend \$5-\$6 million for equipment, studio construction, movement and expenses of people for coverage of the two conventions. CBS, it was estimated, might spend as much, with ABC somewhat less, particularly since it is the only TV network with its own station—KGO-TV—in San Francisco.

Many of the independent stations and groups provided intensive coverage of their state delegations for both direct and delayed report back home. Convention booths at the Cow Palace, in

## A guide to WAVE watchers— native "birds" of the Louisville area



## Great-billed Roadrunner

Last year Great-billed Roadrunners spent \$80,051,000 which pushed Louisville into 37th place in U. S. Metro Area Filling Station Sales. And the fact there are 1.2 cars in each of the 227,590 Louisville-metro area households crows loudly in your favor when you advertise to this dynamic market. (Figures from SRDS.)

You can reach more *Great-billed Roadrunners* on WAVE-TV because:

- WAVE-TV leads in total market coverage—reaching more Louisville-area TV homes than any other station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes!°).
- WAVE-TV means TV leadership in the Louisville market—first on the air, first to carry network color, and only station that transmits local, live color—altogether an average of 50 hours a week of local and network color viewing.

° Source: ARB Market Coverage Information.

# WAVE-TV

Channel 3 • NBC • Louisville

Represented by The Katz Agency

## Primer for Negro complaints against radio-TV

A seven-page memorandum drafted by a college student in Washington last summer is providing civil rights organizations with the basic guidance for their fight to end what they consider discrimination against Negroes by southern radio and TV stations.

The memorandum, prepared immediately after the FCC issued a public notice clarifying the fairness doctrine (BROADCASTING, July 29, 1963), has been put in the hands of every major civil rights leader in the country, as well as some religious groups.

The mimeographed document, titled "Radio and Television Programming and Editorializing: The FCC's Fairness Doctrine," can be expected to play a key role in a "massive legal offensive" this fall, it was learned last week.

Citing the FCC's public notice, the memorandum says use of the fairness doctrine will enable civil rights organizations "to obtain the compliance of radio and television stations . . . and the FCC will assure the compliance of any stations which respond reluctantly.

"Most Southern stations have not met with Negro leaders, even though Negroes make up a significant segment of many Southern communities," it continues. "Southern stations have generally not given fair treatment to Negro viewpoints and interests."

**Typical Arguments** ■ The memorandum tells how to prepare and

document complaints and even suggests "some typical arguments, with possible answers you might give him," that may be given by station managers. The paper includes details for filing complaints against personal attacks, stations' over-all programming and editorials.

William Higgs, a Washington civil rights lawyer who distributed the memo and is a former Mississippian, said last week he urged civil rights groups "to actively press complaints against radio and television stations." Director of the Washington Human Rights Project and adviser to civil rights groups, including Operation Mississippi (a student-directed Negro voter registration drive), Mr. Higgs said he expects mass civil rights demonstrations will fall off toward the end of the summer and be followed by "a massive legal offensive . . . and the FCC will come in for its share of legal attention."

One of the religious groups that received the memorandum, the United Church of Christ, is a party to the petitions filed against renewal of licenses for two Jackson, Miss., stations (see page 34). The church is affiliated with Tougaloo Southern Christian College, located just outside Jackson, and its president has signed affidavits backing up the commissions filings.

Students of another Negro college in the Jackson area are understood to have monitored the city's TV stations to provide material used in the filing.

addition to those occupied independently by the four radio and three TV networks, included Metromedia, RKO General, Westinghouse and Radio Press International. Virtually all of the groups maintained quarters both at the downtown Hilton and at the Cow Palace.

Heads of all the networks were in San Francisco for most or all of the convention. William S. Paley spent considerable time at the Cow Palace headquarters. NBC's Robert Sarnoff and Robert Kintner were there for the duration. American Broadcasting-Paramount Theaters' president-chairman, Leonard H. Goldenson, also was on hand as was Mutual's Robert Hurleigh.

**Over the Sea** ■ Another television first was recorded July 15 when a portion of the convention was beamed live to Europe via Telstar communications satellite.

NBC-TV, which is responsible for the satellite feed this month, trans-

mitted the convention proceedings from 7:02-7:45 p.m. EDT, which included the floor demonstration for Senator Barry Goldwater after his name had been placed in nomination.

BBC-TV in Great Britain carried the transmission live from 12:02-12:45 a.m. (local time) and it was taped and re-broadcast later in the day by ITA, the British commercial network, and by Eurovision countries.

## ABC-TV program preview

ABC-TV and ABC-Owned Television Stations will present a preview of their new programs for the 1964-65 season to executives of leading advertising agencies and clients July 20-29. The presentation will be held at WABC-TV New York July 20, WXYZ-TV Detroit July 22, WBKB(TV) Chicago July 23, KGO-TV San Francisco July 27 and KABC-TV Los Angeles July 29.

## FCC finally renews NBC Chicago licenses

The FCC last week renewed the licenses of NBC's three Chicago stations, 31 months after the renewal applications went on the deferred list. In the process, the commission dismissed a petition of the Chicago local of the American Federation of Television and Radio Artists, AFL-CIO, to set the renewal applications for hearing.

The union had charged that the stations—WMAQ-AM-FM and WNBQ(TV)—failed to broadcast an adequate amount of local live programming, with the result that union members suffered economic injury and that the public interest was not served.

The allegations in the union's petition—filed against the network renewal applications originally scheduled for commission action in December 1961—figured in the FCC inquiry in TV programming in Chicago, held in 1962 (BROADCASTING, Feb. 26, 1962, et seq.). The report of the presiding commissioner at that hearing, Robert E. Lee, was considered by the FCC in arriving at its decision to renew the licenses.

The commission, in a letter to the AFTRA local, said an analysis of the stations' programming showed that between 1958 and 1961 they had broadcast substantially in accordance with the promises made in the network's 1958 renewal applications.

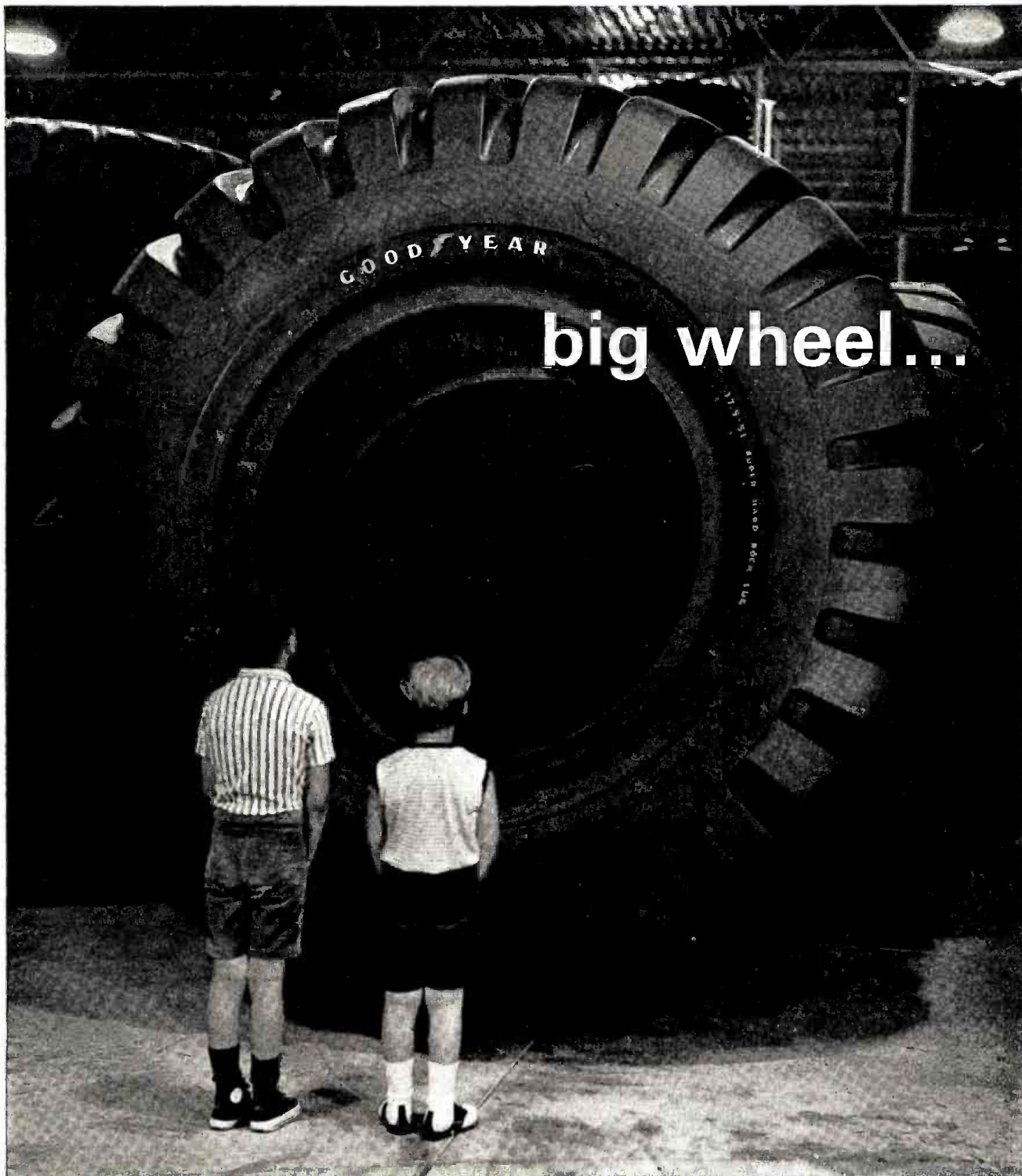
The commission noted that WMAQ didn't broadcast as much "talk" and "local live" as proposed. But it added that the station did schedule "talk" programs during 12.5% of its broadcast week and 19.3% local live.

Consequently, the commission added, "there is little distinction between the station's 1958 programming, found to be in the public interest, and its current performance." The commission said WNBQ "appears" to have increased time devoted to local live programming.

The commission also said it had reviewed the stations' over-all past and proposed programming showings under the agency's 1960 policy statement on programming. On balance, it concluded, "the applicant has made a reasonable effort to determine the needs and interests of the public . . . and to provide programming, including local live programming, to meet those needs."

The renewal applications granted are for the license period ending Dec. 1, 1964. The commission decision was taken on a 5-1 vote. Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Lee Loevinger were in the majority. Commissioner Kenneth A. Cox dissented. Commissioner Frederick Ford was absent.

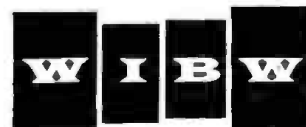




This Goodyear Tire is approximately 10 feet high. Weighs nearly 1½ tons. Retails for more than \$10,000. It was made in Kansas at Goodyear's Topeka plant, second largest of the 75 Goodyear installations. The Goodyear plant area, including warehouse, covers 44 acres, employs 2150 people. Their payroll and purchases add more than \$20 million annually to the Kansas economy.

So, if you think of Kansas as just wheat, cattle and "corn as high as an elephant's eye"—look again. You'll find BIG WHEEL industrial operations all over the place.

To be a BIG WHEEL in Kansas concentrate on WIBW air media. This is a combination with the power to get the job done. WIBW RADIO covers 69 Kansas counties, dominates in 45 of them. WIBW-TV gives you dominant day and night coverage in 38 counties. In no other way can you cover so much of Kansas—so well. Ask Avery-Knodel.



RADIO • AM-FM • TELEVISION  
 Topeka, Kansas  
 Broadcast Services of  
 Stauffer Publications  
 Represented nationally by  
 Avery-Knodel

# Is peace near with ASCAP?

Judge Ryan offers to negotiate all pending cases involving broadcasters, but says all problems must be solved in package deal

An unparalleled effort to negotiate a settlement of all major music-license disputes currently pending in federal court in New York was set in motion last week.

The move was aimed at bringing "peace"—for at least 10 years—to the often turbulent relationships between broadcasters and music-licensing organizations, particularly the recurrent warfare between broadcasters and the American Society of Composers, Authors and Publishers.

Judge Sylvester J. Ryan of the U. S. Southern District Court in New York got the settlement search under way at a conference with counsel in the ASCAP radio and television license cases last Tuesday. He told the lawyers that they could litigate or negotiate, but that if they expected him to participate in negotiations, the talks must cover the complete package.

The cases that he said should go into the package included not only the current radio and TV license suits but some litigation pending since the mid-1950's. Specifically, the cases that would be settled if the negotiations succeed are the following:

- The All-Industry Television Station Music License Committee's suit for

"reasonable" terms for the use of ASCAP music in local TV programing. This case has been to the U. S. Supreme Court three times on appeals ultimately adverse to the all-industry group, and it was disclosed last week that committee members and ASCAP representatives had been talking about the possibility of a negotiated settlement even before the conference with Judge Ryan last Tuesday.

- Television network suits for new ASCAP licenses.

- The All-Industry Radio Station Music License Negotiating Committee's suit for "reasonable" ASCAP licenses for radio stations. The committee is seeking a 22% reduction in ASCAP's local rates, which would cut radio stations' ASCAP payments to about \$7.7 million a year, while ASCAP is seeking a 22% increase. The possibility of a negotiated settlement of this case arose in an earlier conference with Judge Ryan (BROADCASTING, May 25), but there was no evidence last week that much progress had been made in the two months since.

- Assorted other local station suits, including an ASCAP rate case initiated by the RKO General stations and a contempt proceeding being pressed

against ASCAP by the Metromedia stations.

- Various network radio suits for new ASCAP licenses, including CBS Radio's bid for a per-program rather than the customary blanket form of license. CBS counsel indicated at last week's session that they would abandon the per-program bid if they get a satisfactory reduction in rates for a blanket license (they have been seeking a reduction of about 75% in their current rates).

- The so-called "Schwartz case," a \$150 million lawsuit filed by Arthur Schwartz and 32 other ASCAP songwriters 10 years ago seeking, among other things, divorcement of Broadcast Music Inc.—ASCAP's only major competitor—from its broadcasting ownership. Efforts to settle this suit have been reported over the years, at least once with the settlement price said to be around \$450,000. But the attempts have not been successful, in one case reportedly because of demands attributed to ASCAP. Judge Ryan said last week that counsel for the songwriters indicated recently they will push for trial of the case—which might take a year.

- The "Life Music case," filed against various broadcasting interests by Barney Young and associates in Life Music Inc. in 1956 seeking \$7.5 million as treble damages under the antitrust laws and, ultimately, the dissolution of BMI, ASCAP and SESAC, a third music-licensing organization. Life Music had split with BMI earlier and had undertaken to license its music to broadcasters directly. Its suit was later amended to delete ASCAP and SESAC as targets.

- Litigation against various broadcasting and music interests by songwriter Gloria Parker.

Judge Ryan made his move for wholesale negotiation at what had been set as the follow-up to a May 20 session where the possibility of settling the radio suits against ASCAP was discussed (BROADCASTING, May 25). At his suggestion, counsel for the all-industry TV Music License Committee were invited to join the radio lawyers already gathered for last Tuesday's session.

Counsel in the Schwartz, Life Music and Gloria Parker cases were not present. The discussions seemed to antici-

## Judge claims Sheppard was tried by newsmen

The question of news media responsibility in court coverage was raised anew last week after a federal judge ordered the release from prison of Dr. Samuel H. Sheppard, imprisoned since 1954 when he was convicted of murdering his wife.

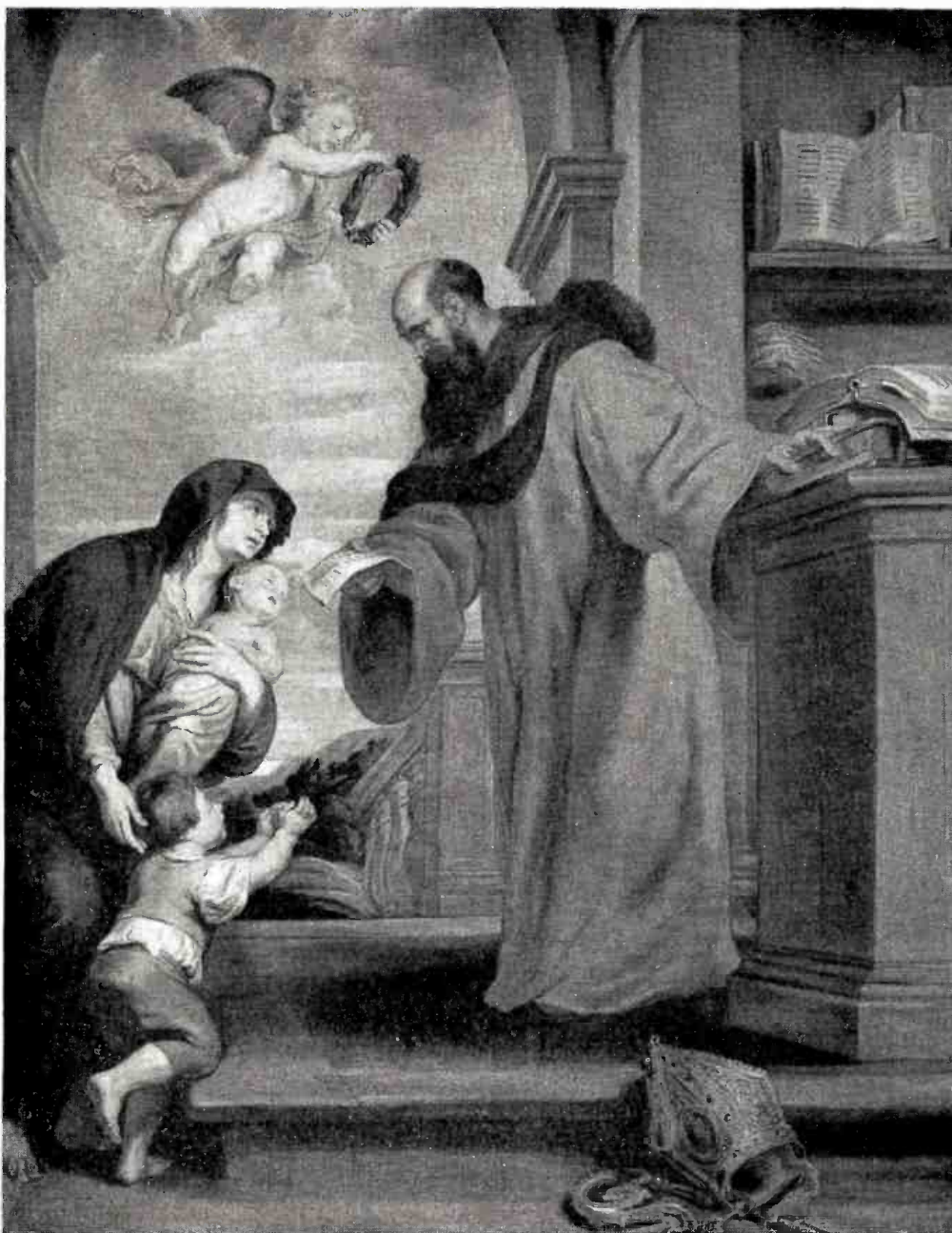
Judge Carl A. Weinman said the doctor's constitutional rights had been violated and he blistered newspaper and broadcast coverage of the sensational trial in his 86-page ruling ordering Dr. Sheppard's release. The judge cited broadcasts by Walter Winchell and Bob Considine, syndicated stories by Dorothy Kilgallen and reports by Cleveland's *Press* and *Plain-Dealer*.

"If there ever was a trial by newspaper, this is a perfect example," Judge Weinman said.

Dick Trembath, news director of KWTY-TV Cleveland, said Thursday (July 16) that F. Lee Bailey, Dr. Sheppard's lawyer, had told the station his client was considering legal action against some of the media that covered his trial.

The *Press* defended itself and said its reporting was fair and objective.

Subsequent to Judge Weinman's ruling, a U. S. court of appeals judge ordered a stay in the order granting Dr. Sheppard's release and his reincarceration was expected.



Courtesy of The Detroit Institute of Arts

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pate, however, that these disputes probably could be resolved—if the basic disagreements between broadcasters and ASCAP could be settled on a long-term basis.

Judge Ryan made clear that he was thinking of a long-term settlement, with ASCAP radio and TV music license terms extending for 10 years rather than the three or five that have been customary.

The bickering between broadcasters and ASCAP is traditionally so protracted that the license terms are scarcely agreed upon before it is time to start negotiating new ones. The current litigations, for instance, seek to replace television licenses that expired Dec. 31, 1961, and radio licenses that expired last December.

One of ASCAP's recurrent demands over the years has been that broadcasters be required to give up their ownership of BMI. This demand, it was learned last week, was raised again—and apparently rejected again—in recent explorations between all-industry TV committee members and ASCAP regarding the possibility of reaching a settlement of the committee's suit.

**No BMI Divestiture** ■ Judge Ryan indicated at last week's session, however, that the search being launched for a settlement of all pending litigation should not include consideration of demands for divestiture of BMI or proposals that BMI be required to accept a consent decree similar to the one that governs ASCAP.

Judge Ryan made clear that the litigants were free to litigate or negotiate. If they wanted to negotiate "piecemeal," he said, they were free to do that, too—but he himself would not take part in piecemeal negotiations. Some of the participants indicated they had reservations about the likelihood of success in

negotiating a settlement of all cases, but they expressed a willingness to try.

ASCAP and the broadcasting groups planned to meet separately to explore the prospects in their respective cases, then invite Judge Ryan to meet with them. It was specified that settlement of one case would not be effective until "the whole package" was settled.

Among the attorneys taking part in last week's session were Emanuel Dannett, representing the all-industry radio committee; R. R. Irvine, representing the all-industry TV committee; Herman Finkelstein, general counsel of ASCAP, and Simon H. Rifkind, also representing ASCAP; Richard G. Green and Robert V. Evans, representing CBS Radio; Clarence Fried for ABC Radio, and John W. Nields for NBC Radio.

## CBS Radio, Ohio State to conduct news course

CBS Radio and Ohio State University's journalism school have initiated a two-year experimental program. In the experiment, journalism graduate students will undergo six-month tours of training at three CBS-owned stations: WCBS New York, WCAU Philadelphia and KNX Los Angeles.

News directors, Joseph Dembo, WCBS; Alfred Ringler, WCAU, and Barney Miller, KNX, will supervise the selected students in their training, part of which will require them to submit daily and weekly reports that analyze the news performance of the station as compared to its competitors.

Messrs. Dembo, Ringler and Miller also will visit Ohio State several times each year to conduct seminars on broadcast journalism and assist in choosing students for the special training program.

## Radio-TV take aim at community problem

Southern California broadcasters are exploring the problem of worsening relations of the law enforcement agencies with the people, particularly the young people, of the community, to determine how best radio and television may help to restore the police and the courts to a position of respect rather than antagonism on the part of the public.

Early this month, in individual meetings called by Loyd Sigmon, general manager of KMPC Los Angeles, for radio, and by Tom McCray, general manager, KNBC(TV) Los Angeles, for television station executives and newsmen met with William H. Parker, chief of police of Los Angeles, and Peter Pitchess, sheriff of Los Angeles county, for an off-the-record discussion of the problem. Now the radio and TV groups are scheduling private sessions to work out a plan of action which, it is hoped, will be ready for presentation to the law enforcement authorities in September.

The move for the broadcasting media to take positive action on this serious community problem stemmed from a previous meeting, April 30, of some 25 broadcasters, publishers and civic officials, held under the auspices of the Southern California region of the National Conference of Christians and Jews.

Dr. Jacob Cunningham, executive director of the activities of the NCCJ in Southern California, believes the program developed by the communications media of Southern California may serve as a pilot operation that will be so successful that it will be emulated in other communities throughout the nation.

## Film sales . . .

*Survival* (Official Films): WCCO-TV Minneapolis; WTTV(TV) Bloomington-Indianapolis; KOCO-TV Oklahoma City; WHCC-TV Rochester, N. Y.; KPHO-TV Phoenix; KARD-TV Wichita, Kan., and KLYD-TV Bakersfield, Calif.

*Tales of Wells Fargo* (MCA TV): WLUC-TV Green Bay, Wis.; KWTV(TV) Oklahoma City, and KBTV(TV) Denver.

*Leave It to Beaver* and *Thriller* (MCA TV): WBTB(TV) Charlotte, N. C.

*The Tall Man* (MCA TV): KVOS-TV Bellingham, Wash. and WATL-TV Atlanta.

*Bachelor Father* (MCA TV): WAVE-TV Louisville, Ky.

*Love That Bob* (MCA TV): KFRE-TV Fresno, Calif. and KTSM-TV El Paso.

*Restless Gun* (MCA TV): KTVT(TV) Fort Worth-Dallas.

*M-Squad* (MCA TV): KTBS-TV Shreveport, La.

*Wide Country* (MCA TV): WNHC-TV New Haven, Conn.

*Kit Carson* (MCA TV): WNBC-TV New York.

*Mike Hammer* (MCA TV): KGO-TV San Francisco.

*Deputy Dawg* (CBS Films): KPIX(TV) San Francisco and WFIE-TV Evansville, Ind.

*The Golden Tee* (CBS Films): WEWS(TV) Cleveland.

*Have Gun, Will Travel* (CBS Films): KOGO-TV San Diego and WDEF-TV Chattanooga.

*Honeymooners* (CBS Films): WLOS-TV Asheville, N. C.

*Our Miss Brooks* (CBS Films): KOMO-TV Seattle.

*Marshal Dillon* (CBS Films): WAVY-TV Norfolk, Va., and WDEF-TV Chattanooga.

*San Francisco Beat* (CBS Films): XETV(TV) Tijuana-San Diego.

*True* (CBS Films): WFIE-TV Evansville, Ind.

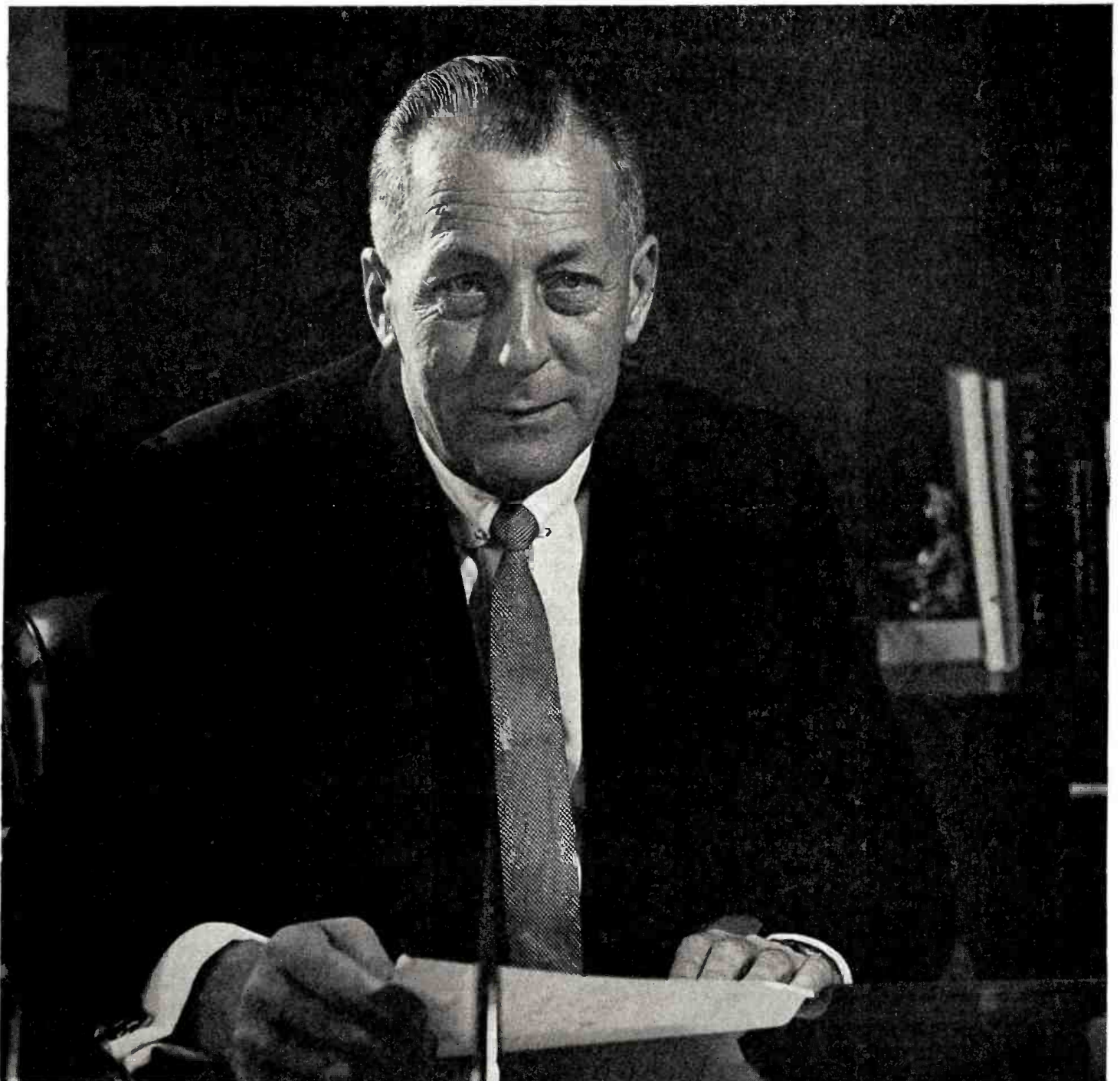
*Whirlybirds* (CBS Films): WCSH-TV Portland, Me.

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# Radio program form modified by FCC

## Community needs survey requirements softened, further changes possible before final adoption

The FCC last week modified its program reporting form for AM and FM stations to meet some of the objections raised by broadcasters and communications attorneys in the oral proceeding it held on the document three weeks ago (BROADCASTING, July 6).

It simplified the requirements for making a survey of community program needs, and put more stress on national and international affairs in questions on news and public affairs programs.

The modifications, adopted in a special meeting Monday (July 13), fall far short of meeting objections raised by broadcasters but additional changes may be made before the form is adopted.

The final shape it takes will be influenced by the experience of four stations that have volunteered to fill it out in an effort to determine what problems it would pose for broadcasters and the commission.

The stations, which volunteered at the request of the National Association of Broadcasters, are WEJL Scranton, Pa., WBT Charlotte, N. C., WFIL Philadelphia, and WAVA Arlington, Va.

The same testing technique is being used in connection with the commission's proposed reporting form for television stations. WPRO-TV Providence, R.I., and KDIX-TV Dickinson, N. D., are the volunteers secured by the NAB.

The change that goes furthest toward meeting broadcaster criticism involves a controversial question in the form that requires a survey to be made of community needs. The commission last week decided to eliminate a requirement that broadcasters list the names of the individuals contacted to obtain program ideas. Broadcasters said this would be burdensome.

**Mutual's Complaint** — In giving more attention to national and international news, the commission heeded the criticism of the Mutual Broadcasting System, which said the commission erred in placing so much emphasis in the form on local programming. The network noted that the American people are increasingly affected by events occurring outside their home towns. The form now inquires about programs dealing with national and international, as well

as community, problems.

In another reflection of the concern expressed by Mutual and the other networks, the commission decided to broaden questions about noncommercial announcements. Originally, the form was concerned only with non-network spots. As redrafted, the form is concerned with network-originated non-commercial spots as well.

The commission also made a number of changes which are largely editorial. One altered a question requiring broadcasters to report on "significant" changes in program or commercial practices during the license period. Many critics of the form said broadcasters would be uncertain as to what the commission would consider "significant" and, as a result, would feel required to report most changes.

As now phrased, the question says that broadcasters will want to report important changes and that the commission will assume a station's programming has remained essentially as proposed, unless changes are reported.

Another modification affects a question asking how a licensee's programs differ from those of his competitors. This was criticized as requiring broadcasters to make subjective judgments about their competition. The question now calls on broadcasters to state how their stations contribute to "overall" program diversity in the area.

## Brightman gets time from most stations

A spokesman for the Democratic National Committee said last week that "most" of the 600 radio stations it contacted early this month about two *Twentieth Century Reformation Hour* broadcasts have offered Samuel C. Brightman, deputy chairman for public affairs, time for replies.

It is expected that a 30-minute program answering what Mr. Brightman considers personal attacks by the Rev. Dr. Carl McIntire, voice of the *Reformation Hour*, will be mailed to stations this week.

Wayne Phillips, director of the com-

mittee's news bureau, said the Democrats also plan to make available a list of all stations providing time—as well as the call letters and correspondence from stations either failing to answer Mr. Brightman's letters or refusing time.

Mr. Phillips said some of the mail on the subject has been "intemperate and insulting," but the majority of stations said they were glad to make time available. Some added that they carry the *Reformation Hour* because they are paid to, not because they agree with its views, he said.

Mr. Brightman wrote the 600 or so stations carrying the program on July 2, 3 and 6, saying the broadcasts "attacked me personally" and that licensees are obligated, because of the FCC fairness doctrine, to provide texts of the broadcasts involved and to offer facilities "for an adequate response" (BROADCASTING, July 13).

Rev. McIntire has offered Mr. Brightman an opportunity to appear on one of his daily 30-minute programs (he also furnished tapes of the broadcasts in question). It is understood Mr. Brightman has no intention of accepting the offer and intends to use time allotments offered by the stations.

**NAB Replies** — The National Association of Broadcasters, besieged by inquiries from stations seeking advice on what to do about the McIntire-Brightman situation, was preparing a memorandum last week that suggested stations ask their own lawyers for a legal opinion whether the *Reformation Hour* broadcasts constituted an "attack" on Mr. Brightman. If the lawyers say it was, the NAB suggests stations provide time for a reply. If, however, the lawyers say it was not, then it is suggested no time be given.

## Network for space coverage

A new network has been formed by three Florida broadcasters to provide "space coverage service that has been designed especially for the modern, aggressive non-network affiliated station."

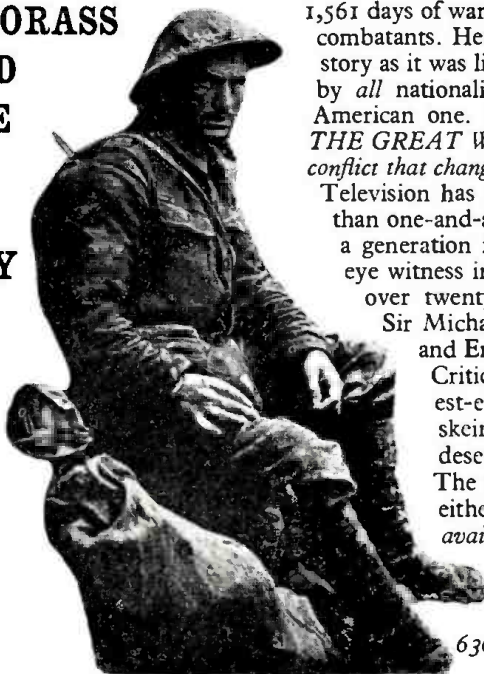
Principals of the Cape Kennedy Space Network are Wallis R. Kinney and Charles E. Varner, owners of WDCF Dade City and WMEG Eau Gallie, and Dean C. Wilson, general manager of WMEG. They plan to offer year-round, in-depth coverage of events at the spaceport, and will follow the progress of the two-man Gemini spacecraft "from over 100 reporters stationed throughout the world."

William Hampton, former documentary reporter for Westinghouse, and Merrill Mazuer, onetime pool coordinator for ABC and CBS radio and television, will join Dean Wilson to analyze developments at the cape. Engineering for the network will be handled by James Thomas.



# THE GREAT WAR

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DOCUMENTARY  
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MADE. AND  
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TRUTH ABOUT  
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Television has never been this big before. Production lasted more than one-and-a-half years. There are original films, buried for over a generation in the dusty archives of Europe, America and Asia, eye witness interviews, photos, documents, maps and letters from over twenty countries. The narrators are international stars: Sir Michael Redgrave, Sir Ralph Richardson, Marius Goring and Emlyn Williams.

Critics have acclaimed THE GREAT WAR as the greatest-ever TV documentary series: 'Variety' said: "... the skein will be a historical moment in TV achievement, and deserves world-wide circulation".

The 26 segments of THE GREAT WAR are available in either 40-minute or 25-minute versions. *Full details are available now from:*

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# A growing TV program source

Station group owners are increasing their program production and putting the results of their efforts into the syndication market

Program production is expanding into a major venture for group-owned television stations.

Most of the big groups are in production. Many of them are deeply involved and increasing their commitments and output.

The mounting trend was spotlighted by ABC Television Stations' announcement of a new syndicated-program development project (BROADCASTING, July 13) and by disclosure that a local program in Los Angeles, *The Lloyd Thaxton Show* on KCOP(TV), had been taken on for distribution by a major syndicator, MCA (see story below).

A canvas of other TV station groups, including Westinghouse, Triangle, Metropolitan Broadcasting, Storer, Corinthian, Jefferson Standard and Time-Life, indicated there will be a step-up in production-syndication activities by most of these organizations, all of which have been moving steadily into the programming area in recent years.

Other groups, meanwhile, are expanding production for their own stations

but not for syndication to other outlets. Organizations in this category include the CBS-owned television stations, NBC-owned television stations, Capital Cities, Scripps-Howard Broadcasting, and Crosley Broadcasting.

The forward thrust in program production and, in many instances, in syndication by station groups was generally attributed to these factors:

- Need for new program sources as a result of the steady attrition in non-network supplies of programming, including off-network and first-run syndication and feature film distribution.

- Desire by station groups and by some independently operated stations to create their own program series, for both prestige and artistic considerations.

- There is an amortization of the cost factor by producing a series for a station group and eventually for syndication to other stations.

**No Panacea** ▪ Broadcasters, including those in production, do not regard this growing development as a solution to the larger problem of providing a continuing supply of the quality syndi-

cated series and feature films that are needed to sustain a TV station's schedule over a period of time. But group productions, they assert, can take up the slack in certain time periods and can help reduce the programming needs of many stations.

Budget limitations generally prevent group stations from producing the mass-appeal syndicated series of the situation comedy and action-adventure genre. By and large, group production efforts attempt to provide entertainment, educational and cultural values at a comparatively modest cost by concentrating on the unusual and the "off-beat."

Typical of series that are being offered and have proved successful by group station standards are Triangle's *Auto Race Specials*, Westinghouse's *Steve Allen Show* and Jefferson Standard's *Arthur Smith Show*, a country music series.

Most of these programs, of course, do not require the market saturation of a big-budget series produced by a major studio. In general, group operations produce primarily for their own stations and a production budget is set enabling the company to recoup its investment by sale to its own outlets and in a few additional markets.

This practice does not hold for all series. For example, *The Steve Allen Show* was singled out as a presentation that required sales in a sizable number

## MCA TV syndicates local TV program

There have been few cases of a local TV program series going national. The latest is *The Lloyd Thaxton Show*, an early evening, musical variety-dance program which began on KCOP(TV) Los Angeles two years ago and now is being syndicated by MCA TV.

A 45-minute version of the hour-long taped show is carried in Los Angeles on weekdays, 5-5:45 p.m., and according to MCA TV, climbed from seventh place in the market in April 1962 to first for its period. MCA TV reports the Thaxton show now is first in ratings and share; first in teen viewing; first in men (18-39); first in women (18-39); first in total men and second in total children.

The syndication future of the program is considered "highly promis-



ing," according to Hal Golden, vice president and director of syndicated sales for MCA TV. He considered it significant that a distribution company of the stature of MCA TV

would take on the syndication of an outside property, and said that in the past few weeks, with scant sales effort, the program has been sold to 10 TV stations: WPIX New York, WNBQ Chicago, WGR Buffalo, WJW Cleveland, KSTP St. Paul-Minneapolis, WFAA Dallas, WRCV Philadelphia, KTVI St. Louis, WTAE Pittsburgh and KPTV Portland, Ore.

The program spotlights Mr. Thaxton in a "dance band" setting with an audience of teen-agers. He uses a multitude of props and creates various attention-getting gimmicks. Mr. Thaxton permits some of the teen-agers to "star" for a few minutes on each episode. He also presents top personalities on the show, interviewing them on various facets of the entertainment business.



of outside markets because of its relatively high production budget.

**For Brownie Credits?** ■ One buyer for a large group of stations scoffed at much of the output of station groups. He contended their efforts were overwhelmingly low-budgeted, culturally oriented programs that "may earn Brownie credits with the FCC but do not earn ratings."

He acknowledged that there was a dire need for developing new sources of programs because of the lack of first-run syndicated series and the drying-up of the backlog of feature films, but said he had "the feeling that so many officials at station groups just want to play at being producers and directors."

One major holdout from the group production movement is RKO General Broadcasting. Hathaway Watson, president, said his company's policy for the present was not to become directly involved in program production—except that some public affairs programs will be produced for RKO General stations.

Mr. Watson agreed that an acute product shortage situation is developing for the industry generally, but he felt that RKO General stations have a satisfactory supply of feature films for at least four years and of syndicated programs for one year. RKO General is concerned over the long-range effects of the diminishing program supply and is seeking new sources of programming, both in the U. S. and abroad, he said.

"But our present thinking is that we are broadcasters and not producers or syndicators," Mr. Watson stated. "We may change our minds at a later date, but, as of now, we hope we will be able to encourage producers and syndicators already in business to produce new programs. We have some ideas we have been discussing with producers that eventually may get on television."

**In The Works** ■ A summary of program production activities by some of the leading group station operators:

**ABC Television Stations:** The group has two immediate projects aimed ultimately at syndication. It has signed the comedy team of Rowan and Martin to star in a 90-minute pilot program which will be carried on the five owned stations. Following its presentation, probably in the fall, it will be evaluated as a project for syndication.

The second group effort involves Les Crane, who currently conducts a telephone interview show on WABC-TV New York. Starting July 27, Mr. Crane will appear for two weeks on a nightly, 90-minute show that blends discussion and entertainment and will be telecast on WABC-TV, WBKB(TV) Chicago and KABC-TV Los Angeles. These experimental programs will be studied and a decision made on their potentialities for the syndication market.

**Jefferson Standard stations:** A sub-

## Solid growth for Philharmonic network

G. H. Johnston Inc., New York, has indicated that it expects to have a lineup of 100 "or more" radio stations taking its feed of the New York Philharmonic Sunday concerts this fall.

Last fall Johnston fed the broadcasts to an 86-city network, in a first season with the Philharmonic which formerly was broadcasting live on CBS Radio.

Gerald H. Johnston, president of the company, said his optimism for a greater lineup was based on a substantial number of renewals from the 86 which broadcast the concerts last season and 15 new stations already signed.

This latest activity by the Johnston company is a third layer in a growth begun with football coverage via radio feeds in January 1957, principally in the Southeast. In 1960 Mr. Johnston originated and supervised Metropolitan Opera broadcasts on an independent hookup for Texaco which formerly had sponsored the opera on CBS Radio.

It is estimated that the Metropolitan package including time, rights and line feeds represents a Texaco investment of some \$1.5 million. Texaco, beset by problems of network live feeds being delayed by some stations, hired Johnston to form the independent hookup. Texaco's 25th season of opera on radio starts next winter.

Mr. Johnston said his firm figures it has 95% of the radio homes in the U. S. available for opera coverage through its 119-station lineup. Stations are sought on the basis of power, coverage, and "image" or stature in the community.

Opera broadcasts are live in a 20-week Saturday afternoon performance schedule. The broadcast season begins in early December, just after the football season ends, to ease clearance problems.

Mr. Johnston said he hopes for further expansion by independent station hookups for what he called "good programming" in radio, in areas of theatrical, musical and sports events. The approach, he said, will

be through a client, as in the case of Texaco, or through the program source, as with the Philharmonic.

**Similar Interests** ■ It was noted that some members serving on the Philharmonic board also served on the opera board and had become familiar with the Johnston operation. In addition, the broadcasts were not being sponsored fully on CBS Radio, factors leading to the formation of a new Philharmonic radio network. Its season starts Oct. 4 and ends May 23. Mr. Johnston noted that when the season opened last fall, he had 55 stations set on only a three-week notice. Broadcasts are live, as they are with the opera, though stations can delay the concerts at their option but with stipulations that the broadcasts must be scheduled by 11 that night. (They are fed Sundays, 3-5 p.m. eastern time.)

The Johnston company noted that 73 out of the 86 stations in the lineup carried programs on a live basis. The programs permit a total of six minutes for commercials as well as a 30-second opening and closing billboard.

In football, nine college games are covered, seven for Texaco on a 60-station lineup in the Southeast. Most of the schools are members of the Southeast Conference. In 1962, the firm hooked up 187 stations for the Gator Bowl in Jacksonville, Fla. During the past season, eight different statewide networks were used in the Southeast, and on some week-ends extra feeds were facilitated for up to 250 stations in a "Pick of Dixie" featuring five different games each Saturday and covering the whole Southeast Conference. Among the bowl games which have been covered for radio by this system: Liberty Bowl in Philadelphia and the Blue Bonnet in Houston.

Mr. Johnston, a veteran advertising executive, had been associated for 25 years with General Motors, moving to J. M. Mathes and later the Kudner Agency where he became associated with Texaco's sports coverage on radio.

sidiary, Jefferson Productions, has been producing and syndicating *The Arthur Smith Show*, a half-hour country-western music series for almost two years. It began in six markets in September 1962 under the sponsorship of Sam McDaniel & Sons (Bunker Hill canned

beef) and presently is on 21 stations, with Bunker Hill underwriting it in 14 markets. In the fall, the series will expand to 30 markets, with Bunker Hill the sponsor in 18.

John P. Dillon, managing director, Jefferson Productions, said the com-

There's nothing puzzling about



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pany plans to place another program into syndication but declined to describe it other than to say it will combine entertainment with information. He noted that this Charlotte, N. C., based production company, in addition to taping programs for the Jefferson-owned TV stations (WBTV Charlotte and WBTW Florence, S. C.), is producing commercials for regional and national advertisers. Programs of outside organizations, including *Singing Time in Dixie*, *Gospel Singing Caravan* and *The Story*, a religious series, also are taped at Jefferson's facilities.

**Metropolitan Broadcasting:** Though the emphasis by this organization is to produce TV programs to meet the community needs of its stations, a spokesman said, syndication is a "by-product." Its regular series accent information and education, including the *Columbia Seminars in International Affairs*, a daily half-hour program carried in more than 15 markets; *Under Discussion*, a weekly, 60-minute program carried in more than 15 markets; *Opinion in the Capital*, half-hour series, telecast in 30 markets.

Metropolitan is preparing a new half-hour series in cooperation with Columbia University titled *A Survey of the Arts*. It also will be placed into syndication. This group also produces various special programs which are syndicated. Recent offerings include *In This Corner* (the life of Joe Louis); *My Childhood*, hour program centering around author James Baldwin and Senator Hubert Humphrey (D-Minn.) and *America's Fall Fashions*, taped recently at the World's Fair.

**Triangle Stations:** A vigorous effort is being undertaken by this group in the program-syndication field. Its activities started last summer with three program series and, a spokesman said, Triangle will have more than 20 TV series and groups of special programs available by this fall. He said that approximately 100 persons are involved in producing Triangle programs, including three field crews, which are stationed in Europe, on the West Coast and Philadelphia.

**A Sampling** ■ Triangle's offerings include these recently-released program series: *These are Americans*, half-hour biographies of contemporary figures; *Zoos of the World*, half-hour programs being filmed in the U. S. and abroad; *Wonderful Age of Play*, half-hour programs on physical fitness and recreation, starring sports personalities and *This is America*, half-hour presentations on well-known fairs in this country.

A new Triangle project is a series of 26 half-hour programs, titled *Pops Goes to College*, which features orchestra leader Paul Whiteman. With Mr. Whiteman as host and talent scout, the

program visits a different university or college at a time when a special event is occurring such as the Dartmouth Winter Carnival.

With a year of concentrated experience behind it, Triangle feels there is "a definite market for the right kind of product," a company official said. He agreed that a group operator cannot compete with the producers of mass-appeal syndicated series but pointed out that programs that are "fresh, exciting and novel" can find a place on the schedules of a sufficient number of stations to make these projects economically feasible and even profitable.

**Westinghouse Broadcasting:** The pioneer in group station programming and syndication, Westinghouse points out that it produces 15 hours of programs each week in the *Steve Allen Show*, currently on 40 stations, and the *Mike Douglas Show*, which is carried on 25 stations. Each is a 90-minute, five days-a-week presentation.

A spokesman said the primary purpose for WBC Productions is to fill the needs of its owned stations, but he acknowledged that syndication is necessary for programs such as *Allen* and *Douglas* because they are both high-budgeted.

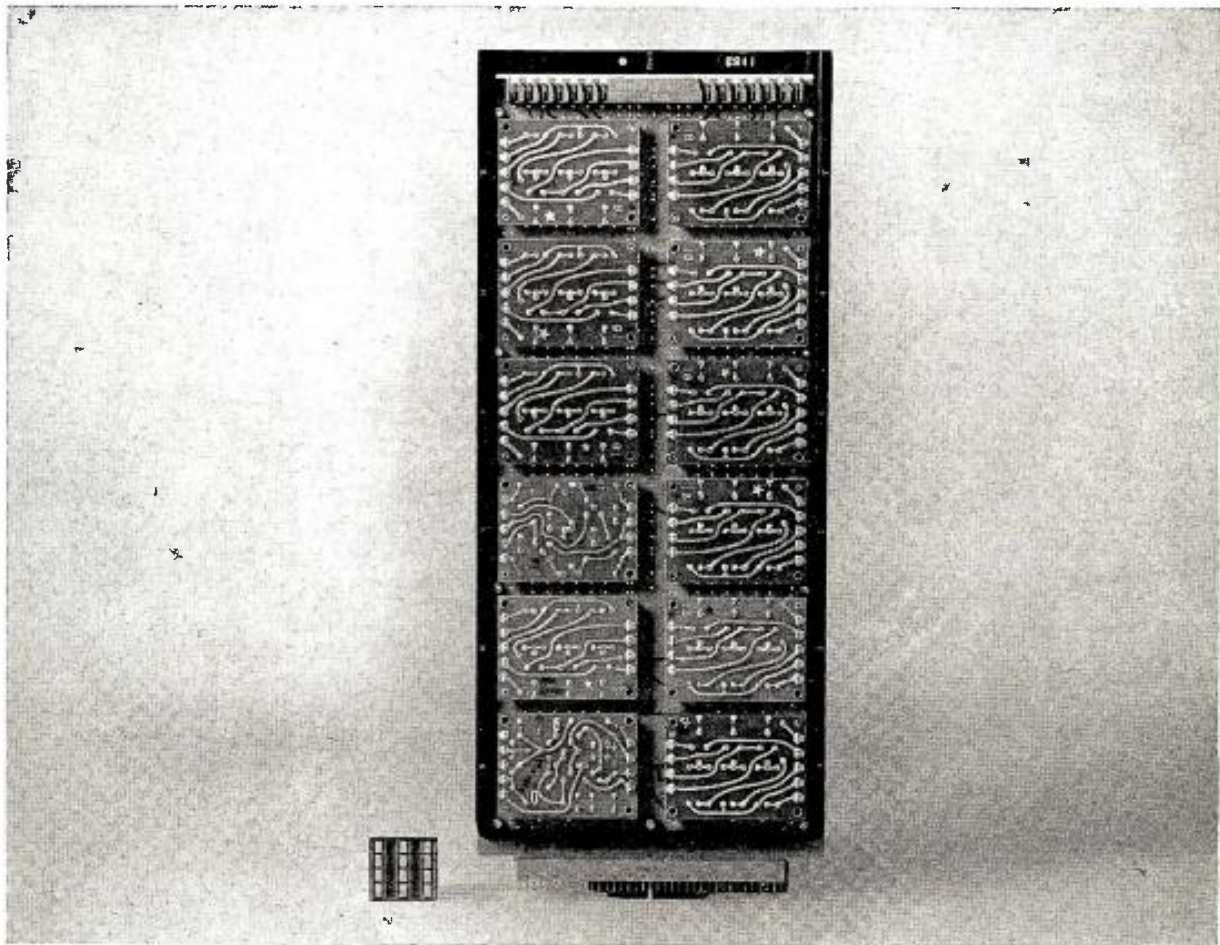
**More** ■ Westinghouse has also produced a group of 10 one-hour entertainment specials for children which has been carried on 25 TV stations and participates in the production of 12 one-hour Intertel documentary programs which have been carried in more than 20 markets.

WBC is currently involved in two or three projects aimed for the syndication market, the spokesman said, details for which will be announced at a later date.

**Corinthian Broadcasting:** This company has been producing and syndicating a program of commentary on news of the day called *Columnists of the Air*, which runs from 2 to 2½ minutes, five times a week. It is carried in 12 markets, including those of the Corinthian stations. Prominent newspaper columnists are featured on the programs.

**Storer Stations:** Through its subsidiary, Storer Program Sales, this company has been active in production-syndication for several years. Among the programs it is offering are *Littlest Hobo*, 34 half-hours; *Divorce Court*, 130 half-hours; *B'wana Don*, 130 half-hours and *Communism R. M. E.*, 13 half-hours.

**Time-Life stations:** An accelerated group program development project is being implemented at Time-Life under Vice President Edgar P. Smith seeking eventual syndication of such productions. In this area, T-L already produced the pilot programs of two one-hour series called *The Ambassadors* and *Men of Fortune* and a half-hour



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series, *Women of Affairs*. The initial program *The Ambassadors*, dealing with Viet Nam, has been carried on the five Time-Life stations and has been sold to Metromedia for four of its stations.

A Time-Life spokesman said five other programs in *The Ambassador* series are in various stages of preparation. The company plans to evaluate reaction to all three pilots with a view toward producing other programs in these series for Time-Life's own stations and for syndication. He noted that the company also is discussing with ABC-TV several projects in the news background area.

**Crosley Broadcasting:** A pioneer in local live programming on its TV stations, Crosley is expanding its group programming activities and is considering, though it has not moved toward, syndicating its productions to non-Crosley stations. For several years, the daily, 90-minute *Ruth Lyons Show* and the half-hour *Midwestern Hayride*, both originating from WLWT(TV) Cincinnati in color, have been fed to other company-owned stations in Dayton, Ohio (WLWD(TV)), Columbus, Ohio (WLWC(TV)), and Indianapolis (WLWI(TV)).

Al Band, vice president in charge of programming for Crosley, reported last week that the half-hour *Jamboree Show* shortly will be carried each day on some of its stations and plans now are being completed on a 90-minute live variety show to be carried once a week in color on all four TV stations. The emphasis on personality shows at the Crosley stations, Mr. Bland said, stems from a conviction that "people respond to people."

## Wolper terms Official Films' suit 'hogwash'

"A lot of hogwash" is the way David L. Wolper describes the \$600,000 damage suit filed against Wolper Productions by Official Films. Official claims that the new Wolper series, *Men in Crisis*, violates a condition of the contract covering *Biography* (which Wolper produced for Official) stipulating that the Wolper organization would not produce any other half-hour programs dealing with the lives of famous persons of the last 50 years (BROADCASTING, July 6).

"It is completely untrue that there is any similarity whatsoever between the television series, *Biography*, which we produced, and Wolper Productions' new series, *Men in Crisis*, which we are distributing through our own distribution arm, Wolper Television Sales," Mr. Wolper stated. "*Men in Crisis* is a completely new and original concept of a dramatic documentary conceived by Wolper Productions."

# Program protection from CATV's dissolved

## San Francisco court reverses 1962 injunction banning duplication, but way is left open for relief

Television broadcasters received a setback last week in their quest for legal protection against community antenna systems, but a possible favorable solution seems to be looming.

The setback came from a federal appeals court decision last week reversing an Idaho district judge's finding in 1962 which forbade CATV's from duplicating network or film programs carried by TV stations as contrary to Idaho contract law.

A unanimous, three-judge U. S. Court of Appeals in San Francisco on July 15 reversed an injunction handed down by Judge William T. Sweigert of the U. S. District Court for the Southern District of Idaho on Dec. 10, 1962.

The appellate court, however, did not close the door completely to ultimate relief. In a 12-page opinion by Circuit Judge M. Oliver Koelsch and concurred in by Circuit Judges William E. Orr and Frederick G. Hamley, the court concluded that relief might be procurable under the copyright laws, and beyond that, from Congress.

"We hold," said the court, "that unless appellees are able to demonstrate a protectible interest by virtue of the copyright laws or bring themselves within the contemplation of some recognized exception to the policy promoting free access to all matter in the public domain, they cannot prevail. Relief beyond what the copyright laws confer must be sought from Congress, not the courts. . . ."

The court vacated the injunction and remanded the case back to the lower court "to permit appellees to amend their counterclaim if they are able."

It is this last point which some communications lawyers feel opens the door to possible victory. They point out that all programs broadcast by TV stations are copyrighted and that, through this protection by the program owner, CATV system can be stopped from using telecasts without permission.

The appeal from the Idaho decision was taken by Cable Vision Inc., operator of a CATV system in Twin Falls, Idaho, and Idaho Microwave Inc., operator of a common carrier microwave system which feeds Salt Lake City TV

signals to the Twin Falls CATV. KLIX-TV Twin Falls defended the Sweigert decision.

KLIX-TV attorneys are studying the case, with three courses open to them: (1) to ask the U. S. Supreme Court to review the appellate decision, (2) to amend the suit in the Idaho court to bring in the copyright angles, or (3) to drop this suit and reopen the original suit filed by the three Salt Lake City stations against the Twin Falls CATV and the microwave relay.

In the original suit, Judge Sweigert ruled that TV stations have no property right in their signals and cannot prevent a CATV system from using them unless the stations have a copyright on the broadcast material (BROADCASTING, July 3, 1961).

After the 1961 decision, which was not appealed, the CATV group brought an antitrust suit against a group of TV stations in the mountain states, alleging a conspiracy to put them out of business. KLIX-TV counterclaimed, alleging infringement of its contract rights. It was this suit which was won in the lower court, but reversed last week by the appeals tribunal.

The CATV antitrust suit was later dismissed.

## Media responsibility on bar meeting agenda

"The Right of Fair Trial: Responsibility of The Public, The Legal Profession, and the News Media" will be discussed by a panel of lawyers and newsmen Aug. 11 during the American Bar Association's annual meeting in New York, Aug. 10-14.

Speaking on the "Responsibility of The Legal Profession" will be Dean Erwin Griswold of the Harvard Law School, while Judge Skelly Wright, U.S. Court of Appeals for the District of Columbia will speak on the "Responsibility of The Judiciary."

Harry Ashmore, director of editorial research and development for *Encyclopedia Britannica*, will discuss the "Responsibility of the Public" and the "Re-



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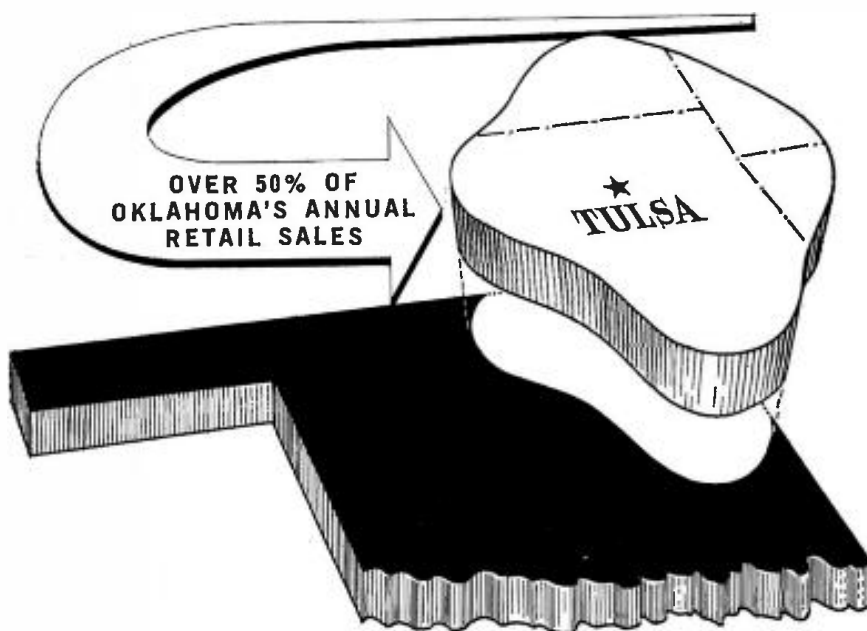
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sponsibility of the News Media" will be the topic of Felix R. McKnight, executive vice president and editor of the *Dallas Times Herald*.

Robert G. Storey, former president of the ABA and now president of the Southwestern Legal Foundation at Dallas, will moderate.

The ABA's committee on the Bill of Rights will submit to the policy-making house of delegates a report on the subject of publicity given criminal cases.

### Program notes . . .

**Producer set** ■ George Schlatter Productions will produce the five one-hour Danny Thomas special programs on NBC-TV next season. Mr. Schlatter also has been signed to produce *Preview 65*, the first of several Steve Lawrence special programs set for NBC-TV during 1964-65.

**Bard goes Roman** ■ The first U.S. sale to WOR-TV New York of the British Broadcasting Corp.'s nine part TV series *The Spread of the Eagle* was announced last week. The series, which is comprised of Shakespeare's Roman plays, "Julius Caesar," "Anthony and Cleopatra" and "Coriolanus," is a sequel to BBC's Shakespearean drama series *An Age of Kings*. WOR-TV plans to televise each play in three 60-minute segments.

**Special reports** ■ Mike Wallace will narrate a special CBS Radio report, *The Apathetic American*, scheduled Aug. 9 (2:05-2:50 p.m. EDT) and rebroadcast Aug. 10 (8:15-9:00 p.m. EDT). Mr. Wallace will interview several criminologists, police authorities, psychologists and others in an attempt to explain public indifference in times of crisis.

**New production firm** ■ A new television production firm, Delta Films-Charter Oak International, was formed last week by the affiliation of Delta Films International Inc., San Juan, P. R., with Charter Oak Tele Pictures, New York. The new company will produce TV commercials, documentaries and feature films. Klaus A. Werner, agency producer responsible for the negotiations, was named manager of the New York office at 75 West 45th Street, and exclusive representative in the U. S.

**McGuire and comedy** ■ Don McGuire, head of McGuire Co., has signed with United Artists Television to write, direct and produce a new half-hour TV comedy series for the 1965-66 season. UA-TV said that General Foods, White Plains, N. Y., through Benton & Bowles, New York, will sponsor the series, which has not yet been titled but which will star Jeremy Slate.

**Spotlight on Willie** ■ NBC-TV has in-

BROADCASTING, July 20, 1964

serted new film footage from action during the 1964 baseball season in its repeat July 21 (10-11 p.m.) of *A Man Named Mays*, which reviews the career of baseball star Willie Mays.

**Rights to Hula** ■ ABC-TV has purchased the television rights to the Hula Bowl football game from Hawaii for the next three years. Next year's game, featuring college senior all-stars from the North and South, will be played Jan. 8. ABC-TV will video tape the action and telecast highlights of the game on its *Wide World of Sports* program Jan. 9, 5-6:30 p.m.

**Politics past** ■ New York University's Department of Television, Motion Pictures and Radio is offering a series of 10-five-minute programs containing past election campaign slogans, songs and major issues. The tapes are available to radio stations for \$20 postpaid.

## A controversy that didn't get started

Last month the case of Lee Roy McCourry had the earmarks of a bitter controversy at the FCC. Last week, it was a memory.

The commission in June set the application of Mr. McCourry for a television station on channel 26 in Eugene, Ore., for hearing on six issues—one of them programing (BROADCASTING, June 8).

This latter aspect of the commission's order was vigorously attacked by Commissioner Lee Loevinger in a lengthy dissent as an effort to require the applicant to conform to the commission's idea of programing. Mr. McCourry had proposed to devote 70% of his broadcast day to entertainment, 30% to education.

A number of communications attorneys, in appearances at the commission's hearing on the proposed revision of the proposed program reporting form last month, cited the Eugene, Ore., case as an indication of their concern that the commission would use the form as a device for influencing programing.

But later the Eugene, Ore., case expired. Hearing Examiner David I. Kraushaar dismissed the application with prejudice because of Mr. McCourry's failure to prosecute. The examiner noted that the applicant had failed to abide by any of the commission's regulations, including the requirements that he file a notice of appearance and proof of publication of his application. The dismissal was announced on Tuesday, a day after the first prehearing conference that had been scheduled in the proceeding. Neither Mr. McCourry nor a representative appeared.



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# No sweat to fill NAB vacancy

**Board tells executive committee to run things while searching for successor to Roy Collins; staff is told to carry on under Vince Wasilewski**

The search for a new president of the National Association of Broadcasters will begin in about a week or 10 days.

It is then that announcement will be made of the composition of the selection committee, whose core is the present five-man executive committee of the association.

The executive quintet will also run the association until a new president is chosen. Both these moves were authorized last week when the joint boards met in Chicago. They also designated Vincent T. Wasilewski, executive vice president, as executive officer of the NAB.

The three-hour meeting of 42 (out of 44) members of the combined boards—the first since the announcement of the resignation of LeRoy Collins as president of NAB—not only authorized the executive committee to constitute itself as the nucleus of a selection committee but also directed that additional members be added if desired. This will be done, it was learned.

One suggestion already submitted for consideration by the executive group is that the selection committee should include the past joint chairmen and board chairmen.

The executive committee already has

met with the executive staff of the NAB and expressed its confidence in their work. It also told Howard H. Bell, director of the code authority, that it was behind him in his work and policies. There was speculation in some circles that the departure of Mr. Collins, who has been an advocate of a strong code administration, might give advertisers and agencies the idea that code enforcement might be less vigorous.

Mr. Collins's resignation takes effect Aug. 1, although he already is at work in his new post. The former Florida governor is the director of the new Community Relations Services under the Civil Rights Act (BROADCASTING, June 29 et seq.).

**General Discussion** ■ The board unanimously decided to leave the interim management of the NAB, as well as the search for a new president, in the hands of the executive unit. No directives were given as to the type of president to be sought; this also was left in the hands of the policy group. There was a general understanding, however, that a report on the selection committee's activities, if not the name of its choice, would be submitted to the combined

boards at the next regular meeting Jan. 25-29 in Palm Springs, Calif.

Although discussion ranged through the spectrum of problems and suggestions, no directives were given to the group. Neither were any names mentioned for the presidency.

Among the topics discussed: Should the new president be a broadcaster or a public figure outside the industry? Is this the appropriate time for a management study of the NAB structure? Should the NAB be headed by a permanent paid president or by a broadcaster elected for a one or two-year term?

Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., joint board chairman, said after the Chicago meeting that the association will not limit itself to the broadcasting or public service fields in choosing a successor to Mr. Collins. "We are looking for the right man," whatever his occupation, Mr. Schroeder said, implying that the next president could be from any field.

In addition to Mr. Schroeder, the executive committee consists of Mike Shapiro, WFAA-AM-FM-TV Dallas, chairman, and John F. Dille Jr., Communicana Stations, vice chairman of the TV board, and Rex G. Howell, KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and half-owner of KGLN Glenwood Springs, all Colorado, chairman, and Jack Lee, WPRO-AM-FM-TV Providence, R. I., vice chairman of the radio board.

**Be Missing You** ■ In his valedictory to the board, Mr. Collins said he had been reluctant to leave his NAB post but implied that when the President asks for anyone's services, he cannot say no. He said he would always have kind thoughts about broadcasting and broadcasters. He received a standing ovation, and the board passed a special resolution honoring him for his "devotion to duty" as NAB president and extending its best wishes in his new post.

Other NAB executives who were present in Chicago were Mr. Wasilewski and Douglas A. Anello, general counsel; Everett E. Revercomb, secretary-treasurer, and John M. Couric, vice president for public relations.

The suggestion that the past chairmen of the board be named to the selection committee would put the following on the unit, all having served through 1963-64: William Quarton, WMT-TV Cedar Rapids, Iowa, joint chairman; Jim Russell, KKTv(tv) Colorado Springs, TV board chairman; Ben Strouse, WWDC-AM-FM Washington, radio chairman.

## Rep. Bruce suggested for Collins vacancy

Representative Donald K. Bruce (R-Ind.), former broadcaster currently in his second term in the House of Representatives, has been proposed to the National Association of Broadcasters joint board as a candidate for president of the association.

His name was offered by Dennis J. Keller, general manager, WITZ-AM-FM Jasper, Ind., in a letter to Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., joint board chairman.

Mr. Keller cited Representative Bruce's almost 19 years in broadcasting. The congressman was general

manager of WCBC Anderson, Ind., and has held several other broadcast positions including news director and news commentator at WIRE Indianapolis.

Mr. Keller told Mr. Schroeder that he had informed Representative Bruce of his recommendation to the NAB and that he had been given "full authority" to submit his name to the association.

Representative Bruce failed to win the Republican nomination for U. S. senator at the Indiana GOP convention June 9 and is not a candidate for re-election to his House seat. That term expires Dec. 31.





Taking a leaf from President Johnson's oft-quoted remark ("Come, let us reason together"), members of the FCC sat down to lunch last week with the five-man executive committee of the National Association of Broadcasters. The luncheon took place July 15 in Washington, the day after the NAB executive group had met with the association's combined board in Chicago.

The luncheon was, according to all who were present, a pleasant, social, nonworking occasion.

In addition to all seven FCC commissioners and the five NAB policy executives, also present at the luncheon were three senior staff executives of the association.

Shown above as they sat down to table are (top row)

FCC Chairman E. William Henry and Willard Schroeder, chairman of the NAB joint boards; FCC Commissioners Rosel H. Hyde and Rex G. Howell, chairman of the radio board; FCC Commissioners Robert T. Bartley and Robert E. Lee.

(Bottom row) John F. Dille Jr., vice chairman of the TV board and FCC Commissioner Frederick W. Ford; NAB General Counsel Douglas A. Anello and FCC Commissioner Lee Loevinger; FCC Commissioner Kenneth A. Cox and Mike Shapiro, chairman of the TV board.

Not shown are Jack Lee, vice chairman of the radio board; Vincent T. Wasilewski, NAB executive vice president, and Everett E. Revercomb, NAB secretary-treasurer.

## FCC's new tack in KOVR sale

### Oral argument seen as vehicle for bypassing hearing on concentration

The FCC, in an almost unprecedented move last week, ordered an oral argument on the proposed purchase by McClatchy Newspapers of KOVR(TV) Stockton, Calif., from Metromedia Inc. for \$7,650,000.

The commission, in a brief announcement of the order, gave no reason for it and did not specify the issues to be aired. But it's understood the oral argument was utilized as a device for bypassing a hearing on whether the proposed sale would violate the commission's rule prohibiting a concentration of control of mass media.

An official said the oral argument will enable the commissioners to determine whether the facts involved raise a ques-

tion of concentration of control that should be resolved in a hearing.

McClatchy owns broadcasting and newspaper properties scattered over several hundred miles in mid-central California and Nevada. The company owns KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, KFBK-AM-FM Sacramento, all California, and KOH Reno, Nev. It also owns the *Sacramento Bee*, the *Fresno Bee* and the *Modesto Bee*.

**Hearing Sought** ■ The commission staff recommended a hearing on the concentration of control question, and fought vigorously for it at the commission meeting last week. But while only three commissioners—Frederick W. Ford, Rosel H. Hyde and Robert E. Lee—favored a grant without delay, there was not a great deal of sentiment for a hearing.

The commissioners felt many of the facts that would be determined in a hearing, such as the number of other media available in the area, were already available to the commission and that more could be ascertained in pleadings.

They also felt that a hearing order might kill the proposed sale or at least delay its consummation for months. As a result, the oral argument was con-

sidered a means of expediting matters. It is understood that Commissioner Robert T. Bartley suggested that procedure.

The only similar use made of the oral argument, that commission officials could recall, occurred in January and involved the then-proposed sale of WBOY-AM-FM-TV Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Fortnightly Corp. (BROADCASTING, Jan. 13), which owns community antenna television systems in Clarksburg and nearby Fairmont, W. Va. The issue then was whether the commission should permit common ownership of a CATV system and the only viable television station in a community. The commission subsequently approved the sale without a hearing.

The commission staff is known to fear that the procedure adopted in the KOVR matter might set a precedent for the handling of future transfer cases that would otherwise be designated for hearing. It's felt the FTC will, therefore, attempt to transform the oral argument into a kind of "paper hearing." An official said the commission will probably set up a procedure by which attorneys for the FCC and McClatchy can agree on the facts on which they will argue before the commissioners.

## Seiden takes up residence at FCC to study CATV field

Dr. Martin H. Seiden, a 30-year-old economist, showed up for work at the FCC last Monday (July 13)—and the commission's first office devoted exclusively to the study of community antenna television industry—including its relation to pay TV, was opened.



Dr. Seiden

The commission two weeks ago, created the office in response to a realization that Congress will want its views on CATV next year, as well as to an already felt need for more first-hand information on the rapidly developing industry. (CLOSED CIRCUIT, July 13).

Commissioner Frederick W. Ford, in a speech before the National Community Antenna Television Association convention last month (BROADCASTING, June 22), suggested the creation of a permanent office within the FCC to study "The future of television," including the tech-

nical and legal problems posed by CATV and pay TV.

The authorization providing for Dr. Seiden's office envisions a more modest, six-month study to cost \$20,000. But officials indicate the commission may seek funds from Congress next year to extend the life of the study. In addition to Dr. Seiden, Arthur Goodkind, a lawyer in the FCC's general counsel's office, has been assigned to work on the project. He will devote most of his time to the study following the commission's August recess.

**Just the Facts** — Dr. Seiden describes his job as one of "basic research—to find out what are the facts" and how CATV relates to pay TV, as well as to VHF and UHF television. He said the assignment has no connection with any current rule-makings involving CATV.

Dr. Seiden, who was recommended for the post by top Broadcast Bureau officials, comes to the commission from Economics Associates, Inc., a Washington consulting firm. He has also been associated in consulting work with Leon Keyserling, who headed President Truman's

Council of Economic Advisers, and with the National Bureau of Economic Research, in New York.

His only previous connection with the broadcasting industry was his participation in an analysis of the economics of television broadcasting for CBS-TV Affiliates Association in its rate negotiations with the network.

His office will collect in one place data on the CATV industry that is already available in various divisions and branches of the commission, as well as dig into the mine of information to be found outside the agency.

Dr. Seiden began his search for facts with telephone calls to officials of the National Community Antenna Television Association, as well as to CATV operators and TV station owners.

Because of the suddenness of his appearance at the commission, no office space was immediately available for Dr. Seiden. As a temporary measure, he moved into quarters normally used by Assistant Broadcast Bureau Chief Hyman H. Goldin, who was out of town for the week.

## WRLP(TV) seeks relief from CATV duplication

WRLP(TV) Greenfield, Mass., faces a hard battle for existence with competition from 16 community antenna television systems operating in the channel 32 station's area. The station can find little relief through the FCC as only one of the 16 systems uses microwave facilities—Mohawk Valley Television Inc.

The Greenfield UHF last week began action that it hopes will ultimately require Mohawk to refrain from duplicating in Athol, Mass., WRLP's network programs for 15 days before and after they are on WRLP. WRLP asked the commission to order an early license renewal of the microwave channels of New England Microwave Corp., which services Mohawk's CATV system. New England Microwave's renewals are not due until April 1966.

WRLP was protected by Mohawk un-

til last March under an agreement signed with the CATV when New England Microwave was granted the facilities to serve the CATV in April 1961. WRLP had challenged the public interest of the grants but dropped its opposition when the agreement with Mohawk was signed.

The three-year pact between the CATV and the UHF expired in March. Mohawk continues to carry the WRLP signal but has added WBZ-TV Boston to its system. WBZ-TV is an NBC affiliate and duplicates WRLP's NBC programs.

The Greenfield station receives its network programs from WWLP(TV [ch. 22]) Springfield, Mass. Both stations are owned by Springfield Television Broadcasting Corp. WRLP originates approximately seven hours a week of local programming and is not a satellite operation under FCC rules.

Athol is within WRLP's grade A service contour but New England Microwave received its grants before the commission placed the 15-day nonduplication condition in effect. An early license renewal could subject the microwave facilities to this condition.

WRLP told the commission the duplication of its programs by Mohawk

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"I have long advocated the use of circular polarization... The improvement is more striking than I had expected. Auto-FM reception at a distance... has a substantial advantage." Mr. RJC, Bethesda, Md.

"Terrific! Reception: very good. Improved." DCF, Timonium, Md.

"I find it excellent and much improved, and reception ever so much better than it used to be before you installed your new antennas." Mrs. WE, Fairfax, Va.

"We were not able to get your station before. We receive your music, etc. perfectly clear." Mr. ALC, Spotylvania, Va.

"WGMS-FM in Washington, D. C. comes in clearly even in very poor locations. A check with a portable FM receiver indicates that you have a

strong vertical component in your signal and this is apparently the answer. You can't imagine the difference between your signal and virtually all others — regardless of distance or strength, in the car... much better reception... I can only guess that you are intentionally radiating both a horizontal signal — like the one all along — and a vertically polarized component as well. Believe me, I couldn't have asked for more." Mr. EDH, Frostburg, Md.

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The above is only a small part of the mail received by WGMS-FM in Washington, D. C. after they updated with Collins Type 300 vertically polarized antenna.

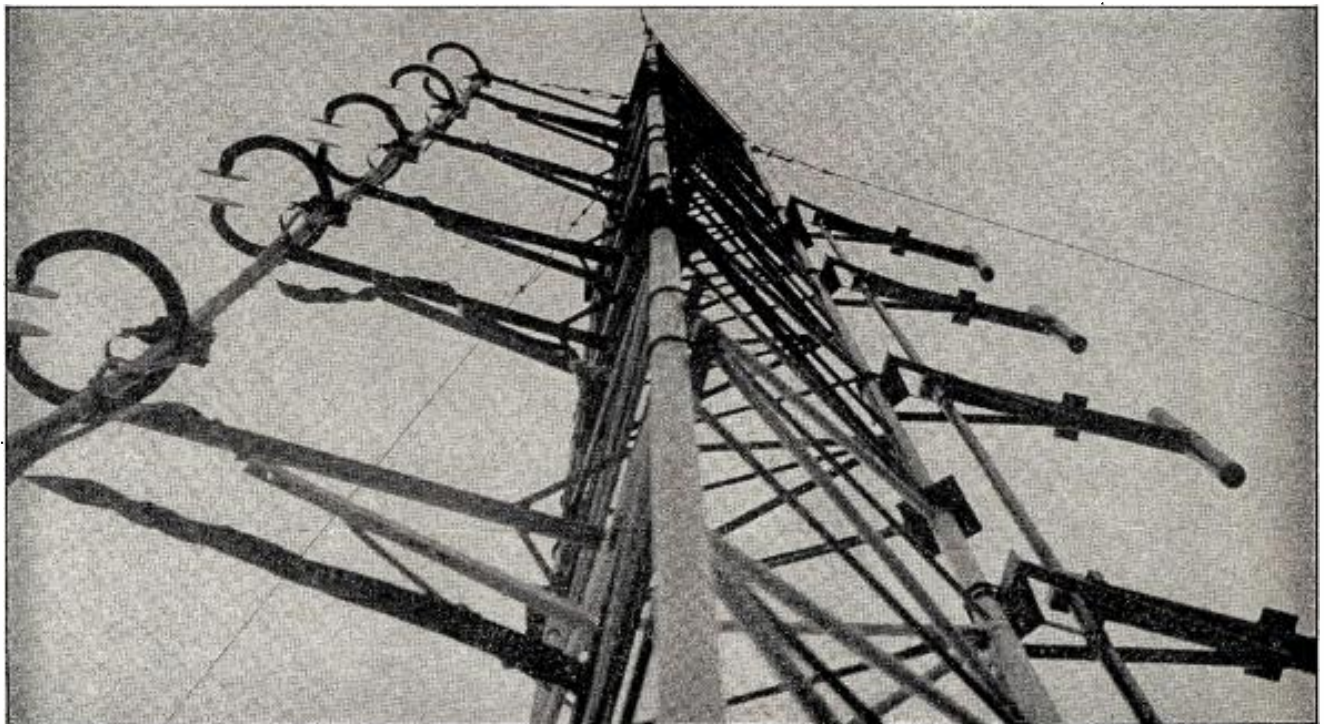
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Actual installation, WGMS-FM



## Barnett gets first OK for II-A station

History of a kind was made by a sharply divided FCC last week. The commission, on a 4-3 vote, made its first grant of an application for a II-A station, one that will operate night as well as day on one of the 13 clear channels the commission ordered duplicated three years ago.

The permittee is John A. Barnett, who will build his station in Roswell, N. M., on 1020 kc, the clear channel on which KDKA Pittsburgh currently operates exclusively at night. The commission last week dismissed, for lack of standing, a petition that was filed by Westinghouse Broadcasting Co., licensee of KDKA opposing Mr. Barnett's application.

The grant of the application came three weeks after the commission instructed the staff to complete the processing of the 14 II-A proposals on file. The applications affect nine of the clear channels (BROADCASTING, June 29).

Mr. Barnett, who owns KSWs-TV Roswell, was authorized to build a station to operate with 10 kw-N and 50 kw-LS, with differing directional antenna day and night.

**Split Commission** ■ Commissioners

voting for approval were Chairman E. William Henry and Robert T. Bartley, Kenneth A. Cox and Lee Loevinger. Commissioners Frederick W. Ford, Robert E. Lee and Rosel H. Hyde dissented.

Commissioners Ford and Lee felt that the grant should have been conditioned on the Roswell station protecting KDKA in the event the Pittsburgh station's power is boosted from 50 kw to 750 kw.

The commission is considering authorizing higher power for the dominant stations on the unduplicated clears. But Commissioners Lee and Ford feel that dominant stations on all the clears, including, those to be duplicated, should be left in a position to increase their power.

Commissioner Hyde was concerned about the general question of whether the service to be offered by the proposed Roswell station would outweigh the loss of service provided by KDKA.

The theory behind the II-A stations is that they will provide new nighttime service to underserved areas while limiting to "a minimum" any loss of existing service. The Roswell II-A, according to Mr. Barnett's application, will offer a first nighttime service to a population of 13,600. Its service area will cover a "white area" of 2,320 square miles.

## Boston U plans to start in black

Faced with competition from three commercial VHF's in the market, Boston's newest station, WHS-TV, a half commercial, half educational U, expects to go on the air in September "in the black."

Austin A. Harrison, general manager of the station, owned by the Catholic Archdiocese of Boston, said he expects to have more than \$300,000 in local and area business within the next few weeks. He said he has about \$200,000 signed now.

Mr. Harrison said the buys are being made in a "charter advertiser deal for one year." The largest buy on the station has been for \$35,000 by DeMambo Electronics Co. of Boston.

The advertisers, he noted, are in part "buying some blue sky," but the station is needed in the community and "we feel we can deliver." He said the station will undertake a strong promotion for UHF converters and all-channel sets to provide the audience.

On channel 38, WHS-TV will program noncommercially from 9:15 a.m.-3 p.m., Monday-Friday and will be part commercial, part noncommercial in

morning and afternoon on weekends. The remainder of the weekly broadcast schedule will be commercial time with syndicated series and feature films making up the bulk of that portion of the program schedule at the outset.

## RKO defends CATV holdings by stations

RKO General last week told the FCC that the ownership of community antenna television systems by television stations does not fall under the provisions of the commission's ownership rules and presents no violation of the principle of those rules.

RKO, which owns 29 CATV systems and five television stations, assured the commission that "a CATV system serving solely as a master antenna originates no information, news or opinions of its own. Thus, it cannot be a dominant or monopolistic source of such information."

The group CATV and TV owner urged that the commission drop its inquiry into CATV ownership by TV licensees. Comments in the inquiry are due Sept. 18.

But, RKO said that if a TV owns a CATV that originates programming the commission may find it appropriate to consider what degree of concentration of control results. RKO added that if the CATV were outside the TV's service area this would not be necessary.

RKO warned that "no precipitous action should be taken by the commission to prevent the joint ownership of television stations and CATV systems."

## Court backs FCC on fee charges

The right of the FCC to collect fees for processing applications, instituted last March, has been upheld by a federal court in Chicago.

The U. S. Court of Appeals for the Seventh Circuit unanimously held that the FCC's action was based on a provision of the 1952 appropriation authorization act, that is constitutional and that the FCC was neither arbitrary nor exceeded its authority in imposing the fee schedule.

Circuit Judge Roger J. Kiley found that the FCC had given all parties the chance to comment and object and had also made changes in the original tariffs after hearing objections.

He also said it is fallacious to argue that Congress meant that the fees for

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**WHEC-TV Channel 10**  
ROCHESTER, N. Y. Represented by HR  
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each service should be self-sustaining as nearly as possible, that the FCC has not done this and thus has discriminated against some users of the spectrum in favor of other users.

"The self-sustaining principle is but one of the factors to be considered by the commission in distributing the burden of costs, and there is no necessity that it be given the same weight in setting each class of fees . . .," he said. One of the arguments by the petitioners is that the fees for broadcasting services do not begin to equalize the expenditures by the FCC for radio-TV.

Joining Judge Kiley were Circuit Judges Elmer J. Schnakenberg and Luther M. Swygert.

The appeal from the FCC's decision to charge fees for applications was made last December when 10 petitioners, mainly aeronautical interests, but including WISM-AM-FM Madison, Wis., asked the court to reverse the FCC (BROADCASTING, Dec. 16, 1963). The case was argued last April. Lawyers are studying the decision to determine whether to appeal.

## CBS Foundation makes grants

The CBS Foundation last week announced the award of \$122,000 in grants to 23 colleges, universities and educational organizations as part of its educational support program. Included are nine unrestricted \$3,000 grants to nine institutions in recognition of services to CBS by alumni who are network executives.

The nine are: Edward R. Kenefick, WBBM-TV Chicago sales manager (University of Notre Dame); John W. Kiermaier, CBS News director of Voter Profile Analysis (Wesleyan University); David Klinger, vice president, administration, CBS News (Fordham University); William M. Materne, CBS-TV eastern sales vice president (Hamilton College); Robert C. Mayo, managing director for CBS Ltd. and CBS in Europe (Princeton University); Jay McMullen, CBS News producer (Columbia University); Franklin B. Rohner, vice president, business affairs-Hollywood, CBS-TV (Stanford University); John Sharnik, CBS News producer (Harvard University), and Richard Siemanowski, CBS News producer (University of Chicago).

Unrestricted grants of \$10,000 each went to Bryn Mawr College, Cornell University, Johns Hopkins University, Massachusetts Institute of Technology and Yale University, and \$20,000 to Columbia's graduate school of business. Several associations of colleges received

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## Television in the eyes of 3,136 women respondents

A survey among members of the General Federation of Women's Clubs last week supported television's efforts to expand its public affairs programing but found fault with some of its commercial practices.

The National Audience Board, New York, which sponsored and conducted the survey, said it showed:

- Two out of three respondents (64%) favor legislation that would permit TV "debates" between major presidential candidates (31.2% oppose such legislation, 4.8% have no opinion).

- Seven out of ten (71.5%) favor TV news coverage of legislative sessions, hearings, etc., on the same basis as newspapers and magazines (23.4% oppose, 5.1% have no opinion).

- Seven out of ten (72.6%) would like to see a reduction in the number of commercials per hour, while two out of ten (22.8%) "favor maintaining the present number" (0.4% favor

more commercials, 4.2% have no opinion). This question included a reminder that "television is supported by commercials."

- Respondents were almost evenly divided on whether TV commercials "have improved in quality and good taste in the past year," but the negative opinion was slightly ahead (47.6% to 43.8%, with 8.6% reporting no opinion).

The Audience Board, a nonprofit organization representing civic, cultural, business, educational and church groups, said there was a high correlation between respondents in favor of keeping the present number of commercials and those who said they thought commercials have improved in the past year.

Respondents also indicated they would like movies on TV interrupted less frequently, suggested that many commercials "insult the intelligence" and that repetition of words or phrases in commercials—and of commercials themselves—is a fre-

quent cause of irritability.

The board reported that most respondents who mentioned government control of commercials opposed it, and that pay television was opposed more often than favored but wasn't mentioned enough, either way, to provide a "conclusive judgment."

The report also said the study found "strong evidence that commercials sell products." Commercials for duPont, General Electric, Hallmark, Kraft and U. S. Steel were mentioned as having been singled out for praise by viewers.

The Audience Board, which is headed by Peter Goelet, said that in its survey it distributed more than 20,000 questionnaires among members of the General Federation of Women's Clubs and got back 3,136 replies. The respondents also were asked to comment specifically on commercials in feature films as compared to commercials in other types of programing.

grants totaling \$25,000 to be distributed among their members.

CBS said that the foundation, in its 11th year, has contributed \$1,680,000

to higher education and that \$386,000 has been in the forms of gifts on behalf of CBS executives. As instituted, the foundation presents an unrestricted

grant of \$3,000 to each institution for each graduate who is a CBS employe and who qualifies based on length of service as well as level of responsibility.

The foundation's board is made up of Ralph F. Colin, Dr. Leon Levy (both CBS, Inc. directors), Goddard Lieberman (president, Columbia Records), Mrs. Millicent C. McIntosh (president emeritus of Barnard College), and Dr. Frank Stanton (president of CBS Inc.).

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## Changing hands

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

- WTMP Tampa, Fla.: Sold by Robert Rounsaville to Joe Speidel III for \$250,000. Mr. Speidel already owns WOIC Columbus, WPAL Charleston and WYNN Florence, all South Carolina; WHH Portsmouth, Va.; WSOK Savannah. Mr. Rounsaville retains WATL-TV Atlanta, WLOU and WTAM-TV Louisville, WCIN Cincinnati, wVOL Nashville, WYLD New Orleans and WFUN Miami. WTMP is on 1150 kc with 5 kw fulltime.

- KOFE Pullman, Wash.: Sold by M. William Wippel to Kellie R. Lowe Jr. for \$70,000. Mr. Lowe owns a Memphis electronics firm. KOFE is a 1 kw daytimer on 1150 kc. Broker: Edwin Tornberg & Co.

- WEYE Sanford, N. C.: Sold by Gale P. Lewis to Stanley Fox, Irving Fox and Seymour Dworsky for \$50,000, an \$18,000 contract not to compete and a \$15,-

000 consultancy contract. The buyers own WIZS Henderson, WRMT Rocky Mount and WPKY Greenville, all North Carolina. WEYE, a 1 kw daytimer, is on 1290 kc. Broker: Chapman Co.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 74).*

■ WEHT-TV Evansville, Ind., and KGUN-TV Tucson, Ariz.: Sold by Henry S. Hillberg, Edwin G. Richter Jr. and associates to James S. Gilmore Jr. for \$4,200,000 and three-year retainment of Mr. Richter at \$10,000 a year. Mr. Gilmore, former mayor of Kalamazoo, Mich., owns KODE-AM-TV Joplin, Mo. Commissioner Kenneth A. Cox separately concurred with the FCC majority in granting the sale. WEHT-TV, established in 1953, is on channel 50 and is a CBS affiliate. KGUN-TV was founded in 1953, is ABC-affiliated and is on channel 9.

■ WPDQ Jacksonville, Fla.: Sold by Brush-Moore Newspapers to Henderson Belk and associates for \$750,000. Mr. Belk also has interests in WORD Spartanburg and WQXL Columbia, both South Carolina, and WKIX-AM-FM Raleigh, N. C. Brush-Moore retains WHBC Canton and WONE Dayton, both Ohio. WPDQ is a fulltimer on 600 kc with 5 kw.

■ WBFM(FM) New York: Sold by Wrather Corp., whose principal stockholder is Jack Wrather, to WPIX Inc. for \$400,000. WPIX Inc. is the licensee of WPIX(TV) New York and is owned by the *New York Daily News*, which is affiliated in ownership with the *Chicago Tribune*, WGN-AM-FM-TV Chicago and KDAL-AM-TV Duluth, Minn. Muzak, a division of the Wrather Corp., will lease back WBFM's subchannel for its background music service. Commissioners Frederick W. Ford and Kenneth A. Cox dissented, the latter saying there was some question about the station's multiplex system. WBFM operates on 101.9 mc with 9.5 kw.

■ KTWO-AM-TV Casper, Wyo.: 40% sold by Television Properties to Harriscop Inc., which previously owned the other 60%, for \$400,000. Harriscop is owned by Burt I. Harris, Irving B. Harris and Donald P. Nathanson, who also own KLFM(FM) Long Beach and KBAK-TV Bakersfield, both California, and have interests in KFBB-AM-TV Great Falls, Mont., and KKAR Pomona, Calif. KTWO-TV, founded in 1957, is on channel 2 and is affiliated with NBC, ABC and CBS. KTWO was founded in 1930, is on 1470 kc with 5 kw during the day and 1 kw at night.

## Congress asked to ease Communications Act

The FCC has asked Congress to liberalize provisions of the Communications Act barring conflict of interest on the part of members and employees of the commission.

The commission, in a message accompanying and explaining the draft bill submitted to the House and Senate commerce committees, said existing law is too restrictive in light of developments since it was passed in 1934.

The act, among other things, would bar investment in mutual funds holding shares in communications companies.

The commission said the law, as written, "tends to discourage potential applicants from employment."

## Media reports . . .

**WABC moves** ■ WABC New York last week moved its offices and studios to 1928 Broadway. The previous mailing address, 7 West 66th Street, and phone number, Susquehanna 7-5000, remain the same.

**TV and politics** ■ Television Information Office last week began distributing its new bibliography, *Television in Gov-*

*ernment and Politics*, to its sponsor stations. TIO reported it will also mail copies to several legislators, editors, political commentators, writers, libraries, and educators.

**New North Carolina CATV** ■ Jacksonville Cable Television Co., Jacksonville, N. C., has signed a contract with Entron Inc., Silver Spring, Md., to install a community antenna television system, scheduled to begin operation in the fall. Cost was estimated at about \$300,000. Service would include at least six commercial TV channels.

**Station's view** ■ The U. S. District Court in New York last week scheduled a hearing on July 27 to receive plans for implementing a reapportionment of the New York state legislature, which has been advocated for several years by WMCA New York. The U. S. Supreme Court, to which WMCA had brought the case, ruled on June 15 that the present system was unconstitutional but its decision did not take effect until last week when the federal court in New York affirmed the unconstitutionality of the present method.

**Station switches** ■ ABC-owned WBKB (TV) Chicago has named Rink Wells Associates there as advertising agency replacing Geyer Morey Ballard Inc. which resigned the account.

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## Europeans agree on Syncom Olympics

Live telecasting of the Tokyo Olympics this fall to the United States and Europe is step closer to reality this week following a meeting in Washington between a representative of the European Broadcasting Union and Communications Satellite Corp. officials.

Following a two-day session, the Europeans tentatively agreed to lend their support to the project by paying for the service as they receive it. This was conditioned, however, on arrangements for a jet plane to fly tapes of the Olympics to Europe from Halifax, N. S. Last month, following a meeting in Vienna, NBC agreed to contribute up to \$200,000, and the Japanese Broadcasting Corp. up to \$100,000 to aid in revising the antenna at Point Magu, Calif., a Navy ground station. NBC holds the TV rights for the Summer Olympics in the U. S.

At the same time, Comsat officials were negotiating with the Hughes Aircraft Corp., which has been studying methods of modifying the Point Magu antenna so it can receive TV signals relayed from Tokyo via Syncom III. Syncom III, designed to "hang" in stationary orbit over the Pacific, is scheduled to be launched next month.

Tentative plans call for the live TV signals to be beamed to Syncom, to Point Magu, across the U. S. to Buffalo, to Toronto, and then eastward via Canadian Broadcasting Corp. lines to Halifax.

At the meeting in Washington were George Straschnov, legal counsel, EBU; Ernest Braun, ZDF Network, West Germany; Aldo Riccioni, Italian Broadcasting Co., and Robert McGall, director, overseas services, CBC. They met with Joseph V. Charyk, president of Comsat, and other officials of the company.

## 7 Arts adds 408 hours to overseas catalogue

Seven Arts Associated Corp. has released 408 hours of programing for sales in overseas markets because of the rapid growth of TV abroad, Norman B. Katz, vice president in charge of foreign operations for the company announced last week (CLOSED CIRCUIT, June 29).

The catalogue of programing, "International/2," consists of 311 feature films, including 45 released since 1960; 100 five-minute Out of the Inkwell

cartoons; 26 one-hour concerts featuring the Boston Symphony orchestra and seven quarter-hour stories titled *Bon Soir*. The new offering supplements the "International/1" catalogue of 133 hours which Seven Arts released abroad last year.

"Seven Arts is also preparing for the international growth of color TV," Mr. Katz observed. "Accordingly, of the total of 541 programing hours we are now offering the international market, 164 hours can be made available in color."

## FC&B purchases Danish ad agency

Foote, Cone & Belding Inc., New York, has announced the purchase of Balling Reklame Bureau a/s of Copenhagen, one of Denmark's 10 largest advertising agencies with annual billings of about \$1.7 million.

The new agency will be known as FCB-Balling. All 47 Danish staff members are being retained. FC&B, the largest publicly owned agency in the U. S., earlier this year acquired an Italian agency—now FCB-Radar—and expanded its Paris branch into a full service office in France.

## Coyle wants meeting on communications future

Donald W. Coyle, president of ABC International Television, has called on commercial and government broadcasting companies from every country to consider attending a conference he suggested be held at the New York World's Fair next spring. The conference would discuss the future of communications in the space age.

Mr. Coyle believes U. S. broadcasters should take the initiative in arranging such a meeting, which he added could pave the way for international cooperation in other areas. He issued his statement in recognition of the second anniversary of the launching of the Telstar I communications satellite.

## Manx takes to the air

Radio Manx, the first commercial station on the Isle of Man, off Britain's northwest coast, has begun regular daily broadcasts on VHF.

The government of the island has given approval for the station to operate on medium wave but this has been held

## Stanton to tour Asia

CBS Inc. President Frank Stanton met with President Johnson last week, then announced that he was going to South Viet Nam at the President's request "to take a hard look at the U. S. information program in Southeast Asia." He said the trip would be sometime in September or October. Dr. Stanton was just confirmed by the Senate as chairman of the U. S. Information Advisory Committee (BROADCASTING, July 13).

up by the overriding veto of the British post office. The current schedule provides for broadcasts between 8-11 a.m. daily with 1 kw so that programs can be heard only on the island. No advertising is being carried at present.

## Station holdings sold

Associated Television Ltd., one of Britain's major television companies, has sold its shares in several Australian radio and television stations for more than \$5.6 million to John Fairfax Ltd., newspaper publishers. The sale does not include the Australian distributors of ATV's programs.

ATV said it felt, as one of the world's largest producers of television programs, that it was essential to be able to deal on equal terms with all Australian television outlets and therefore had sold its interests in individual stations.

## Abroad in brief . . .

**Agency named** ■ Erwin Wasey, Ruthrauff & Ryan, Cologne, Germany, named to handle advertising for Marley Werke GMBH's Consort Flooring. Billing on account is estimated at \$125,000.

**Favorite down under** ■ The number one TV show in Australia is *McHale's Navy*, according to the Anderson Survey, whose latest rating report credits the program with a regular down under audience of over a million viewers. Series is produced by Universal-TV and broadcast in the U. S. on ABC-TV.

**Canadian expansion** ■ CJON-TV St. John's, Nfld., and its satellite stations in Newfoundland, join the CTV television network in September, making available for the first time to viewers in Newfoundland a choice of television programs. The Canadian Broadcasting Corp. will open its own station in St.



John's this fall, along with satellites in other parts of the island province. The addition of CJON-TV gives Canada's three-year old second network 72% of Canadian television homes as coverage with 12 stations and 13 satellites.

**Continental links** ■ ITT subsidiary, Standard Telephones & Cables Ltd., will supply new microwave radio links, worth an estimated \$500,000, between London and Lille, France. The new links, ITT said, will boost number of international telephone circuits and also will provide a permanent 625-line European TV channel to replace BBC's temporary system between London and Folkestone on the English Channel.

**D'Arcy to Sweden** ■ D'Arcy Advertising Company announced last week it has formed a joint company in Stock-

holm, with Troost, Werbeagentur GWA of Dusseldorf, Germany, and Allmanna Annonsbyran of Stockholm. The new AAA-Troost-D'Arcy company will also have a branch operation in Norway, in addition to main offices at Friggagatan 10, Stockholm.

**UA-TV named by Wolper** ■ United Artists Television has acquired the foreign distribution rights to David L. Wolper's *Men in Crisis*, 32 half-hour programs. UA-TV also handles foreign and domestic sales on Wolper's 12 one-hour documentary specials and *The Story of*—series.

**New Canadian FM's** ■ CFBC Saint John, N. B., has been recommended by the Board of Broadcast Governors of Canada for an FM license on 98.9 mc with

5.5 kw; Gordon E. Walburn has been recommended for an FM operation at Saskatoon, Sask., with 6.02 kw on 103.9 mc, and James H. B. Browne of CKOV Kelowna, B. C., has been recommended for an FM station at Kelowna on 104.7 mc with 3.8 kw power.

### DDB opens London office

Doyle Dane Bernbach Inc., New York, has begun operations in London in a temporary office prior to moving into permanent offices early in August. A British company, Doyle Dane Bernbach Ltd., has been registered with a capital of \$28,000.

Ned Doyle, executive vice president of DDB Inc. has been in London recently with other executives of the agency seeking prospective British clients.

## EQUIPMENT & ENGINEERING

### Sarnoff predicts computerized future

The electronic computer will play an increasingly vital role in the future in such areas as politics, work, leisure, education and health, David Sarnoff, RCA board chairman, said last week.

Combined with TV and other communication techniques, computer use by 1980 will be extended to voting from the home, he predicted.

In a speech before the American Bankers Association Computer Conference at the New York World's Fair, General Sarnoff said that computers in the future could help solve such complex social problems as urban planning and renewal, conservation, air and water pollution, job retraining and poverty.

By 1980, he predicted computers "will respond to handwriting, to images and to spoken commands. They will commune tirelessly with one another over any distance. They will recognize a voice, a face or a symbol among tens of thousands . . . and will have the power to learn through experience."

In other areas, General Sarnoff said that four and five-hour work days are more likely in the future when the computer can be used to enable executives to exchange information by closed-circuit TV, so that more and more business may be transacted without employees having to go to an office.

People with more leisure time will come to make use of computerized cultural centers which can make available instantly information on any given subject, he said. Computers will take over much of the routine instruction of students, allowing the teachers to de-

velop the special abilities and interests a student may display.

General Sarnoff also envisioned a medical record for every citizen, begun at birth, that "will be constantly updated in a central computer or regional computer" that doctors may consult immediately to get accurate information.

### Hill to hear advocates for excise tax cut

Spokesmen for the National Association of Broadcasters and Electronics Industries Association have been scheduled July 28 to present to the House Ways & Means Committee statements favoring reduction of the 10% federal excise tax on all-channel television receivers. Also appearing on this question that date will be representatives of the National Association of Educational Broadcasters and the National Appliance and Radio Dealers Association (BROADCASTING, July 13).

The committee will hear a request for relief from the 10% excise tax on communications on Aug. 3 by Robert D. L'Heureux, general counsel of the National Community Television Association.

### New overlap rules hit as 'uneasy compromise'

Broadcasters last week continued their criticism of the FCC's newly adopted overlap rules, lodging further pleas for reconsideration of the new ownership regulations.

The Association on Broadcasting

Standards, representing regional AM stations, said the new rules "would bar improvement of service to the public by existing facilities on the basis of one artificial standard."

The rules require minimum mileage separation for AM and FM radio and

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television stations (BROADCASTING, June 8). The commission, in the future, will make no grants that create grade B overlaps of commonly owned TV stations or result in 1 mv/m contour overlaps of AM and FM stations.

ABS characterized the 1 mv/m standard as an "uneasy compromise" between the 2 mv/m service needed in urban areas and the .5 mv/m required for rural areas. The association said the new standard was technically unsound and said the commission should return to the 2mv/m contour on a case-by-case basis. ABS also said the grade B contour standard for judging TV's is equally unsound.

Metromedia Inc. and Storer Broadcasting Co. also urged the commission to revert to its former standards and the case-by-case approach to overlap situations.

Metromedia said: "Since there is no reasonable factual and legal basis . . . supporting the new rules, the rules must fail." The group owner also urged, if the rules are not rescinded, that the commission not apply the television standards to UHF, but consider the service apart from VHF.

## Ampex delivers VTR's for GOP convention

TV coverage of the doings in San Francisco was aided by the delivery of 10 Ampex VR-660 portable Videotape recorders—six to ABC and four to NBC—first deliveries on a \$2 million backlog of orders, Ampex reports.

Installed in station wagons, these

units were used to cover such events as the arrival of former Vice President Richard M. Nixon at the airport, his news conference a little later and interviews with various political notables for insertion into the network broadcasts at the first opportunity to interrupt live coverage of the proceedings at the Cow Palace, with sometimes as little as five minutes between taping and airing.

The VR-660 costs \$14,500 and when installed in a station wagon can be operated by a two-man crew, contrasted with more than \$50,000 for a full-scale VTR machine which, for mobility, requires a large van and a large crew.

## Over 200,000 have seen FCC's 'UHF Story'

The FCC's slide-audio tape presentation, "UHF Story," has become a best-seller in the broadcast industry, according to figures on the tape's circulation released by the commission.

The 15-minute presentation illustrates the development of UHF, prospects for the service and suggestions on UHF antenna installation. The commission said the Electronic Industries Association has indicated that about 150,000 television dealers, distributors and service technicians have viewed the film. The commission estimated that an additional 50,000 persons also have seen it.

The commission said broadcast stations, educators, schools, clubs and others have made copies of the "UHF Story." It noted that it also was shown at the annual convention of the Na-

tional Community Television Association in Philadelphia (BROADCASTING, June 22).

The material is available on a 30-day loan basis upon written request to the Office of the Chief Engineer, FCC, Washington, D. C., 20554.

## Visual brings out new AM-FM transmitter line

Visual Electronics Corp., New York, last week announced a new line of AM-FM transmitters. Visual said the transmitters were of high-quality, a market that, it said, has now opened up "with the end of the FCC freeze on AM-FM construction" for new construction and for facility expansion.

Visual will newly market 250-w, 1-kw, 10-kw and 50-kw FM transmitters, and 1, 5, 10 and 50-kw AM transmitters. (FM transmitters, the announcement said, are designed for "precise, stable operation with stereo and/or SCA subcarriers.")

## KPRC-AM-TV gets radar gear

KPRC-AM-TV Houston has installed a new M-33 radar weather antenna which it says gives it a 250-mile range in weather scanning ability.

The new equipment is the same type used to track targets for the Nike Zeus missile system. The antenna is mounted on a 75-foot tower.

## Technical topics . . .

**New tape** ■ Eastman Kodak, Rochester, N. Y. has announced a new triple-play audio tape with high-output oxide applied with advanced coating techniques for a signal-to-noise ratio that, according to Kodak, is as much as 6 db greater than conventional triple play tapes. The new tape is available on 600, 1,800 and 3,600-foot reels.

**Cutting color cost** ■ Curtis Mathes Co., Dallas television manufacturer, last week introduced a new price leader color receiver at \$359.95, undercutting the previous low of \$369.95 set earlier by Emerson for its 21-inch leader. Sears, Roebuck & Co., however, has a 16-inch Japanese color set in test marketing in Chicago at \$349.

**Relay development** ■ RCA last week introduced a new wide-band FM microwave relay system for high-quality transmission of color or black-and-white TV signals in the 10.5-13.25 gigacycle frequency range. The new system has transmitter power of 350 mw generated by a new type of klystron with an inherent frequency stability common to most low-band reflect klystrons.



## Land or sea, the news will be covered

Bob Robinson, news director (1), and John Goldsmith, newsman, take a trial dip in the latest addition to the wwdc Washington news depart-

ment. The Amphicar, Scoop, comes equipped with bilge pump, propellers, whitewall tires and a paddle—for emergencies.

## TV income brightens MGM fiscal picture

Income from television played a key role in the financial surge achieved by Metro-Goldwyn-Mayer in the 40 weeks ended June 4. MGM's net income for the period rose to more than \$3.7 million, as opposed to a loss of more than \$12.3 million for the 1963 period. The per-share worth of stock in the firm rose to \$1.43 from a loss of \$4.79.

MGM's gross television income for the 40 weeks was \$8,442,000 for the licensing of feature films and shorts to TV stations and \$22,418,000 for series and commercials produced specifically for television. Corresponding earnings in each area for the same period in 1963 were \$4,972,000 and \$12,824,000.

Its third quarter report also said MGM is preparing five series for network presentation this fall—*Dr. Kildare*, *Mr. Novak*, *The Man from U.N.C.L.E.*, *Flipper* (all on NBC-TV; second two are new) and *Many Happy Returns* (new show slated for CBS). A "number of new series" was reported to be in the works for the following season.

Forty weeks ended June 4:

	1964	1963
Earned per share (loss)*	\$ 1.43	\$ (4.79)
Gross revenues	124,755,000	101,532,000
TV revenue	30,860,000	17,796,000
Net income (loss) before interest and income taxes	9,672,000	(23,927,000)
TV income	7,836,000	4,373,000
Net income (loss)	3,729,000	(12,338,000)

\*Based on 2,668,388 shares outstanding.

## McCall stock could bring \$15 million

McCall Corp. last week was reported to be planning a public offering of 500,000 shares of its common stock on Aug. 4. A registration statement with the Securities and Exchange Commission is expected shortly.

It was expected that the new McCall offering would yield some \$15 million but there was no immediate indication what the funds would be used for. McCall, it's known, has been actively seeking properties.

McCall entered the broadcast scene last spring when it was learned that the publishing house and Hunt Foods (a 35.5% owner of McCall) had a combined investment of 4.5% (207,500 shares) of the outstanding common

stock of American Broadcasting-Paramount Theaters Inc.

McCall said then that its finance committee had authorized up to \$5 million investment in AB-PT. It was also reported that Norton Simon, who sits on the finance committees of both Hunt Foods and McCall, sought representation on the AB-PT board. That possibility was blocked, however, when AB-PT stockholders on May 19 voted to abolish cumulative voting for board members (BROADCASTING, May 25).

## Taft's sales and profits are doubled

Taft Broadcasting Co. "has virtually doubled in size and scope," Lawrence Rogers II, president, said at the firm's annual meeting last week. And he reported that sales and profits for the first quarter of the company's fiscal year were twice last year's pace.

Net earnings for the quarter, ended June 30, were \$1,163,607, or 71 cents a share. For the comparable period last year, Taft had net earnings of \$565,746, or 35 cents a share.

Mr. Roger's statement on doubling in size and scope referred to Taft's recent acquisition of radio-TV stations in three markets from Transcontinent Television Corp. (BROADCASTING, Feb. 24).

## Desilu shows profit after loss in '63

Desilu Productions showed a profit of 66 cents a share for the year that ended May 1, as compared with a loss of 54 cents a share for the previous year. In her report to stockholders, Desilu President Lucille Ball attributed the improved showing to increased activity in all phases of the company's operations as well as to the absence of the extraordinary cost adjustments which



Miss Ball

created the net loss for the year ended April 27, 1963. No further such extraordinary costs adjustments are foreseen by Desilu's management, Miss Ball said.

No dividends were declared, but the board is continuing to study the feasibility of resuming dividend payments. The president disclosed that Desilu has been buying its own stock in the open market, on the feeling that the recent market price of the stock was lower than its actual value. An expenditure

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of \$281,610 has brought treasury stock holdings to 38,000 shares.

Television rentals of Desilu facilities are at an all time high, Miss Ball reported, with 15 TV series using space and services, in addition to her own series, *The Lucy Show*, which continues on CBS-TV. *The Lucy Show* is the only Desilu entry on the network lists for 1964-65, but the president said that the company now has more program series in the early stages of development than ever before. More than 20 programs are being prepared for the 1965-66 season.

In the past year, Oscar Katz joined Desilu as executive vice president and Herbert F. Solow as general program executive, Miss Ball reported. Mr. Katz came from CBS-TV, Mr. Solow from NBC-TV. Desilu also retained Ashley Famous Co. as its sales representatives for TV programming. Desilu's own syndication branch, Desilu Sales, is putting *The Greatest Show on Earth*, which was on ABC-TV last season, and *Glynis*, on CBS-TV, into worldwide distribution, with other TV series including *The Lucy Show* which is now being broadcast in 25 countries, Miss Ball reported.

Twelve months ended May 1:

	1964	1963
Earnings per share	\$0.66	(\$0.54)
Gross income	23,885,253	21,869,581
Net income	794,261	(655,387)
Shares outstanding	1,223,631	

( ) indicates a loss.

## Metromedia booms in first half of year

Metromedia Inc. last week reported revenues up 60% and net income at a record high on a comparative basis for the first half of the year. And for the 13 weeks ended June 28 gross revenues were also up 60%, with income increased over the like period a year ago.

John W. Kluge, president and chairman of the company, which operates radio and TV stations through Metropolitan Broadcasting, said that the increase in the record earnings for the first half was achieved despite interest and depreciation charges being double those of a year ago and an increase of more than 100,000 in the company's outstanding shares.

26 weeks ended June 30:

	1964	1963
Earnings per share	\$ 1.07	\$ 1.03
Net income	2,016,110	1,838,228
Gross revenues	44,869,102	27,978,446

## Filmways income rises

The net income of Filmways Inc., New York, for the nine months ended May 31 was \$242,489, or 39 cents a share, as adjusted for a 3% dividend paid June 12. The corresponding fig-

## Reins on Comsat sales

The FCC last week adopted rules to safeguard against speculation with Communications Satellite Corp. stock by communications common carriers that have purchased shares.

Effective Aug. 5, common carriers may not sell their holdings to any person or party, other than another stockholding common carrier, before June 1, 1965. Stock pledging and transfers are also prohibited under the new rules.

Comsat filed the sole comment on the rules, charging that they "would restrict generally the transferability of shares" as well as their marketability (BROADCASTING, June 29).

Common carriers own 50% of the stock of Comsat, investing \$100 million.

ures for the same period in 1963 were \$83,966, or 14 cents a share.

The firm, in its announcement to stockholders, also noted the addition of a fourth network television program, *The Addams Family*, scheduled for ABC-TV beginning Sept. 18 (Fridays, 8:30 p.m.).

Nine months ended May 31:

	1964	1963
Net income per share*	\$ 0.39	\$ 0.14
Revenues	10,977,945	9,017,116
Net income before federal taxes	516,689	187,966
Net income	242,489	83,966

\*Based on 619,268 shares outstanding in 1964 and 613,308 in 1963, both adjusted to reflect the dividend.

## Plough earnings up 12 cents

Plough Inc., Memphis pharmaceutical company with broadcast holdings, last week reported record sales and earnings for the first half of 1964. Plough Broadcasting Inc. a subsidiary, was cited as contributing favorably to the financial boom.

First six months:

	1964	1963
Net income per share*	\$0.92	\$0.80
Net sales	31,100,000	28,800,000
Income before taxes	4,850,000	4,400,000
Net income	2,525,000	2,200,000

\*Based on 2,739,526 shares outstanding in 1964 and 2,734,316 in 1963.

## Jones sells CBS stock

Merle S. Jones, vice president and member of the board of CBS Inc., sold 5,000 shares of CBS stock during June, it was reported last week. The shares, according to the closing price of the stock, represented an estimated value as

of June 30 of \$232,500. The transaction reduced Mr. Jones's holdings to 13,686 shares of CBS stock, according to reporting under the Securities Exchange Act. CBS is listed on the New York Stock Exchange. Mr. Jones is president of the CBS Television Stations Division.

## Ampex '64 earnings show 11-cent jump

Record sales and earnings were reported by Ampex Corp. for fiscal 1964, ended May 1. Earnings per share have grown from a 51-cent deficit in 1961 to a 41-cent profit in 1962, 65 cents in 1963 and 76 cents in 1964, William E. Roberts, president, stated in his report to shareowners. More than two-thirds of the sales made during the year (69%) came from 97 new products introduced by Ampex in the last three years, the result of research and development programs totaling \$55 million in the past five years. It is anticipated that Ampex will introduce another 35 to 40 new products in the current fiscal year.

	1964	1963
Earnings per share	\$ 0.76	\$ 0.65
Net sales	140,049,000	118,666,000
Federal and foreign income taxes	4,604,000	5,045,000
Net income	6,951,000	5,988,000
Average shares outstanding	9,180,261	9,126,700

## Scripps' income increases

Scripps-Howard Broadcasting Co. has reported increased income over the comparable periods last year for the three periods of four weeks each ended June 13. For the six periods ending the same time, its net income was \$1,578,928, compared with \$1,488,504 in 1963.

Twelve weeks ended June 13:

	1964	1963
Net income per share	\$ 0.33	\$ 0.30
Net operating revenues	3,590,695	3,455,642
Net income	857,827	777,374

## Gross profits up

Gross Telecasting Inc., Lansing, Mich., showed increased profits for the first six months of this year over the corresponding period in 1963. Revenue was up 4.5% and earnings 11%.

Six months ending June 30:

	1964	1963
Earnings per share	\$ 0.96	\$ 0.86
Revenue	1,375,880	1,315,607
Earnings	382,789	344,637

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Faust



Mr. Barnett

**Louis Faust**, New York sales manager and VP since January 1961, elected executive VP of Blair Radio, division of John Blair & Co. Elected VP's of Blair Radio: **Frank Carter**, manager of division's Dallas office; **Stuart Cochran Jr.**, manager of Chicago office, and **Ernest Kitchen**, manager of Boston office. Mr. Faust, formerly with The Biow Co. and William Esty Co., has been with Blair since 1954. **Wells H. Barnett** resigns as station development director of Blair Radio, New York, after 18 years with firm. He has accepted several consultancies in radio programming and promotion, areas in which he specialized since 1957 at Blair.



Mr. Atlass

**Hadley P. Atlass**, VP and director of marketing services and sales promotion at Young & Rubicam, New York, elected senior VP and member of management committee. **Peter F. Callery** appointed executive director of agency's marketing services and sales promotion department. He was also named alternate member of plans board. In same department, **Gilbert J. Headley**, **Andrew A. Olson** and **Jack N. Highsmith** appointed supervisors in marketing services. Mr. Atlass joined Y&R in 1944, was elected VP in 1959 and director of marketing services department in 1961.

**James H. S. Pierson** joins McCann-Erickson, New York, as VP. He was formerly VP and account supervisor at BBDO, that city, and earlier account executive at Benton & Bowles.

**Robert D. Ossenberg**, national sales manager of WTVW(TV) Evansville, Ind., promoted to commercial manager in charge of national and local sales.

**Leonard G. Blumenschine Jr.** joins Maxon Inc., New York, as VP and creative head of Gillette toiletries account. Mr. Blumenschine was with Dancer-Fitzgerald-Sample for past 10 years, most recently as VP and copy supervisor. **Larrie Furst** also joins Maxon as assistant account executive on Gillette Safety Razor Co. account. He

moves from Ogilvy, Benson & Mather.

**Richard N. Anderson** and **Elizabeth S. Eddy**, creative supervisors, elected VP's of Benton & Bowles, New York.

Foote, Cone & Belding last week elected three new VP's: **James J. Leindecker**, group head art director; **John G. Avrett**, copy group head, and **Thomas Knitch**, group head TV art director, all New York.

**Roy Lamont**, formerly with WRVA-TV Richmond, Va., joins WFMV-TV Greensboro, N. C., as account executive.

**Wayne Grant** appointed account executive at WEMP-AM-FM Milwaukee.



Mr. Pollins

**Martin S. Pollins** appointed eastern sales manager of ABC Television Spot Sales, New York, effective Aug. 1. Mr. Pollins joined organization at its inception in summer of 1961, was previously with NBC in sales for six years. He served as account executive. ABC Television Spot Sales represents ABC-owned WABC-TV New York, WBKV(TV) Chicago, WXYZ-TV Detroit, KGO-TV San Francisco, and KABC-TV Los Angeles.

**Art Jacobsen**, sales manager of KTW Seattle, joins KOL-AM-FM, that city, as account executive.

**Robert B. Pates**, formerly of WRYT

### SRA elects Griffin

**Lloyd Griffin**, president of TV division at Peters, Griffin, Woodward Inc., New York, elected president of Station Representatives Association. Other officers of SRA for 1964-65: **William Knodel**, president of Avery-Knodel Inc., as VP; **Robert E. Eastman**, president of Robert E. Eastman Co., treasurer; **Peggy Stone**, president of The Stone Representatives Inc., secretary. **Adam Young**, president of Adam Young Inc., elected to SRA board for two-year term. Also on board: outgoing SRA President **Edward Codel**, The Katz Agency; **Frank M. Headley**, H-R Representatives, and **John P. Blair**, John Blair Cos.



Mr. Griffin

Pittsburgh, joins New York office of McGavren-Guild as account executive.

**Richard Steenberg**, account executive with ABC Television Network Sales, New York, joins CBS Television Network Sales, that city, in similar capacity.



Mr. Henklein

**Robert D. Henklein**, advertising manager of The Nestlé Co., White Plains, N. Y., promoted to manager of advertising and sales promotion. He fills vacancy created by promotion of **Charles F. Fleischmann** (BROADCASTING, July 13). Before joining Nestlé earlier this year, Mr. Henklein was resident manager of National Brewing Co. of Michigan. **Walter G. Fitzgerald** appointed supervisor of consumer research for Nestlé. Mr. Fitzgerald's former post of senior research analyst will be assumed by **Robert H. Nuemann**, junior research analyst.

**Art Berla**, formerly chief time buyer at BBDO, New York, joins WPIX(TV) New York as account executive.



Mr. McGuirk

**Terrence McGuirk**, account executive in New York office of Storer Television Sales, appointed national sales manager of Storer Broadcasting Co.'s WAGA-TV Atlanta. Before joining Storer TV Sales when representative firm was organized in 1961, Mr. McGuirk worked in broadcast sales at CBS for 10 years. As national sales manager, he assumes responsibilities of **Paul Raymon**, formerly general sales manager, who was named WAGA-TV station manager in June.

**Richard Janssen**, for past two years with Detroit office of Metro Radio Sales, division of Metromedia Inc., appointed general sales manager of Metromedia's WHK-AM-FM Cleveland.



Mr. Janssen

**Stanley Bokota**, formerly with *Chicago Tribune*, joins Tatham-Laird, Chicago, as marketing analyst.

**Irwin M. Barnett**, formerly advertising manager of Ziff-Davis Publishing Co., named account executive at Tatham-Laird, New York.

**Jay J. Heitin**, director of sales at WNBC-TV New York from 1952 until

September 1963 and since that time teacher at City College, Santa Barbara, Calif., joins Television Information Office in New York as executive editor. He succeeds **Lawrence Creshkoff**, who joined CBS (BROADCASTING, July 13).

**William L. Calhoun** rejoins Young & Rubicam, New York, as account supervisor after four-year absence. Mr. Calhoun at one time was VP and account supervisor in Y&R's New York contact department.



Mr. Vitt

**Sam B. Vitt**, VP in charge of media and programing at Doherty, Clifford, Steers & Shenfield, New York, and with agency since 1956, joins Ted Bates & Co., that city, as VP and executive director of media and programing, effective today (July 20). Mr. Vitt, formerly with The Biow Co., Benton & Bowles and CBS, succeeds **William J. Kennedy**, whose future plans will be announced shortly.

**John R. (Bob) Kelly** joins Cunningham & Walsh, New York, as VP and creative director. Mr. Kelly was formerly VP and associate creative director at BBDO, Chicago. His duties at BBDO most recently included supervision of Alberto-Culver account.

**Emanuel F. Bosio**, senior analyst at RCA, Camden, N. J., joins J. M. Korn & Son, Philadelphia, in new post of administrative assistant to president.



Mr. Lowenthal

**Leon H. Lowenthal**, director of sales development for Taft Broadcasting Co., Cincinnati, appointed manager of company's new sales office in Cleveland. Mr. Lowenthal joined Taft in 1958 as general manager of WKRC-FM Cincinnati, was appointed to sales development post in May 1962. Taft stations are WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WKYT-TV Lexington, Ky.; WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa.



Mr. Benn

**T. Alexander Benn**, formerly VP and creative director, Doremus & Co., New York, joins Kudner Agency, that city, as head of its new financial advertising division, designed to service investment, banking and insurance firms. Mr. Benn, with Doremus for 11 years, previously served on PR staff of Merrill, Lynch, Pierce, Fenner & Smith.

**George H. Newi** named account executive, eastern division, ABC-TV network sales. Mr. Newi was formerly director of sports sales.

**Allan Meyer**, formerly senior account executive with Melvin Agency, Las Vegas, Nev., named account supervisor at newly formed M. J. Beckman Associates, Los Angeles.

**Clair J. Gross**, formerly owner and general manager of KRCB Omaha-Council Bluffs, appointed VP and manager Weightman Inc.'s (Philadelphia) newly established Omaha office at Omaha National Bank building. Previously, Mr. Gross was vice president and broadcast media director of Bozell & Jacobs, Omaha.



Mr. Gross

**Mary R. Richards, M.D.**, joins Sudler & Hennessey Inc., New York, as medical director. She will consult on copy related to her field.

**Mike Navarro**, account executive with Grey Advertising, Beverly Hills, Calif., elected chairman of Advertising Communications Club of Los Angeles. **Bill Thompson**, KGBS Los Angeles, is vice chairman; **John Seitz**, Swafford Adver-

tising, treasurer; **Dick Conca**, Robert W. Walker Co., secretary.

**Hubert M. Tibbetts** named senior VP-marketing and sales at Borden Foods Co., New York. He joined Borden last year as VP in charge of marketing.

**Ed Denten**, with sales staff of WNBQ (TV) Chicago, named NBC-TV Spot Sales account executive there succeeding **William Thompson**, who transfers to similar post in New York. **James Svehla**, for three years in Chicago office of Edward Petry & Co., replaces Mr. Denten at WNBQ.



Mr. Smith

**Rolt Smith**, formerly senior VP at Ted Bates & Co., New York, joins Doherty, Clifford, Steers & Shenfield, that city, as vice president and creative supervisor.

**Barry R. Lewis**, formerly with A. B. Dick Co. and Swift & Co., joins North Advertising, Chicago, as director of market research.

**John J. Moffitt**, formerly of Griswold-Eshleman Advertising, joins WJW-TV Cleveland as local sales representative.

**Carl Anderson**, account executive and sportscaster at KMA Shenandoah, Iowa, assumes added duties as local sales manager.

**John R. (Bob) Wright** appointed to newly created post of director of sales service for AM Radio Sales Co., New York.



Mr. Wright

**William R. Rapp**, formerly director of ABC-TV's *Queen for a Day* program, named to radio-TV production staff of D'Arcy Advertising, St. Louis.

**Alberta Pike**, formerly head of her own public relations agency in Denver, joins Ball & Davidson Advertising, that city, as principal.

**Robert Wulfhorst** joins McCann-Erickson, New York, as senior media director, reporting to Alfred Sanno, VP in charge of media. Mr. Wulfhorst was formerly VP and director of media and research at Needham, Louis & Brorby, that city, and before that associate media director at Dancer-Fitzgerald-Sample, also in New York.

**James S. Fish** appointed general program chairman for Association of National Advertisers' annual meeting to be held at The Homestead, Hot Springs, Va., Nov. 8-11. Mr. Fish is VP and advertising director of General Mills and member of ANA board of directors.

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

Francis P. Brady, salesman with WITI-TV Milwaukee, promoted to account executive.

Michael Luckoff joins Metro Radio Sales' Detroit sales staff. He had been sales representative at WJBK Detroit for past six years.

Philip A. Stumbo joins sales staff of Robert E. Eastman & Co., New York. Mr. Stumbo's past associations include Ted Bates & Co. and WABC-TV, both New York, and most recently as broadcast supervisor at McCann-Erickson, that city.



Mr. Shull

Douglas D. Shull, for past three years advertising-promotion manager of wowo Fort Wayne, Ind., appointed to similar post at KYW-AM-FM Cleveland. Stations are owned by Westinghouse Broadcasting Co.

Frank Norton, formerly assistant production manager for J. Walter Thompson Co., Los Angeles, named advertising production manager of Purex Corp., Lakewood, Calif. He assumes responsibility for duties formerly handled by H. L. McCune, who will now concentrate on corporate advertising projects.

Betty Shirley, formerly of Doyle Dane Bernbach, New York, joins Papert, Koenig, Lois, that city, as casting director for radio-TV commercials.

Robert J. Elenz, formerly with Gardner Advertising, St. Louis, joins creative staff of Clinton E. Frank Inc., Chicago.

Richard F. Watrous joins Kenyon & Eckhardt, Providence, R. I., as creative director.

### THE MEDIA



Mr. Burke

J. Warren Burke, since May 1961 general manager of KRST-AM-FM Minneapolis, elected to additional post of president of Radio Suburbia Inc., licensee of stations.

Abe G. Najamy, formerly of WLAD-AM-FM Danbury, Conn., appointed general manager of Diocese of Bridgeport's educational station, WSHU(FM), effective Aug. 15.

Nathan Kates, president of Columbia Savings & Loan Association, elected director of National General Corp., Los Angeles-based theater circuit operator and entertainment company which recently acquired majority interest in loan association.

Mark Roth, attorney for FCC since August 1963, leaves commission today

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(Monday) for position in legal department of ABC in New York.



Mr. Shepard

**Steve Shepard**, VP and general manager of KOIL-AM-FM Omaha, Neb., appointed to similar post at KISN Portland, Ore. Outlets are licensed to Star Stations. **Tim Moore**, manager of KISN for past three years, returns to Omaha in executive capacity with Star Stations. Mr. Shepard has been manager of KOIL since 1958.

**James M. Morrow**, formerly sales manager of WFLS-AM-FM Fredericksburg, Va., appointed general manager of WBCI-AM-FM Williamsburg, Va.

**Robert Cahill**, member of legal staff in National Association of Broadcasters, will join FCC as chief of complaints branch in Complaints and Compliance division. He will succeed **Richard M. Saul**, who will transfer to commission's Rules and Standard division to work on annotation and editorial revision of agency's broadcast rules.

## PROGRAMING

**Jacques G. Liebhenguth**, since 1961 national sales manager of Storer Programs Inc., New York, joins RKO General Broadcasting, that city, as television programing executive.



Mr. Liebhenguth

**Allen Martini**, VP of Theatre Color-Vision Corp., Beverly Hills, Calif., assumes duties as director of sports programing. TC-V is closed-circuit theater TV network subsidiary of National General Corp.

**Vincent Genson Jr.**, staff producer at WMAL-TV Washington, promoted to newly created position of assistant pro-

gram manager of WMAL-AM-FM. **Raymond Klempin**, with WMAL since 1962, appointed radio traffic supervisor.

**Clure Mosher** joins WOR-TV New York as sports director. Mr. Mosher, former center for Pittsburgh Steelers professional football team, reports directly to Robert S. Smith, VP and station manager. His responsibilities include direction of all sports programing on WOR-TV, play-by-play reporting of New York Jets pre-season football games starting Aug. 8 and sports commentary program to be televised five times weekly beginning in fall. Mr. Mosher had been sports director at WKCT-TV Miami for past seven years.

**Fred Brogger** has resigned as director of West Coast programing for Needham, Louis & Brorby to become program consultant to International Productions Inc., Los Angeles. He is also forming creative TV program development company, Qualis Productions, for IPI. Mr. Brogger is developing four TV series, *Tally Ho*, *Green Beret*, *Scramble* and *Monterey*, with writer Ben Masselink. He also has two TV series in discussion stage at 20th Century-Fox TV: *The Profile*, dramatic hour-long program, and *Timber*, turn-of-the-century western.

**Steve Blauner**, former personal manager of singer Bobby Darin and head of creative development for General Artists Corp., appointed executive assistant to Jackie Cooper, VP in charge of West Coast operations for Screen Gems (BROADCASTING, July 13). Mr. Blauner will assist Mr. Cooper in seeking new talent as well as in developing new projects for TV production company.

**Don Taylor** has been signed to direct one-hour special, *Inger Stevens in Sweden*, which the star of ABC-TV series, *The Farmer's Daughter*, will make in Sweden in September.

**Harold Bell**, formerly VP and merchandise manager of Television Person-

alities and UPA Pictures and previously head of character merchandising division of Walt Disney Productions, has formed Harold Bell Associates, an independent merchandising firm with offices and showrooms at 280 South Beverly Drive, Beverly Hills, Calif. Bell Associates has been put in charge of merchandising activities for *Lassie* and *The Lone Ranger*, formerly handled by Television Associates.

**Russ Mayberry**, associate manager in commercial production at Leo Burnett Co., Hollywood, joins Screen Gems' Columbia Studios there as TV director.



Mr. Pemberton

**Jeff G. Pemberton**, formerly executive producer-director at KTAL-TV Texarkana, Tex.-Shreveport, La., appointed program director of KBMT(TV) Beaumont, Tex.

**Everard W. Meade**, on sabbatical leave from the University of Virginia, Charlottesville, is serving as copy supervisor of Subscription Television Inc., new pay TV service just getting started in Los Angeles (see page 26). Temporary assignment, with responsibility for coordinating speeches, brochures, pamphlets, advertisements and other public statements of STV, was undertaken as favor to STV President Pat Weaver, with whom Mr. Meade was associated at Young & Rubicam, New York, dozen or more years ago.



Mr. Klein

**Earl Klein**, president since 1954 of Animation Inc., Hollywood TV commercial production firm, has closed operation. He plans to leave cartooning and to devote his time to fine arts at his studio in San Juan Capistrano, Calif. Animation Inc.'s studio and sound stage have been sold to Westheimer Co., Los Angeles optical production house.

**Ted Zarpas** and **Alessio DePaola** join VPI Productions Ltd., New York, as staff directors. Mr. Zarpas was formerly associate producer at 20th Century-Fox International. Mr. DePaola was film consultant at Robert Lawrence Productions, New York. He will service advertising agency commercial TV film accounts for VPI.

**Addie Hanson**, partner in Hollywood PR firm of Hanson & Schwam, returns to air personality role with Sunday, 1-2 p.m. program *Ad Lib with Addie*, on KNOB(FM) Long Beach, Calif.

**Nat Ligerman** joins Stefan Hatos-Monty Hall Productions, Los Angeles,

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assigned initially to company's *Lets Make a Deal* for NBC-TV and will also work on new program development.

**Barney Nagler**, New York sports columnist and reporter, joins NBC sports department as staff producer.

**John Davenport**, previously with WFAA-TV Dallas-Fort Worth, joins WRC-TV Washington as documentary producer.

## ALLIED FIELDS

**Harry J. Daly** and **Leonard S. Joyce** have formed partnership of Daly & Joyce to practice law before FCC, Federal Trade Commission and other federal agencies and courts. New firm is at 1026 Pennsylvania Building, Washington, D. C., 20004. Telephone: DI 7-0700.

## NEWS



Mr. Voigt

**Ron Voigt**, newsman at WREX-TV Rockford, Ill., since 1959, promoted to position of news director.

**Fred L. Strozier** named broadcast membership executive; **Roy Steinfort** promoted to general broadcast executive, and **Burl Ely** and **Thomas P. Coleman** named broadcast executives in broadcasting department of Associated Press, New York. **Louis J. Kramp**, assistant general manager in charge of broadcast relations and services, attributed appointments to growth in AP's radio-TV membership, which now exceeds 2,500.

**Duane Bock**, newsman at KPTV(TV) Portland, Ore., named news director.

**E. A. (Buzz) Lawrence** joins KHOW Denver as morning news editor.

**Mike Neigoff**, reporter for WBBM-TV Chicago and former newspaperman, joins WBKB(TV) there to head expansion of local news bureau operation. **Ron Chizever**, formerly with *Chicago Daily News*, also joins WBKB news staff.

**James B. Oliver Jr.** joins news staff of WTAR-AM-TV Norfolk-Newport News, Va.

**Gary Gilson**, formerly of *Minneapolis Star*, joins news staff of WNDT(TV) (educational ch. 13) Newark-New York.

**Roy F. Meyer**, formerly of WLS Chicago, joins news staff of WITI-TV Milwaukee.

**Don Ramsell**, formerly of KWVL-TV Waterloo, Iowa, joins news staff of WBBM-TV Chicago.

**Stephen Brooks**, news editor at WHYN-AM-TV Springfield, Mass., joins

Key Independent News Service (formerly Pulsebeat News Inc.), New York, as special projects director.

**Dick O'Brien**, assistant news director of WTIC-TV Hartford, Conn., resigns to join CBS News in New York as reporter.

**George D. Taylor Jr.**, since 1953 member of Richmond, Va., bureau of Associated Press, reassigned to New York bureau.

## EQUIPMENT & ENGINEERING

**George Andros**, formerly national sales manager of Telepro Industries and Teleprompter Corp., both New York, joins Q-TV Inc., broadcast equipment manufacturer, New York, in newly created post of product sales director.

**H. F. (Fred) Cockrill**, formerly with Platka Export Co., Fort Wayne, Ind., joins Alliance Manufacturing Co., Alliance, Ohio, as assistant sales manager of Tenna-Rotor division.

**John C. Stuckey** joins Sylvania Electric Products, New York, as director of marketing research. He succeeds **Frank W. Mansfield**, who was named consultant on special marketing assignments. Mr. Stuckey was previously manager of marketing research department of Lily-Tulip Cup Corp., that city.

**Dr. Winston Edward Kock**, VP-research at Bendix Corp., Detroit, named chief of Electronics Research Center of National Aeronautics & Space Administration, Boston. Dr. Kock has done work in radar and microwave radio and, while employed at Bell Telephone Laboratories, worked in early stages of development of "Picture-Phone," device now in service which transmits pictures as well as sound over telephone circuits (BROADCASTING, June 29).

**Charles H. Repenn** appointed sales manager of magnet division of Indiana General Corp., Valparaiso, Ind. He joined company in 1956, has been with IGC's Detroit office for past six years.

## INTERNATIONAL

**Armand H. Mathieu**, VP of J. Walter Thompson Co. Ltd., named manager of Montreal office, and **Peter J. Zarry**, also VP, named manager of agency's Toronto office.

**D. W. McNaughton**, advertising and PR manager of Canadian Schenley Distilleries Ltd., Montreal, promoted to director of advertising and PR.

**Gerald C. Draper**, for past five years commercial manager of Central African Airways, Rhodesia, appointed advertising manager of British European Airways, London, effective Aug. 1. He succeeds **John F. Norton**, who becomes BEA's reservations manager.

**Preston Grover** named as roving European correspondent for Associated Press. Mr. Grover, most recently chief of Moscow bureau, will work out of AP's Paris bureau.

**Harry D. Parks**, formerly with sales staff of WTRX Flint, Mich., joins CKLW Windsor-Detroit as account executive. Earlier he was with WCAR Detroit.

**Scott Verner** appointed managing director of General Public Relations Ltd., subsidiary of Benton & Bowles Ltd., London. Mr. Verner was previously VP of Lewis and Gilman Inc., Philadelphia, in charge of public relations. He had been with that agency for 10 years.

**Diane Stephens**, formerly of Canadian Broadcasting Corp., Toronto, to radio-TV coordinator of Goodis, Goldberg, Soren Ltd., Toronto agency. **Martin Myers**, formerly of CJAY-TV Winnipeg, Man., and CKCK-TV Regina, Sask., joins staff of Goodis, Goldberg, Soren Ltd.

**Richard McNeil** joins McCann-Erickson Advertising Ltd., London, as art director. He was previously with London Press Exchange Ltd., Dudley, Turner and Vincent Ltd., and Erwin Wasey, Ruthrauff & Ryan Ltd. **Jeremy Nightingale** joins McCann-Erickson as account



executive. He was with Colgate-Palmolive, New York, as senior assistant product manager on dentifrices.

**James S. Edwards**, news editor of CHQM-FM Vancouver, B. C., named director of CFRN-FM Edmonton, Alta., with **Doug Painter** as assistant director.

**Marc Legault**, formerly of Montreal office of Hardy Radio and Television Ltd., station representative firm, appointed sales director of CKAC Montreal.

## DEATHS

**Jack T. Mulcahy**, 59, for past four years director of educational division of Wolper Productions, Hollywood, died July 9 of heart attack in Los Angeles.

**Charles E. Karp**, 30, staff writer in New York office of BROADCASTING magazine, died July 12 of leukemia at Mount Sinai hospital in New York after brief illness. Mr. Karp joined BROADCASTING in September 1963 from post

of radio news writer with Associated Press in New York. Previously, he served as news director of WFTR Front Royal, Va. Funeral services were held last Tuesday (July 14) in Springfield, Mass. He is survived by his wife, Catherine.

**Albert N. Dennis**, 73, Washington PR consultant and former news commentator at WJSV (now WTOF) Washington, died July 11 at Providence hospital there of uremic poisoning.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 9 through July 15, and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*educational. Ann.—announced. CH—critical hours.

#### New TV stations

##### ACTION BY FCC

**Burlington, N. J.**—Kaiser Industries Corp. Granted CP for new TV on UHF channel 41 (632-638 mc); ERP 170 kw vis., 85 kw aur. Ant. height above average terrain 1,093 feet, above ground 1,052 feet. P.O. address 300 Lakeside Drive, Oakland 12, Calif. Estimated construction cost \$1,837,610; first year operating cost \$650,000; revenue \$600,000. Studio location Burlington, trans. location Philadelphia. Geographic coordinates 40° 02' 39" north latitude, 75° 14' 31" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-25G. Legal counsel Wilmer, Cutler & Pickering; consulting engineer Jansky & Bailey, both Washington. Kaiser Industries is licensee of KHVH-AM-TV Honolulu; KFOG San Francisco, and KHJK Hilo, Hawaii; also permittee of KFOG-TV San Francisco; KICB-TV Corona, Calif.; WKBD Detroit, and KHVH-FM Honolulu. Action July 8.

##### APPLICATIONS

**Carmel, Calif.**—Carmel Broadcasting Inc. UHF channel 35 (596-602 mc); ERP 45.7 kw vis., 18.08 kw aur. Ant. height above average terrain 426 feet, above ground 287 feet. P.O. address Box 552, Carmel. Estimated construction cost \$272,122; first year operating cost \$175,000; revenue \$190,000. Studio and

trans. locations both Carmel. Geographic coordinates 36° 32' 20" north latitude, 121° 49' 59" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-24DM. Legal counsel Spearman & Roberson, Washington; consulting engineers A. E. Towne Associates Inc., San Francisco. Principal: Sam S. Smith (100%). Carmel Broadcasting is licensee of KRML Carmel. Ann. July 14.

**Cumberland, Md.**—Potomac Valley Television Inc. UHF channel 17 (488-494 mc); ERP 3.81 kw vis., 1.82 kw aur. Ant. height above average terrain 807 feet, above ground 106.2 feet. P.O. address 100 South Liberty Street, Cumberland. Estimated construction cost \$191,500; first year operating cost \$130,000; revenue \$140,000. Studio and trans. locations both Cumberland. Geographic coordinates 39° 37' 39" north latitude, 78° 42' 32.5" west longitude. Type trans. General Electric TT20-A, type ant. General Electric TY-21-B. Legal counsel Smith & Pepper; consulting engineer Gautney & Jones, both Washington. Principals: J. Holland Rannels (36.5%), John R. Rannels (13.5%), Gloria R. Saville (13.2%), William M. Geppert (10%), Edgar S. Rice (10%), Ralph E. Pritts (8.3%) and others. Ann. July 15.

#### Existing TV stations

##### CALL LETTERS ASSIGNED

■ WOLO-TV Columbia, S. C.—Mississippi Telecasting Inc. Changed from WCCA-TV.

#### New AM stations

##### APPLICATION

**Holly Springs, Miss.**—William H. Wallace. 1110 kc. 1 kw. D. P.O. address c/o William H. Wallace, 611 North Rosser Street, Forrest City, Ark. Estimated construction cost \$29,980; first year operating cost \$45,000; revenue \$48,000. Principal: William H. Wallace. Mr. Wallace is announcer for KXJK Forrest City, Ark. Ann. July 10.

**Las Vegas—780 Inc.** 780 kc, 50 kw, unl. P.O. address 3135 Industrial Road, Suite 121A, Las Vegas. Estimated construction cost \$178,445; first year operating cost \$150,000; revenue \$180,000. Principals: William D. Stiles (10%), G. C. Luzier (10%), Carl L. Apple (10%), Norman L. White (10%), Reed

Whipple (10%), R. Guld Gray (10%), Richard E. Porter (10%), Hurschel McKenzie (10%), Ferren W. Bunker (5%), Jack T. Belcher (5%), Charles W. Deaner (3.33%), Jack E. Butler (3.33%) and Edwin A. Adamson (3.33%). Messrs. Deaner, Butler and Adamson are attorneys, Mr. Stiles is manager of Thomas C. Wilson Advertising Agency and Mr. White is sales manager and vice president of KLAS-TV Las Vegas. Ann. July 15.

#### Existing AM stations

##### CALL LETTERS ASSIGNED

■ WGCH Greenwich, Conn.—Greenwich Broadcasting Corp.  
 ■ WFIF Milford, Conn.—Milford Broadcasting Co.  
 ■ WCWR Tarpon Springs, Fla.—Pinellas Broadcasters. Changed from WRBB.  
 ■ WTTI Dalton, Ga.—Cherokee Broadcasters.  
 ■ WMMJ Lancaster, N. Y.—Seaport Broadcasting Corp.  
 ■ WMWV Wilmington, Ohio—Community Communications of Ohio Inc.  
 ■ WBPR Bayamon, P. R.—Alfredo Beauchamp Diaz.

#### New FM stations

##### APPLICATION

**Farrell, Pa.**—Sanford A. Schafitz. 103.9 mc, channel 280A, 3 kw. Ant. height above average terrain 85 feet. P.O. address Radio Station WFAR, Hoelsie Road, Farrell. Estimated construction cost \$18,550; first year operating cost \$20,000; revenue \$10,000. Principal: Sanford A. Schafitz. Mr. Schafitz is sole owner of WFAR Farrell and has 55% interest in WWJF Lorain, Ohio and 50% interest in WXTV(TV) Youngstown, Ohio. Ann. July 14.

#### Existing FM stations

##### CALL LETTERS ASSIGNED

■ KYMS(FM) Santa Ana, Calif.—George W. Smith. Changed from KFIL(FM).  
 ■ WFAC(FM) Mount Dora, Fla.—Frasure Hull Inc.  
 ■ WISU(FM) Terre Haute, Ind.—Indiana State College Board.  
 ■ WQRB-FM Pittsfield, Mass.—WBEC Inc.  
 ■ WVBU-FM Lewisburg, Pa.—Bucknell University.  
 ■ WCRS-FM Greenwood, S. C.—Grenco Inc.  
 ■ WVQM(FM) Huntington, W. Va.—Connie B. Gay Broadcasting Corp.  
 ■ WUWM(FM) Milwaukee—University of Wisconsin-Milwaukee.

#### Ownership changes

##### ACTIONS BY FCC

**KLBS-AM-FM Los Banos, Calif.**—Granted assignment of license from James H. Rose tr/as Los Banos Broadcasting Co., to John R. McAdam and Edwin Cordeiro (each 50%) tr/as Los Banos Broadcasting Co. Consideration \$80,000. Mr. McAdam is general manager and chief engineer of KLBS. Mr. Cordeiro owns appliance store in Los Banos. Ann. July 10.

**WPDQ Jacksonville, Fla.**—Granted assignment of license from WPDQ Inc., owned by Ohio Broadcasting Co. which is wholly owned subsidiary of Brush-Moore Newspapers Inc., owned by Richard C. Kettler (24.26%), G. Gordon Strong (31.82%) and others to Belk Broadcasting Co. of Florida Inc., owned by WIST Inc. which is owned by Henderson Belk (99.9%) and R. E. Noble (0.01%). Consideration \$750,000. Mr. Belk has 100% interest in WORD Spartanburg,



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S. C. and WQXL Columbia, S. C. with 99.9% interest in WKIX-AM-FM Raleigh, N. C., and WIST-AM-FM Charlotte, N. C. through WIST Inc. Action July 14.

WSCM Panama City Beach, Fla.—Granted assignment of license from WSCM Broadcasting Inc., owned by Theodore M. Nelson (100%), to Fargay Broadcasting Inc. owned by Charles M. Gaylord (51%), and Christine B. (1%) and William H. Farrow Jr. (48%). Consideration \$95,000. Messrs. Gaylord and Farrow are partners in East Carolina Broadcasting Co., licensee of WIAM-AM-FM Williamson, N. C. Action July 14.

WIYN Rome, Ga.—Granted assignment of license from John P. Frew, Leslie E. Gradick Jr. and Floyd Frew d/b as Radio Rome to WIYN Radio Inc., owned by Leslie E. Gradick Jr. (75%) and Walter L. Baldwin (25%). Consideration \$300. Mr. Gradick has 33 1/3% interest in WLAW Lawrenceville and 66 2/3% interest in WPLK Rockmart, both Georgia. Mr. Baldwin is announcer at WPLK. Action July 9.

WAIV(FM) Indianapolis—Granted relinquishment of positive control of licensee corporation, Calojay Enterprises Inc., by Carl W. (41% before, and 22.74% after) and Loretta K. Godzeski (10% before, 21.86% after), as family group, through transfer of stock to each individually. No financial consideration. Action July 13.

KRIB Mason City, Iowa—Granted assignment of license from Western Broadcasting Inc., owned by Peter A. Barnard, F. J. Moudry, Dan N. Hansen, Donald S. Haarsick, John E. Boss, William B. Randall and Margaret Miller (each 14.286%), to Mason City Broadcasting Corp., owned by D. Bryce Ekberg and William H. Sandberg (each 50%). Consideration \$123,500. Action July 14.

KLGR Redwood Falls, Minn.—Granted assignment of license from Harry W. Linder (100%) to Eugene G. Randolph (100%). Consideration \$60,000. Mr. Randolph is salesman for Collins Radio Co., Cedar Rapids, Iowa. Action July 13.

WXXX Hattiesburg, Miss.—Granted renewal of AM license and assignment of license from WXXX Inc., owned by George P. Mooney, D. F. Prince, Abe D. Waldauer (each 26%) and estate of J. C. Walker (22%), deceased, to Echo Broadcasting Corp., owned by Bille F. Cornelius, William W. Smith, Ben J. Allison and Charles L. Hendrix (each 25%). Consideration \$80,000. Mr. Cornelius most recently was sales manager for WAAY-TV Huntsville, Ala.; other principals are Huntsville businessmen. Action July 10.

KLAS Las Vegas—Granted assignment of license from Harry Wallerstein (100%), receiver, to Arthur P. Williams (100%). Consideration \$187,500. Mr. Williams is businessman with diversified holdings. Action July 14.

WMGW-AM-FM Meadville, Pa.—Granted relinquishment of negative control of licensee corporation, Regional Broadcasters Inc., by William H. Rich (50% before, none after). Stock will be retired and ownership of corporation will be Edith P. Martin (30%), Alastair B. Martin (25%), Dorothy Martin Moore (20%), Robin B. Martin (20%) and Edwin A. Bernstein (5%). Consideration \$150,000. Action July 14.

WBEU-AM-FM Beaufort, S. C.—Granted relinquishment of negative control of licensee corporation, Beaufort Broadcasting Inc., by John M. Trask (50% before, 45% after) through transfer of stock to John M. Trask Jr. (none before, 5% after). No financial consideration. Action July 13.

WBCS Bennettsville, S. C. and WCNH Quincy, Fla.—Granted transfer of control of licensee corporation, Big Bend Broadcasting Corp., by William S. and Dorothy C. Dodson (joint tenants before, each 49.4% after) and A. K. Harmon Jr. (1.2% after). Mr. Harmon will pay Big Bend \$2,295 for 1.2%. Action July 10.

WFMB(FM) Nashville, Tenn.—Granted assignment of license, CP and SCA from Great Southern Broadcasting Co., owned by William O. Barry and Will C. Baird Jr. (each 50%), to WLAC Inc., owned by Life and Casualty Insurance Company of Tennessee. Consideration \$58,925. WLAC Inc. is licensee of WLAC-AM-TV Nashville, Tenn. Action July 10.

KHFI Austin, Tex.—Granted assignment of license from Kennedy-Heard Features Inc., owned by Roderick E. Kennedy (100%), to Southwest Republic Corp., owned by John W. Stayton (15%), E. G. Kingsbery (17.5%), Victor L. Brooks (10%), Bryant M. Collins (10%), R. E. James Jr. (10%), John R. Kingsbery (10%), Texas Longhorn Broadcasting Corp. (10%) and others. Texas Longhorn's stock is voted by Douglas Adams and owned by John R. Powley (50%), Robert D. Ballard

(25%) and others. Consideration \$50,000 and assumption of \$21,650 liabilities. Action July 10.

KTWO-AM-TV Casper, Wyo.—Granted assignment of license and CP from Harriscope Inc. and Television Properties d/b as Rocky Mountain Tele Stations to Harriscope Inc., owned by Irving B. Harris (50%), Burt I. Harris (16 2/3%) and Donald P. Nathanson (33 1/3%). Consideration \$400,000. Harriscope owns KLFM(FM) Long Beach and KBAK Bakersfield, both California, and have interest in KFBB-AM-TV Great Falls, Mont., and KKR Pomona, Calif. Action July 13.

#### APPLICATIONS

KUZZ Bakersfield, Calif.—Seeks acquisition of negative control of licensee corporation, Thunderbird Broadcasting Co., by

### ETV application

■ Tempe, Ariz.—Board of Regents of Universities and State College of Arizona: \$148,860 to expand facilities of channel 8 in Tempe; total project cost \$198,480.

Doris M. Griffiths (20% before, 50% after) through purchase of stock from Gerald T. Hill (80% before, 50% after). Consideration \$1,500. Ann. July 15.

KIDD Monterey, Calif.—Seeks relinquishment of negative control of licensee corporation, Monterey Peninsula Broadcasters, by Robert K. and Julie I. Sherry (each 50% before, 49.647% after) through transfer of stock to George R. Walker, trustee. No financial consideration. Ann. July 14.

WAMV-AM-FM East St. Louis, Ill.—Seeks assignment of license and CP from Hess-Hawkins Co., owned by Lawrence R. Picus (25%), Simpson R. Walker Jr. (25%), William W. Massey Jr. (21.9%) and others to Dynamic Broadcasting Inc., owned by Leonard Walk (50%), James H. Rich (25%) and Bernard Friedman (25%). Consideration \$100,000. Dynamic is licensee of WAMO-AM-FM Pittsburgh and WUFO Amherst, Mass. Ann. July 15.

KXXX Colby, Kans.—Seeks assignment of license from Western Plains Broadcasting Inc., owned by Don Searle and H. A. Searle Jr. (each 15%) and Town and Farm Inc. (99.7%) to Town and Farm Inc., which is owned by Don Searle (65%), H. A. Searle Jr. (17.5%) and Helen Searle Blanchard (17.5%). No financial consideration. Town and Farm is licensee of KMMJ Grand Island, Neb. Ann. July 10.

KBMI Henderson, Nev.—Seeks assignment of license from 1400 Corp., owned by Maxwell E. Richmond (100%) to Thomas L. Brennen. Consideration \$62,000. Mr. Brennen has 1/3 interest in KVRE Santa Rosa, Calif. and permittee of FM in same city. Ann. July 9.

WIRD Lake Placid, N. Y.—Seeks assignment of license from WIRY Inc., owned by Charles B. Britt (75%), Donald L. Pelkey (10%), Jeanette B. Britt (5%), Margaret R. Hall (5%) and Ralph S. Hatcher (5%) to WIRD Inc., owned by same individuals at same percentages. No financial consideration. Ann. July 15.

KOME Tulsa, Okla.—Seeks transfer of control of licensee corporation, KOME Inc., through sale of parent corporation, Franklin Broadcasting Co., owned by W. F. Johns Jr. (23.9%), Donald Purcell (21.9%), Charles P. Stanley (2.7%), John E. Broderick (.98%) and others to Wagenvoord Broadcasting Inc., owned by David W. Wagenvoord (66 2/3%), Myrtle Robbert (16%) and Fred P. Westenberger (17.3%). Consideration \$425,000 and \$75,000 covenant not to compete within 50 miles of KOME for period of five years. Wagenvoord is licensee of WWOM New Orleans and owns Wagenwest Inc. licensee of KVIM New Iberia, La. Ann. July 14.

WTSJ-TV San Juan, WMGZ-TV Mayaguez and WPSJ-TV Ponce, all Puerto Rico.—Seeks assignment of CP from Antilles Broadcasting Corp., owned by Julio Morales Ortiz and Clement L. Littauer (each 50%) to TELE-SANJUAN Inc., owned by same individuals at same percentages. No financial consideration. Ann. July 15.

#### Hearing cases

##### INITIAL DECISION

■ Hearing Examiner Annie Neal Hunting issued supplemental initial decision reaffirming May 3, 1961, initial decision looking toward granting application of Newton Broadcasting Co. for new daytime AM on 1550 kc with 10 kw power in Newton, Mass., and denying application of Transcript Press Inc. for new daytime on same frequency with 5 kw power in Dedham, Mass. Supplemental initial decision granted petition by Newton Broadcasting Co. and accepted amendment. Action July 15.

##### OTHER ACTIONS

■ By order, commission denied application by Delaware Valley Broadcasting Co. for review of April 23 decision of Review Board which granted application insofar as requested increased daytime power of WAAT Trenton, N. J., on 1300 kc, from 250 w to 5 kw, DA, conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419, but denied portion of application for authority to operate nighttime with 5 kw, DA. Action July 15.

■ Commission gives notice that May 14 initial decision which looked toward dismissing, for lack of conformity to FM allocation rules, applications of Groscco Inc. and Valley Broadcasting Co. for new FM's on channel 271 (102.1 mc) in West Hartford and Ansonia, Conn., respectively, became effective July 6 pursuant to Sec. 1.276 of rules. Action July 14.

■ Commission granted applications by National Broadcasting Co. for renewal of licenses of its three Chicago stations and auxiliaries—WMAQ, WMAQ-FM and WNBQ (TV)—and, in so doing, dismissed petition by Chicago local of American Federation of Television and Radio Artists, AFL-CIO, to designate AM and TV applications for hearing. Action July 13.

■ By order, commission waived five-day requirement rule and granted joint request by Kent-Ravenna Broadcasting Co. and Portage County Broadcasting Corp. for approval of agreement whereby Kent-Ravenna will reimburse Portage County \$35,000 and simultaneous dismissal of latter application for new AM on 1520 kc, 5 kw, D, in Kent-Ravenna, Ohio, and granted remaining applications in proceeding of Kent-Ravenna Broadcasting Co. and Joseph P. Wardlaw Jr., for new AM's on 1520 kc with 1 kw, D, in Kent and Canton, Ohio, respectively. Commissioner Bartley abstained from voting. Action July 8.

■ By order, in remand proceeding on applications of Burlington Broadcasting Co. and Mount Holly-Burlington Broadcasting Inc., for new AM's in Burlington and Mount Holly, N. J., respectively, commission denied application by Mount Holly for review of Review Board's refusal to continue July 13 hearing. Action July 8.

■ Commission scheduled consolidated proceeding on applications involving Martin R. Karig for oral argument on Oct. 1. Action July 8.

■ By third report and order in Doc. 14229, commission adopted UHF channel assignments for ten markets. Action was taken to remove uncertainty as to status of UHF assignments in selected communities so that applications may be granted and construction begun on new UHF facilities. Action affects following cities: Boston, Mass., channel 25 transferred from Barnstable to Boston for commercial use. Present channel 44 in Boston reserved for educational use. Already has UHF Channels 38 and 56. Charlottesville, Va., channel 25 transferred from Emporia, Va., to Charlottesville. Already has UHF Channels 45 and 64. Concord, N. C., channel 59 transferred from Kannapolis, N. C., to Concord and reserved for educational use. Concord currently has no other UHF assignment. Fort Myers, Fla., channel 25 substituted for channel 16 and reserved for educational use. Channel 16 was transferred to Tampa-St. Petersburg. Huntsville, Ala., shifted educational reservation from channel 44 to channel 25. Already has UHF channels 19 and 31. Linville, N. C., assigned channel 18 as educational reservation. Melbourne, Fla., assigned channel 43 as replacement for channel 37. Channel 37 to be retained in Melbourne but will not be available for TV use prior to January 1, 1974, to protect radio astronomy observations. Tampa-St. Petersburg, Fla., channel 16 transferred from Fort Myers, and reserved for educational use. Already has UHF channel 38. Tucson, Ariz., assigned channels 40 and 61. These are first UHF channels assigned to Tucson. Yakima, Wash., transferred channel 35 from Omak-Oka-

nogan, Wash., to Yakima. Yakima already has UHF channels 23, 29 and \*47. Channel 32 will replace channel 35 in Omak-Okanagan as educational reservation. This will require replacement of channels 49 and \*85 in Ellensburg, with channels 51 and \*63. Action July 8.

■ Commission announced decision in Blue Island-Elmwood Park, Ill., FM proceeding in which it found that Mrs. Evelyn R. Chauvin Schoonfield possesses requisite character qualifications for hearing to proceed upon remaining designated issues on application for renewal of license of WXFM (FM) Elmwood Park, and applications of Blue Island Community Broadcasting Inc., and Elmwood Park Broadcasting Corp. for new FM's in Blue Island and Elmwood Park, respectively. Remanded case to hearing examiner for further hearing, permitted applicants to conform engineering proposals with provisions of present Sec. 73.311 and 73.313 of rules, and afforded Mrs. Schoonfield opportunity to submit additional information concerning financial condition for determination by examiner of financial qualifications. Chairman Henry and Commissioner Loevinger issued concurring statement; Commissioners Bartley and Cox not participating. Action July 8.

■ Commission granted request by Electronic Industries Association on behalf of Consumer Products Division to extend time from July 10 to Aug. 25 to file comments and from July 25 to Sept. 11 for replies in matter of amendment of Sec. 73.682 of rules to specify that ERP of aur. trans. shall not be less than 10% nor more than 20% of peak radiated power of vis. trans. Action, July 13.

## Routine Roundup

### ACTIONS BY REVIEW BOARD

■ Granted motion by Bay Shore Broadcasting Co. to extend time to July 20 to file reply to oppositions to motion to accept additional evidence in proceeding on application for new AM in Hayward, Calif. Action July 15.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras, and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Doc. 14977-8, granted WRAI petition to extend time to Aug. 6 to file exceptions to initial decision and to Aug. 28 for replies. Action July 14.

■ Granted motion by Southern Minnesota Supply Co., and Progress Valley Broadcasters Co. to extend time to July 13 to file briefs or memoranda of law in matter of assignment of call letters KISM to Progress Valley's new AM at Shakopee, Minn. Action July 14.

■ Granted petition by Beamon Advertising Inc. to extend time to July 14 to file exceptions to initial decision in proceeding on application for new AM in Daingerfield, Tex. Action July 13.

■ Members Berkemeyer, Pincock and Slone adopted decision granting application to change ant. system and increase ant. height of KAYE Puyallup, Wash. (1450 kc, 1 kw-L3, 250 w-N); condition, Feb. 19 initial decision looked toward action. Action July 10.

■ Granted petition by Midwest Television Inc., to extend time to July 27 to respond to oppositions and comments to motion to enlarge issues in proceeding on application and that of Springfield Telecasting Co., for new TV's on channel 26 in Springfield, Ill. Action July 10.

■ Granted petition by Broadcast Bureau to accept late-filed exceptions and brief to initial decision in proceeding on AM application of S & S Broadcasting Co. (WTAQ), La Grange, Ill. Action July 10.

■ By memorandum opinion and order in proceeding on applications of Skylark Corp. and Kingston Broadcasters Inc., for new FM's in Kingston, N. Y., in Doc. 15436-7, denied Kingston's petition to clarify or enlarge issues. Action July 10.

■ By memorandum opinion and order, granted petition by Community Telecasting Service WABI-TV (ch. 5) Bangor, Me., for leave to intervene in Bangor TV channel 7 proceeding in Doc. 15485-6. Member Nelson not participating. Action July 10.

■ By memorandum opinion and order in Roswell, N. M., TV channel 10 proceeding in Doc. 15474-5, granted Taylor Broadcasting Co. motion and enlarged issues by addition of comparative coverage issues. Action July 10.

■ By memorandum opinion and order denied petition by Mitchell Broadcasting Co. for reconsideration of April 17 decision by Review Board which denied application for new AM on 1340 kc, 250 w. unli. in Estherville, Iowa; and accepted Broadcast

Bureau late-filed pleading. Member Nelson dissented. Action July 10.

■ Granted motion by Ultravision Broadcasting Co. to extend time to July 13 to file oppositions to WEBR Inc., petition for review in Buffalo, N. Y., TV channel 29 proceeding. Action July 8.

### ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Charles J. Frederick to preside at hearing in proceeding on applications of Nelson Broadcasting Co., Ubiquitous Frequency Modulation Inc. and Big River Broadcasting Corp. for new FM's in Kingston and Hyde Park, both New York; scheduled prehearing conference for July 29 and hearing for Sept. 22. Action July 8.

■ Designated Examiner Walther W. Guenther to preside at hearing in proceeding on applications of Continental Broadcasting Inc., and Suffolk Broadcasting Corp. for new FM's in Norfolk and Suffolk, Va., respectively; scheduled prehearing conference for July 29 and hearing for Sept. 23. Action July 8.

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on applications of Lakeland FM Broadcasting Inc., and Sentinel Broadcasting Co. for new FM's in Lakeland, Fla.; scheduled prehearing conference for July 31 and hearing for Sept. 23. Action July 8.

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky.; scheduled prehearing conference for July 31 and hearing for Sept. 24. Action July 8.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Berkshire Broadcasting Corp. (WLAD), Danbury, Conn., for leave to amend application which is in consolidated AM proceeding in Doc. 15384 et al., to reflect an April 29 involuntary transfer of control from James B. Lee to City Trust Co., executor of will of James B. Lee. Action July 9.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., in Doc. 14411-2, granted Mid-Cities' motion to continue July 10 hearing to July 22. Action July 8.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Saul M. Miller and A-C Broadcasters for new AM's in Kutztown and Annaville-Cleona, respectively, both Pennsylvania, in Doc. 14425, 14440, granted petition by Broadcast Bureau to extend time from July 15 to July 23 to file proposed findings and from Aug. 10 to Aug. 21 for replies. Action July 14.

■ Granted request by Broadcast Bureau to extend time from July 15 to July 22 to file proposed findings, with replies to be due on presently scheduled date of July 31, in proceeding on applications of Harry Walderstein, receiver, Television Co. of America Inc., et al., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas. Action July 13.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras, and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Dockets 14977-8, granted Abacoa's motion to correct transcript, and, on examiner's own motion, made certain other corrections. Action July 13.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled prehearing conference for July 23 in Blue Island-Elmwood Park, Ill., FM proceeding to consider commission's remand instructions and to make appropriate procedural arrangements for further hearing. Action July 10.

By Hearing Examiner Annie Neal Huntting

■ Denied petitions by Newton Broadcasting Co. to accept supplemental material in proceeding on application and that of Transcript Press Inc., for new AM's in Newton and Dedham, respectively, both Massachusetts. Action July 10.

By Hearing Examiner David I. Kraushaar

■ In Paterson, N. J., UHF TV proceeding, granted request by Trans-Tel Corp. to schedule further prehearing conference for July 17. Action July 13.

■ Upon agreement of parties at July 10 prehearing conference in proceeding on FM applications of Crestwood Broadcasting Corp. (KSHE), and Apollo Radio Corp., St.

Louis, in Doc. 15503-4, continued Sept. 16 hearing to Oct. 19, and scheduled certain procedural dates. Action July 10.

■ Issued order after July 8 further prehearing conference in proceeding on application of Triangle Publications Inc., for new VHF-TV translator in Johnstown, Pa., and granted applicant's motion to continue July 16 hearing to July 22. Action July 8.

By Hearing Examiner Jay A. Kyle

■ Granted petition by San Francisco-Oakland Television Inc. (KTVU), San Francisco-Oakland for leave to intervene in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco. Action July 10.

By the Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to July 17 and July 30, respectively, to file briefs and reply briefs in proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Action July 14.

### BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 14

WLBC-TV Muncie, Ind.—Granted CP to change ERP to 141 kw vis., and 28.2 kw aur.; type trans., and make changes in transmission line; ant. height 500 feet; remote control permitted; condition.

KOTA-TV Rapid City, S. D.—Granted CP to reduce aur. ERP to 14.5 kw.

KTVS(TV) Sterling, Colo.—Granted CP to reduce aur. ERP to 6.08 kw.

WBAL-TV Baltimore—Granted CP to reduce aur. ERP to 31.6 kw (main trans. and ant.).

WYLD New Orleans—Granted CP to install new auxiliary daytime only trans. with non-DA.

K08BH Des Moines, N. M.—Granted CP to change trans. location to 4 miles southwest of Des Moines, and change orientation of transmitting ant. for VHF-TV translator.

WENO Madison, Tenn.—Granted license covering change in hours of operation, use of auxiliary trans. as nighttime trans. and installation of DA.

WELL-FM Battle Creek, Mich.—Granted licenses for FM, and specify type trans.; and covering changes in ant. height and ant. system.

K12EA Decorah, Iowa—Granted license for VHF-TV translator.

WSUI Iowa City, Iowa—Granted request for authority to reduce hours of operation from unli. to minimum of 6 hours daily, for period beginning Aug. 3 and ending Sept. 21.

KWGN-FM Abernathy, Tex. — Granted mod. of CP to change type trans. and type ant., and ERP to 57 kw.

■ Granted licenses for following AM's: WTGA, Thomaston, Ga.; WISK, Americus, Ga., specify studio location same as trans., and delete remote control operation.

K75BJ Bijou, Calif. — Granted CP to change primary TV to KCRL(TV) (ch. 4), Reno; change type trans., frequency to channel 75, and make changes in ant. system for UHF-TV translator.

Metromedia Inc., Washington — Granted CP and license for new low power auxiliary.

Actions of July 13

WTCA Plymouth, Ind.—Granted extension of completion date to Nov. 10.

WVEC Hampton, Va. — Granted license covering installation of auxiliary trans.

KACA(FM) Prosser, Wash.—Granted CP to change ant.-trans. and studio location; ant. height minus 300 feet.

WDBJ-FM Roanoke, Va.—Granted CP to install new trans. and new ant.; condition.

KSGM Chester, Ill.—Granted mod. of CP to change studio location; remote control permitted, while using non-directional ant.

WATH-FM Athens, Ohio—Granted mod. of CP to change type trans. and type ant.; ERP 3 kw (both horizontal and vertical); ant. height 72 feet (horizontal), and 52 feet (vertical); conditions.

KSHE(FM) St. Louis—By order, reconsidered and vacated June 16 hearing designation order on FM applications of Crestwood Broadcasting Corp. and Apollo Radio Corp., and withheld action pending further order.

Actions of July 10

WFMB(FM) Nashville—Granted renewal

Continued on page 84

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
  - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
  - All other classifications, 30¢ per word—\$4.00 minimum.
  - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. *BROADCASTING* expressly repudiates any liability or responsibility for their custody or return.

## RADIO—Help Wanted

### Management

Manager, engineer, announcer wanted. FM-Station in SE Pennsylvania. Great opportunity. Good pay, very pleasant conditions. Write Box F-366, BROADCASTING.

Station manager being sought for radio station in medium sized midwest market, good salary and incentive plan plus excellent company profit sharing plan. Send resume to Box G-61, BROADCASTING.

Northeastern city (population 40,000) has one radio station in need of two people—manager and sales manager. Young, outstanding salesmen with managerial talents and aspirations wanted by mature radio operators to take over smallest of group of stations. Salary, profit sharing—five figures. Organization offers real future. Send complete resume to Box G-189, BROADCASTING.

Part ownership opportunity 5,000 watt full time California station owner retired. Profitable operation. Must be news and program oriented. Send resume, references and picture. Box G-197, BROADCASTING.

Assistant manager wanted top 40 operation. Must know all phases of radio. Required announcing and sales. Wonderful opportunity. Answer all details 1st letter. West Texas. Box G-219, BROADCASTING.

Manager strong on sales for new station. Send full particulars to Station WELV, Ellenville, N. Y.

### Sales

Salesman with management potential. Must have successful Top 40 track record. One of country's best pop music stations located in first ten markets. On East Coast. Send resume, references and late picture. Box F-28, BROADCASTING.

Sales manager for midwest medium market fulltime. Net affiliated, must have successful top 40 track record. Top opportunity for aggressive worker with ideas. Send resume and late picture to Box G-60, BROADCASTING.

Cedar Rapids Iowa station seeking sales manager. This 150,000 populated metro area station is excellent opportunity. Company is multiple owner thus presents great room for promotions. Send resume to Box G-62, BROADCASTING.

Baltimore Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple group. Box G-66, BROADCASTING.

A medium market Virginia station seeks an announcer-salesman. The opportunity is unlimited. You can expect to earn over \$7,000 the 1st year plus many company benefits. If you like living in a small city, enjoy selling and doing some air work, send tape and resume to, Box G-141, BROADCASTING.

Excellent, immediate, opening for radio-time salesman, base-plus commission, income opportunity excellent, Mid-America's No. 1 "Good Music"—"Country Music" station. No phone calls! Box G-200, BROADCASTING.

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, BROADCASTING.

Salesman: College and/or local media sales experience preferred. N. Y. state station. Management opportunity with expanding group operation if you are aggressive and able. Box G-227, BROADCASTING.

## Sales—(Cont'd)

5000 watt medium Florida market needs experienced salesman who wants to make money and is interested in working toward management. Good account list with established billing. Send resume and picture to, Box G-237, BROADCASTING.

Wanted: Salesman-announcer for eastern North Carolina fulltime station. Prefer southerner. Box G-255, BROADCASTING.

Immediate opening, sales, some voice work and management responsibilities, KACI, The Dalles, Oregon.

Expanding present sales force. Need two experienced salesmen. 1 as sales manager, can make up to \$12,000 and more per year. Salesman can make \$8,000 and more. Somewhere there are good men ready to move up. Top flight small market station, top equipment and doing excellent business. Sales manager must be capable of sales planning and managing 4 man sales staff. We are a fulltime Mutual station soon to add FM. Send complete story, sales record, recent snapshot, references 1st letter. Personal interview required. Apply W. Earl Dougherty, KXEO, Mexico, Missouri.

Major market opportunity. Newest, brightest sound in radio reaching people who buy products needs good salesman with ideas, ability and ambition. Call WNDY, CL 5-5484, Indianapolis.

New Decatur Station. Contact: Joel Lawhon, Marlo Building, Decatur, Ga.

Where are the salesmen who are looking for opportunity? If you are, one of our clients needs you. Write: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, Minnesota 55417.

## Announcers

East coast net affiliate in top 50 market in search of an experienced adult, polished, professional swinger who is good enough to be added to our air staff. The man we seek sounds like a happy man, has top 40 production experience, digs Basie and Sinatra, prepares before he goes on the air, believes in radio, takes direction, and can work with an excellent sales staff. Send tape, pix, full resume and salary requirement to Box G-53, BROADCASTING.

We are looking for a good announcer. Our operation is in a mid-Atlantic state, in a fast growing region. If you can do a good job on the air, you will earn over \$6,000 to start, more if you are capable of doing play-by-play. Send tape and complete resume to, Box G-142, BROADCASTING.

Montana Network station has opening for 1st phone announcer who can double as a newsman. Send resume, picture Box G-177, BROADCASTING.

Beginning announcer with first, bonus for maintenance. Tape, resume, picture. Box G-187, BROADCASTING.

Personality-dj for #1 top 40 station. Tight production, lively sound, competitive market—upper midwest. Many benefits if you're really good. Box G-199, BROADCASTING.

First phone announcer needed—Southwest. Must be experienced in all phases of radio, strong on announcing and news. No maintenance. Send tape, photo, resume. Box G-206, BROADCASTING.

Experienced top 40 personality—tight board—good production—first phone (no maintenance)—presently employed—top rated in market—no drifter—tape and resume available. Box G-211, BROADCASTING.

## Announcers—(Cont'd)

Top 40 dj wanted. Accent on production. Tape and resume at once. Box G-220, BROADCASTING.

Wanted: 3 announcers around August 25th, must have 3rd class license. In replying, state experience and salary, send reference and tape. Box G-230, BROADCASTING.

Announcer-salesman for quality small market radio station. Emphasis, sales. Top opportunity for man with get up and "git" plus professional know-how. Tell us all in confidence. Job now open. Box G-231, BROADCASTING.

Morning middle-of-road personality. Ability for news on local level. Medium market in Virginia. Good Salary. Box G-254, BROADCASTING.

Southern Arizona medium market. Good music format. First ticket must have mature voice, attitude. Write, produce copy. Various assignments, limited staff. Experienced, hard workers send tape, resume, promo-donnas don't bother. Larry Reid, KCEE RADIO, Tucson, Arizona.

Experienced full time staff announcer wanted. Send tape and resume in first reply. Good music station. KFRB, Box 950, Fairbanks, Alaska.

Announcer desiring some sales. Good salary and working conditions. Send tape and resume to: KLEX Lexington, Missouri.

Looking for clean, good music station where you can settle down, out of the mad race? We need civic-minded, clean-morals announcer who can also prepare one morning local newscast. Contact B. D. Thornton, KMAM, Butler, Missouri.

Announcer wanted by Sept. 1st. 2 years experience, operate board. Middle road programming, good pay, insurance, paid vacations, top equipment, heavy commercial fulltime Mutual station. Must be responsible. Furnish references, floaters do not apply. Tell all 1st letter and recent snapshot. Interview required. W. Earl Dougherty, KXEO, Mexico, Missouri.

Leading 5 kilowatt independent has immediate opening for newsman-staff announcer. Send tape and resume to WASA, Havre de Grace, Md.

Immediate opening for experienced radio announcer. Salary tops for market. If you have several years broadcast background. Contact Terry Dorsey, Program Director, WDBQ, Debuque, Iowa.

Need top forty dj with ideas and good promotion, strong news, p.d. potentials . . . excellent working conditions, good pay . . . Send tape and resume at once, attention station Manager, WDDT, Greenville, Miss.

Have immediate opening for morning man who also has news experience for feature news cast. Good pay, 40 hour week. Send tape, past experience, references and salary required in 1st letter. William Winn, Program director, WESB, Bradford, Penna.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Experienced announcer—opportunity to sell if desired. Send resume, photo, tape. WKIK, Leonardtown, Maryland.

At once! Experienced morning "personality." Fast, but not frantic! A swinger, but not wild! A good production man. Send audition tape of deejay work, ad lib, news, etc. No collect phone calls please! Paul Parker, WLAS, Jacksonville, N. C.

Announcer operator, preferably first phone, tight board, play-by-play capability, intelligent sound. WTVE, Coldwater, Michigan.

## Announcers—(Cont'd)

Major market opportunity wanted: One good, clean, mature, sober, seasoned broadcaster with first class ticket for quality adult operation expanding facilities to 5,000 watts fulltime and 100,000 watts FM and stereo. Send full information first letter with resume, picture, salary requirements audition tape with news, commercials and ad lib to William V. Stewart, WPBC AM-FM, 1133 Stinson Blvd., Minneapolis, Minnesota.

Wanted: Swinging, bright, intelligent, happy sounding Negro deejays for new swinging jazz oriented FM station. Also needed first class engineers. Send resume, tape, references, photo, and minimum acceptable starting salary to Jack Garrison, Ass't Mgr. WRAP, Norfolk, Virginia.

Wanted: Experienced newsman. Young, aggressive, married man who wants good steady job and not afraid to work. Contact: Bob Becker, Box 282, WRIN Radio, Rensselaer, Indiana.

Opening in late summer for announcer with some experience in gathering and writing news as well as staff duties. Send details of experience, 7½ ips tape, late photo and salary required to WVSC, Somerset, Pa.

Wanted immediately: Announcer-engineer 1st phone for 5 kw daytime station. Emphasis on announcing. Phone Mr. Oyster, MO 4-8555 daytimes, 664-8293 evenings, La Peer, Michigan.

Chances are, the best job in this column will go to an announcer trained in "Interpretive Announcing" . . . the nationally recognized, copyrighted voice training method, available now in lecture series on tape. \$14.95 complete with commercial script. Broadcast Guild of America, Inc., 975 North 35th St., Milwaukee 8, Wisconsin.

Western music D. J.—good salary security—Spokane's oldest full-timer going western—Splendid opportunity for mature, experienced personality with C. & W. background—program directorship also open—complete resume, tape, present salary to Williams, W. 411—33rd, Spokane, Washington.

Immediate opening for announcer with 1st phone good salary located in beautiful mid-Hudson area, 55 miles from NYC. Call 914-831-1260.

We'll need 50 announcers to fill the openings of the next few months. Will you want a better job in that time? Write: Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota 55417.

## Technical—(Cont'd)

Quality Colorado kilowatt needs chief. Experienced maintenance, some announcing. Good community. Good climate. Good salary to right man. Must have excellent work references. Box G-3, BROADCASTING.

Chief engineer for California 24 hr. station . . . send resume, references \$500.00 per month. Box G-205, BROADCASTING.

5000 watt directional needs chief now. Strong on maintenance light announcing. KENN, Farmington, New Mexico, modern studio's fringe benefits, salary open.

Engineer wanted at radio station WARE in Ware, Massachusetts. Above average opportunity.

1st class man with little experience but willing and able to learn. Real opportunity. Write C. Engr., WCOJ, Coatesville, Pa.

Wanted, prospective engineering applicants for position beginning October, 1964. Good pay, fringe benefits to right man for 5 KW daytime directional. Write % Manager, WHOF RADIO, Canton, Ohio.

Immediate opening 1st class engineer-announcer. WHZN, Hazleton, Pa. Send resume and audition tape or call 455-5048.

Chief engineer first opening in 18 years. WJWL 1 KW Niagara Falls, 150,000. FM soon 50 kw in Buffalo. Maintenance first—other talents helpful. Permanency, owner operated. Tom Talbot, General Manager.

Combination first class engineer and production man who can write copy. Air voice not essential. White or Negro. Station located in southeast. Starting salary \$100-\$125 depending upon experience. Write Manager, WOKS, Columbus, Georgia.

## Technical—(Cont'd)

We have openings for combo men and engineers in all radio-television capacities, beginner to chief. Write: Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota 55417.

## Production—Programming, Others

Are you a real pro in the broadcast newsroom? Are you enthusiastic about the future of broadcast news? Can you teach? If you can answer "yes" to these questions and you have at least five years experience plus a bachelor's degree, a Big Ten university wants you on its faculty. Tell us about yourself, your news philosophy and your ideas for developing news courses which will produce top people for the broadcast news industry. Pay starts at \$10,000 a year. Box G-139, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box G-151, BROADCASTING.

News director for growing network affiliate in Illinois. Gather, write and broadcast local news. Good facilities congenial staff that respects professional work. Only station in county of over 40,000. Box G-172, BROADCASTING.

Solid Montana kilowatt with adult programming needs production minded copy writer. Send all details including references and pictures to Box G-176, BROADCASTING.

Group seeking 1 pd. 1 news director, jocks. Top-rated format stations; excellent opportunities. Send tape and resume now to: Box G-191, BROADCASTING.

Newsman for permanent position with good small market midwest station. 5½ days of hard work plus short board shift, good pay. State present salary and past experience. Box G-203, BROADCASTING.

Need program-production director for outstanding group station. Opportunity to grow. Good market, good salary. Send tape, resume and photo to, Box G-238, BROADCASTING.

Need outstanding sportscaster-announcer at active sports minded station. Present sports director promoted. Opportunity for you too. Good market, good salary. Box G-239, BROADCASTING.

I need a top notch local newsman with a first phone who can also pull a short but good air show. I'll pay for the right man. Ken Lipps, Manager, KGMO, Cape Girardeau, Missouri.

One of Pennsylvania's top news and sports stations—winner of fourteen AP awards for outstanding news and sports coverage—has an immediate opening for real pro who can serve in dual capacity of news director—assistant sports director. Station carries 400 newscasts weekly—33 college and scholastic football games and many other sport attractions. Top notch salary for top notch man. Send tape and complete background details to WEST, (NBC), Easton, Pennsylvania.

New 5000 watt station in North Carolina to open soon. Positions open in all departments. Programming, production, sales-engineering. Excellent opportunity for growth with group. Send audition, resume and photo to, Box 827, Lakeland, Florida.

## RADIO—Situations Wanted

### Management

General manager: Successfully managing 100,000 market population station. Desire greater potential general manager, Professional broadcast salesman, leader trainer. Expert acquiring, selling top programming. Excellent personnel relations. Good business man Late thirties, married, children. Good character. Currently west. Relocate based on opportunity. Box G-171, BROADCASTING.

Long and consistent record in radio management. Strong sales and administration, over 13 years, ideas, energy, initiative bondable, know FCC. Large family, active community and church affairs. High industry and employer recommendations. Box G-185, BROADCASTING.

## Management—(Cont'd)

Salesmanager major market only, with unlimited potential. 13 years experience eight in management. Box G-184, BROADCASTING.

Atlantic coast or Pacific northwest. Fourteen years broadcast management experience with one group ownership. BS degree. Thirty eight years old. Family. Prefer administrative assistant, position in medium size market. Capable of complete management responsibility. Applicant and associates selling stations is the reason for this change. Box G-209, BROADCASTING.

Sales oriented general manager of major market station seeks greater opportunity. Prefer change. St. Louis, Cincinnati or Cleveland. Top in sales and management. Box G-225, BROADCASTING.

General manager—Successful station, sales, program management experience. Northeast preferred. Box G-232, BROADCASTING.

## Sales

Do you need a right hand man? Emphasis on sales—plus promotions. Everything but play-by-play! 1st phone too. Management ability. Prefers to stay in Tenn, Miss, Ala. or Geo. Box G-116, BROADCASTING.

Aggressive salesman with five years experience. Will move up into solid operation. Let it be yours. Box G-247, BROADCASTING.

Competent, young, creative, ambitious one year experience-announcing too-match and invest \$110 a week. Box G-249, BROADCASTING.

## Announcers

Experienced top 40 announcer on the way up. Also good news delivery and production techniques. Box G-65, BROADCASTING.

Small market dj-announcer available immediately. Dedicated, dependable and experienced. B.S. degree in broadcasting. Will relocate now. Call 415-357-7425 or write Box G-87, BROADCASTING.

Top forty personality; play-by-play sports announcer. Box G-94, BROADCASTING.

Sportscaster, sharp, experienced, radio/TV top references. Permanent. Family. Employed. Box G-102, BROADCASTING.

DJ wants to swing with top 40. One year middle of road experience. Single. Box G-133, BROADCASTING.

Announcer-dj experienced tight board personable family man authoritative news-caster sales experience. Not a floater. Box G-145, BROADCASTING.

Good voice. Over five years announcing experience. First phone. No maintenance. No top 40. Box G-173, BROADCASTING.

Experienced—news, sports, sales—first phone—looking for play-by-play . . . \$125. Box G-175, BROADCASTING.

6 yrs. announcing experience. Good voice & personality. Married man. Box G-179, BROADCASTING.

Dependable morning man. First phone. Personality program at same station for the past ten years. Prefer Florida but will consider other location. Mature ad lib delivery, musical background, symphonic experience. Married with two school aged children. No top forty, please. Send necessary info to Box G-181, BROADCASTING.

Announcer—limited experience, just obtained first phone. Prefer straight announcing, no maintenance. Will go anywhere. Box G-182, BROADCASTING.

Kentucky, Tennessee only. First phone, desires air work. Limited experience. Box G-186, BROADCASTING.

DJ, announcer, bright happy sound. Good authoritative newscast. Negro, Married not a floater. N. Y., N. J., area preferred. Box G-194, BROADCASTING.

DJ—1st phone—tight board, married, top 10 market experience. Box G-196, BROADCASTING.

## Situations Wanted

### Announcers—(Cont'd)

Experienced newsmen. All phases of radio news production, including mobile unit, live, beeper reporting, covering many news making events. Also writing and airing news specials. Five years in eastern metropolitan area. Polished, authoritative delivery. Unafraid of hard work and competition. Desire opportunity to work in television. Top recommendations. Will travel for interview. Box G-208, BROADCASTING.

Ohio, Indiana, Illinois! Bright, mature, experienced all phases, permanent only. Box G-212, BROADCASTING.

Announcer, first ticket, married, available now. Top forty, prefer east, experienced. Can do the job. Box G-213, BROADCASTING.

DJ/announcer, negro, young, cheerful, experienced, tight board, versatile, competent. Box G-216, BROADCASTING.

Announcer with first class ticket. Ready to move from prestige station in metro market to better salary. Air style enthusiastically relaxed with real sell power. No paperhanger . . . chief engineer experience. Available four weeks notice. Box G-224, BROADCASTING.

Once upon a time there was this disc jockey who set out to make his fortune. Being a family man he was exempt from the crusades. Armed with three years experience, personality, unit, first phone (a gift from his Fairygodmother F. Cee. Cee.). He is now enjoying a 56% Pulse and has worked in markets as high as twenty eight (Calif.). Box G-233, BROADCASTING.

Disc-jockey, announcer, first phone, two years combo experience, swings sweet or solid, now available. Box G-234, BROADCASTING.

Seven years experience. Network and independent. Knowledge of quality music. Seeking night shift \$150.00. Box G-244, BROADCASTING.

Announcer, di-recent ATS, 23, third phone with endorsement. Operate own board, Authoritative newscaster, mature voice, good personality. Professional musician. Own large record collection. Tape and photo available. Box G-246, BROADCASTING.

DJ-newsman. One year's experience. Prefer late nite music shift in eastern location. Steady, no prima donna. Box G-251, BROADCASTING.

Young man with good voice is looking for first job with nice station. Some college, third phone. Box G-253, BROADCASTING.

Announcer, third phone element 9. Radio school graduate. Phone #22-2100, Pottsville, Pa.

Seven years combo top forty experienced, one year 50 kilowatt million market, now pd in Chatanooga. Boss says he can't afford me. 24 years old, married, two children. Top references past and present. Ron Brandon, 7725 Basswood, 615-892-3736.

Presently in good music in metro market. Wish to get back to top forty quick, in comparable or larger market. Phone 616-WO 3-2364.

Announcer. Bright-happy-professional sound. Married. Presently employed. Available on notice. Prefer morning show in mid-south or southern states. Call Mike Connelly—501-735-7745.

Announcer with 7 years experience seeking permanent position. Contact David Webster, Summer St., Fredonia, N. Y.

Experienced young third ticket prefer Washington State but can travel anywhere top forty style present employer knows of this ad Ron Pachosa, KFDR, Radio, Grand Coulee, Washington. Phone 950.

Gettin' out and ready to go. Completing 3 years Army service, be available Sept. 1st. Location unimportant, only the job counts. Co-operative attitude, experienced, dependable, tight production, no floater, or prima donna. Apply Sp5 Dick Peterson, Headquarters Co., USARECSTA, Ft. Leonard Wood, Missouri.

## Announcers—(Cont'd)

Good voice, first phone, experienced with several formats. Larry Acuff, 12212 Brisbane, Farmers Branch, Texas.

Announcer/engineer—1st phone, 21 yrs. old, voice and drama training, graduate of Announcer Training Studio, New York, 8 months experience, \$115/week. Phone 201-782-8510.

Willing beginner—southwest—college trained—Tex Killingsworth, 806 Center—Little Rock, Arkansas.

Negro dj out of school. Good sound; tight production. Third class ticket. Write: Jerry Tyler, 1306 Project Drive, Springfield, Tennessee.

Ambitious young man just out of navy after four years radio training, operation. No commercial experience. Happily married, willing to locate, age 22, third-class ticket. Ronald Davis, Box 248, Greensburg, Kansas.

Major market top 40 experience, first phone. Dave Knight, 502-447-2779.

Have first phone, experienced, will travel. Prefer southwest. High I. Q., veteran, no drifter. Keigh Balfour, 6239 Stefani Dr., Dallas 25, Texas. EM 1-0337.

Number one ratings—able to attract adult and teen age market—News—production—sales—three years experience—Military obligation completed—college background. Contact James Jennings P. O. B. 3054, Daytona Beach, Fla. Phone 252-3537.

First phone, tight board, sales, news, play-by-play. Three years experience. Charles Hargrave, 2606 Lincoln, Apt. 3, Houston, Texas, 713-22-70529.

Rock and roll dj draft exempt twenty two years old. Announcing school graduate with third-class license. Studying for first phone. Can operate own board. Supply tight production. All I need is first break. Marc Richards, 862 East 51 Street, Brooklyn 3, N. Y. NA 9-1184.

Good music. Airman, 6 years experience, pd experience. 24, married, family. Jack DeLong, 3956 North Oconto Avenue, Chicago, Illinois 60634, Phone 312-625-9497.

## Technical

Chief engineer AM-FM available immediately. Light announcing if desired. Box G-84, BROADCASTING.

Experienced radio TV operating engineer. Any location considered. No announcing. Box G-178, BROADCASTING.

Engineer, announcer, midwest only, proofs, DA experience, references, interview, permanent, not speculating. Stable adult operation, available with notice. Box G-223, BROADCASTING.

25 years electronics in part; 15 years broadcast, 8 yrs. chief engineer—5 kw AM-DA & FM. Experienced—installation—no announcing. Prefer west coast but will consider others. Presently located in Ohio. Available two weeks plus travel—age 46—Family. Box G-229, BROADCASTING.

Attention: Busy station owners. \$200 buys sharp, young first phone. Clean cut, personable, friendly. Can sell, type, run tight board. Finest references—3 years last job. Limited technical, but will double your present sales within 6 months. This nice guy with pleasant voice available immediately. Eddie Post, YMCA, Washington, D. C.

First class license, chief engineer seven months at IKW, age 23, married. Locate any place in U. S. Dial 1-501-ST 7-5122. Write Box 342, Gravette, Ark.

## Production—Programing, Others

Weatherman—Meteorologist, member American Meteorological Society, now employed radio-television. References furnished. Box G-7, BROADCASTING.

Sportscaster/director. Nine years experience basketball, football, baseball. Strong on news, interviews, family, college journalism graduate. \$600 monthly. Box G-50, BROADCASTING.

Program director seeks immediate change. 15 years dj, newscaster-writer, programmer. Experience covers 50 kilowatt operation, network staff. Prefer Jersey, Delaware, eastern Penna. Box G-54, BROADCASTING.

## Production—Programing, Others

### Continued

Operations manager/top sportscaster/announcer. Best references. Experienced. Family. Permanent. Box G-103, BROADCASTING.

Versatile air-salesman . . . currently pd station near N. Y. C. seeking challenging position with swinging pop music operation. Box G-132, BROADCASTING.

News: Quarter of century experience. News director in 5000 watt station past eight years. Extensive experience with interviews and public relations. No bad habits No bad debts. Seek only advancement. Box G-174, BROADCASTING.

Program director six years experience, excellent background, great production-top references. Box G-183, BROADCASTING.

Program manager—Individual well versed in all phases of broadcasting dedicated to put talent and hard work into a saleable product. Seeking station where public affairs and responsibility are image requirements. Box G-188, BROADCASTING.

Presently employed program director. Excellent production, announcing and administrative ability. Number one rating. Prefer middle-of-road eastern station. Family man—permanent position. Box G-192, BROADCASTING.

To whom it may concern: Recent changes have bode no good for this copy-mill with prog.-promotion ideas. Good work. Work cheap. Samples. References. No TV. Prefer own neighborhood of New Mexico. Arizona, Nevada, eastern California, or any warm climate. Third phone. Desperate. Box G-202, BROADCASTING.

News director-newscaster . . . fifteen years major market clear channel station desires position smaller market. Box G-207, BROADCASTING.

Are you the manager of a medium market station, and looking for a hard working pd, and jock for a pop format? I have 3½ years experience at a top station as assistant P.D., good with promotion and music etc. Looking for a station with a future! Box G-218, BROADCASTING.

Young man who will receive his masters degree in radio & TV in August desires employment in large urban center. Particular strong preparation in production, writing and research techniques. Excellent references. Box G-240, BROADCASTING.

Jill of all trades' wishes challenging position. Background in copy, production, programing and announcing. Tape available. Box G-245, BROADCASTING.

Newsman, college grad, experienced in gathering, writing and airing. Hard working, want challenging assignment at news conscious station. Announcing school training. First phone. Box G-248, BROADCASTING.

## TELEVISION—Help Wanted

### Sales

An excellent opportunity available immediately in Dayton, Ohio for a TV account executive with demonstrated time sales ability. Superior compensation plan and fringe benefits. Write: Personnel Department, Crosley Broadcasting Corporation, 9th & Elm, Cincinnati, Ohio giving complete resume of experience, income, age, and education.

### Announcers

Top announcer needed. Possibility of some live, some directing, but main emphasis is on ability to interpret copy well. TV experience helpful but not required. If you think your voice and delivery is top caliber, send audio tape, resume and photo to R. H. Anderson, KVOS-TV, Bellingham, Wash.



## Technical

TV video tape supervisor, 1st phone, Heavy on maintenance of Ampex VTR. Good salary and excellent working conditions. Also studio lighting technician should have experience on remote, lighting and maintenance of equipment. Send qualifications and references. to: Box F-258, BROADCASTING. An equal opportunity employer.

Southeastern ETV station has job with a future. Seeking experienced engineer for chief engineer position. Previous chief experience not essential. Must be strong on supervision of personnel along with thorough technical knowledge of television and radio facilities. Send full resume, recent photo, salary required to, Box G-188, BROADCASTING.

Chief engineer experienced video, microwave, transmitter, construction, transistor design, immediate opening KAVE-TV, Carlsbad, New Mexico.

Studio technician with 1st class license for studio and microwave maintenance and routine switching. Send application to Max E. Pierce, Technical Director, KSOO-TV, Inc., 205 North Phillips Avenue, Sioux Falls, South Dakota.

NBC affiliate has immediate opening for TV technician experienced in studio maintenance and operation. Must be ambitious, dependable and have 1st phone license. Replies held in confidence. Send qualifications references to Chief Engineer, KTAL-TV, Shreveport, La.

Studio and transmitter/engineer, experienced and 1st radio telephone necessary excellent opportunity and working conditions with growing station. Send resume to Robert Kissinger, WBGU-TV, Bowling-Green State University, Bowling Green, Ohio.

## Production—Programing, Others

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-191, BROADCASTING.

Announcer-assistant director. On-camera experience. Some directing experience desirable. Midwest VHF. Resume and salary requirements first reply. Box G-89, BROADCASTING.

Are you a real pro in the broadcast newsroom? Are you enthusiastic about the future of broadcast news? Can you teach? If you can answer "yes" to these questions and have at least five years experience plus a bachelor's degree, a Big Ten university wants you on its faculty. Tell us about yourself, your news philosophy and your ideas for developing news courses which will produce top people for the broadcast news industry. Pay starts at \$10,000 a year. Box G-318, BROADCASTING.

Texas VHF station looking for continuity writer. Box G-152, BROADCASTING.

Southwestern VHF needs excellent copywriter with experience in radio or television. Box G-153, BROADCASTING.

Texas VHF needs reliable, experienced traffic manager. Box G-154, BROADCASTING.

Staff artist for TV station in Texas coastal City. Must combine precision with imagination; be adept at illustration, hand-lettering, set design. Box G-156, BROADCASTING.

Wanted TV newsfilm editor, specialty news shows—must know single magnetic and double chain editing. Top New York, market. Box G-159, BROADCASTING.

Florida ETV needs producer-director before September first. BA, creative mind, will ingness to work and experience necessary. Motion picture experience helpful, not necessary. Send photo, resume, salary required, first letter. Box G-195, BROADCASTING.

Production man needed immediately to assist department manager. Knowledge of scenery, props, studio rigging and purchasing. Experience in TV or Theatre production preferred. Resume to, Box G-222, BROADCASTING.

## Production—Programing, Others

### Continued

Producer/director: No whiz-kid, no wonder boy genius—but a good record of creative, thorough work and of getting the job done. Looking for a better position, more income as program director, production manager producer/director with station, agency, or independent production unit. Married. 32, AB, MA. 10 years TV. Box G-250, BROADCASTING.

Combination camera-floorman with some projection and film room duties. No engineering. Medium midwest market. Send photo and resume to, Box G-226, BROADCASTING.

KIFI-TV NBC-TV & ABC Idaho Falls is expanding. Stop in to see us when visiting Yellowstone Park Sun Valley or Jackson Hole, if you have on camera experience.

Immediate ETV openings at Penn State University: 1) Television transmitter supervisor, 2) Television studio technical supervisor, 3) Broadcast electronic technician. Positions require recent experience in commercial or educational broadcast television. Duties include maintenance and operation of transmitter, video tape recorders, I.O. cameras; mobile recording unit part of responsibilities. Many benefits including a month's paid vacation, paid holidays, educational privileges for you and your family. Write Employment Division, 304 Old Main Bldg., University Park, Penna. An equal opportunity employer.

## TELEVISION—Situations Wanted

### Management

General manager, west coast operation. Interested in change. Trouble shooting specialist. Thrive on hard work. 13 years sound television background in sales, programing, production, promotion. Prefer west coast, would consider other markets for top dollar. Excellent references. Box G-162, BROADCASTING.

### Announcers

Number one, quality, radio personality wants to move to television. Current program (2-6 pm) number one for two years in top, major market. Want to learn television. Willing to work. Box G-169, BROADCASTING.

### Technical

Chief engineer—16 years experience all phases of television engineering management. Presently chief southern metropolitan market. Prefer midwest or northwest. Box F-377, BROADCASTING.

Engineer presently in aerospace industry. Background in AM, FM, TV (UHF-VHF). Includes 3 TV station installations. Prefer Chief, Asst. Chief, or Engr. supr. Instant resume, Box G-136, BROADCASTING or phone 714-827-1275.

First phone studio engineer, two years radio combo experience, RCA graduate, desires chance to gain experience in Television. Box G-235, BROADCASTING.

## Production—Programing, Others

Music director, record librarian, professional vocalist, pianist, organist. Host for top rated area shows. Musical network appearances. Twelve years television experience. Box F-89, BROADCASTING.

Become No. 1. Heavy remote news, sports events producer-director. Managerial, programing experience. Independent and net. Box G-28, BROADCASTING.

Top reporter, airman and writer seeks news directorship. Married. 13 years experience wire service, newspaper and TV. Salary open. Box G-83, BROADCASTING.

Young man, age 28, seeks suitable position in communications field willing to relocate. Ten years experience in audio visual production services and radio TV broadcast operations. Resume on request. Box G-92, BROADCASTING.

News reader-writer—Now employed New York metro radio. Newspaper radio background. Trained in TV. Interested TV news work as reader or writer. Box G-131, BROADCASTING.

## Production—Programing, Others

### Continued

Want top-flight sports coverage. Number two sportscaster at AM-TV station available for play-by-play and/or daily sports shows. Now in major market. Age 25. University radio and TV graduate. Three years news and sports broadcast experience. Know film. Box G-193, BROADCASTING.

BA, MA, RADIO-TV, 3rd phone with endorsement. Recent big ten graduate. Experience most phases. Creative. Desire position leading to management responsibilities. Box G-215, BROADCASTING.

Young ambitious television newscaster with five years radio, television and wire service experience in Chicago desires relocation. Will consider smaller market for the right offer. Producer writer and camera talent for newscasters and several stimulating documentaries. Married, no children. Box G-217, BROADCASTING.

Young man who will receive his Masters degree in Television & Radio (Syracuse University) this August is seeking employment in a large urban center. Have had strong preparation in production, writing, research techniques. Excellent references. Box G-241, BROADCASTING.

Just one phone call away. A director with drive, a writer with wit, and announcer with sell-ability. Dave Davis 319-652-3144.

## WANTED TO BUY—Equipment

Devry 16 mm sound projector model 11000 CD or equivalent in good operating condition. Contact E. M. Tink, V. P. Eng. KWWL-TV, Waterloo, Iowa.

Hewlett Packard 608 signal generator. Advise price and condition. Box G-180, BROADCASTING.

Either 500w or 2 kw low channel VHF Television transmitter. Send price, condition and location to Box 3500, Glenstone Station, Springfield, Missouri.

Pay cash for standby 250-500 or 1000 watt AM transmitter in working condition. Don Denver, KOOO, Omaha, Nebraska.

## FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, gold surface with hardware, dipole, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Raytheon KTR-1000A one watt complete microwave, cameras, terminal radio and TV equipment. Box F-313, BROADCASTING, 212-EN 2-5680 need RCA TG-2A.

Two G.E. Stab. Amps. TV-16-B, very good, all tubes, each \$475. New cost \$1,800 each. Box G-210, BROADCASTING.

Dark UHF—Over \$400,000 worth of equipment, mostly G.E., used less than one year. Inspection and itemization available. Want package offer. Box G-190, BROADCASTING.

18' remote trailer heat, air-conditioning, carpet, 3 6x3 glass windows, 2 yrs. old. Original cost—\$2,400. First check for \$1,200 picks it up. David M. Kelly, WLIN, 1 Lafayette, Detroit 7.

For sale: 3 Gates 601 cartridge playbacks, and one Gates record amplifier just taken out of service. Like new. Excellent condition. Les than one year old. Complete Motorola base station and one mobil unit tuned to 153.35 mc. in fair condition. Contact KBEC, Waxahachie, Texas.

Two RCA automatic turntables, remote controls and Gates transistor pre-amp. Plays 120 selections in sequence. One side only. \$520.00 takes all. WARN, Ft. Pierce, Fla.

We are a clearing house for all used broadcast equipment. Write us your needs. List your equipment for quick sales with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Western Electric 405-A1 5 kw transmitter, with spare water pump, excellent condition. Phasing and coupling units for two tower array. Presently on air—available around September 1. Call 602-254-4161, Ext. 62 or write, Box 711, Phoenix, Arizona.

## FOR SALE—Equipment

### Continued

New camera cable—28 conductor cable—three 50 ohm coaxials, twenty-one 22AWG, and four 18 AWG for microwave or TV camera interconnections. Lengths in 200, 300, or 400 feet available for immediate delivery—\$.42 per foot. Box G-101, BROADCASTING.

KTBS-TV has new 1800 ft. tower. This is your opportunity to buy our old one. Truscon 40 lb. per sq. inch wind loading. Write for details. KTBS, Ind., Shreveport, La.

TV antenna system—RCA 12 layer batwing and filterplexer for channel 10. Can operate as bi-directional antenna with max. power gain of 25 and circularity better than 10 db. Cost over \$50,000. Make offer. Hammett & Edison, Box 68, International Airport, San Francisco 28, California 415-342-5208.

For Sale . . . FM transmitting equipment in good condition. Two . . . GE BT2E 1000 wt FM Xmitters. One . . . GE BF3A 3000 wt. FM Amplifiers, One . . . Andrew four bay antennas, One . . . GE BY4D four bay antenna. Carl Swafford . . . 729-3575, Centerville, Tennessee.

Guyed tower, original use for AM station on 1400 Kc—in good condition with all parts. Write P. O. Box 5867 Birmingham, Alabama 35209.

Hellax cable, latest type Andrews H8, less than 2 years service. Perfect condition. On spool ready to ship, cost \$2,300.00, will sell for \$1,000.00 cash F.O.B. San Antonio. Ed Shook, Chief Engineer, KEEZ, San Antonio, Texas. 512-CA 6-7001.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco.

Religious Sponsor list. Names and addresses of over 900 religious time buyers. Individuals, organizations and agencies interested in radio time. This mailing list compiled from national advertising in religious periodicals. \$600 buys this list, exclusive in your market. \$250 buys this list on a non-exclusive basis. Box F-37, BROADCASTING.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners, Gags, sound effect bits, station breaks, ad libs, etc. . . . \$7.50. Show-Biz Comedy Service—(Dept. J), 65 Parkway Court, Brooklyn, N. Y. 11235.

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Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

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Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

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Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 15, September 23, January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

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FCC License in six weeks. Total cost \$285.00. Not a Q and A course. We have a record of success. Houston Institute of Electronics, 904 M & M Bldg., Houston, Texas.

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Salary, bonus arrangements and related benefits are above average for men who show ability in both engineering and sales.

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Box G-242, BROADCASTING

Production—Programing, Others

**#1 KIDS SHOW  
IN TOP 50 MARKET  
LOOKING FOR  
NEW HOST**

Excellent base salary  
Lots of talent money

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We want a man who likes working with kids and who likes making money. If you can assume a responsible role of leadership in our community, send resume and pix today to,

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For adult programmed 24 hour news and music operation in one of country's top ten markets. We're looking for the exceptional man to join our staff who combines ability to prepare and deliver on the air news with the desire of teamwork with other members of our staff. No reader's or DJ's need apply. This is a top job with top pay for a top man to join one of today's great Broadcasting organizations. Send tape and complete resume to:

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OUTSTANDING success in establishing chain of AM distressed stations to top ratings and profits. Recently brought single station to highest income and ratings in ten years. Astute Administrator Power packed in personal sales; Sales management and programing. Present station sold. Best references.  
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**ALL STAR DJ SHOW  
FOR YOU STATION  
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Broadcasting direct from  
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WANTED TO BUY—Stations

LOOKING

FOR RADIO STATIONS to buy in Southeast. Will consider Georgia, Alabama, Florida, Tenn. N. Carolina, S. Carolina. Stations can be losing money. Markets of 250,000 up preferable, not essential. All replies confidential. You will be dealing directly with principal. Write,  
Box G-228, BROADCASTING

WANTED TO BUY—Stations

Continued

TV, RADIO ETC.

Diversifying manufacturer will buy TV, AM or FM, CP, CATV or What Have You?

Arnold Malken Chairman  
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Wish to purchase Television Station or CP. Write in strict confidence giving full details to:

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Pa.	single	daytime	\$ 50M	terms
Gulf	medium	profitable	109M	29%
S. W.	metro	VHF-TV	2MM	terms
Fla.	metro	fulltime	240M	29%
M. W.	major	fulltime	525M	terms

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OREGON 2 STATION Mkt Fulltimer asking \$80,000 low down terms.

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 15

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,918	77	77	333
FM	1,146	42	208	272
TV	523 <sup>1</sup>	60	85	153

### AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 15

	VHF	UHF	TV
Commercial	512 <sup>2</sup>	156	668
Noncommercial	57	50	107

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,895	1,136	520 <sup>1</sup>
CP's on air (new stations)	77	36	63
CP's not on air (new stations)	79	188	80
Total authorized stations	4,051	1,360	663
Applications for new stations (not in hearing)	202	216	71
Applications for new stations (in hearing)	88	37	66
Total applications for new stations	290	253	137
Applications for major changes (not in hearing)	193	52	41
Applications for major changes (in hearing)	41	4	11
Total applications for major changes	234	56	52
Licenses deleted	0	1	0
CP's deleted	0	0	0

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

*Continued from page 77*

of license for auxiliary trans.; also extension of completion date to Dec. 23.

WSNJ-FM Bridgeton, N. J.—Granted CP to make changes in ant. system (main trans.); conditions.

KROS-FM Clinton, Iowa—Granted mod. of SCA to add sub-carrier frequency of 42 kc.

KVRH Salida, Colo.—Granted authority to operate with sign-off at 6 p.m. for period ending Oct. 10.

KAYE Puyallup, Wash.—Granted authority to go silent from 10 a.m. to 6 p.m., daily, except Sunday, for period ending Aug. 31.

WMGS Bowling Green, Ohio — Granted mod. of license to change name to WMGS Inc.

KMCO Conroe, Tex.—Granted mod. of license to change studio location; remote control permitted, while using DA-D; conditions.

■ Granted renewal of licenses for following: WAIN Columbia, Ky.; WAXU Georgetown, Ky.; WBGW Bowling Green, Ky.; WCOR-AM-FM Lebanon, Tenn.; WDNT Dayton, Tenn.; WFKN Franklin, Ky.; WFMB (FM) and SCA Nashville; WEMS (FM) and SCA Indianapolis; WFUL-FM Fulton, Ky.; WHLN Harlan, Ky.; WIKY-AM-FM and SCA Evansville, Ind.; WKPT Kingsport, Tenn.; WKSJ Pulaski, Tenn.; WLAR and auxiliary Athens, Tenn.; WLIK Newport, Tenn.; WLOC Munfordville, Ky.; WNES Central City, Ky.; WNOP Newport, Ky.; WPKE and auxiliary Pikeville, Ky.; WPTH (FM) and SCA Fort Wayne, Ind.; WRSL Stanford, Ky.; WSMT Sparta, Tenn.; WVOL auxiliary and alternate main Berry Hill, Tenn.; WLOM (FM) Chattanooga; WMTS-FM Murfreesboro, Tenn.; WMTA (FM) Central City, Ky.; WANY Albany, Ky.; WAZY Lafayette, Ind.; WTTL Madisonville, Ky.; WTTT, WTTV-FM and SCA Bloomington, Ind.; WCMT Martin, Tenn.; WCTW-FM New Castle, Ind.; WDEH Sweetwater, Tenn.; WEKR Fayetteville, Tenn.; WFTM Maysville, Ky.; WFWL Camden, Tenn.; WGCC (FM) Glasgow, Ky.; WHBU Anderson, Ind.; WHUB and auxiliary Cookeville, Tenn.; WJZM Clarksville, Tenn.; WKCT and auxiliary Bowling Green, Ky.; WLJJ Shelbyville, Tenn.; WMCH Church Hill, Tenn.; WMST Mount Sterling, Ky.; WORM Savannah, Tenn.; WRSW-AM-FM Warsaw, Ind.; WSFC and auxiliary Somerset, Ky.;

WTCJ Tell City, Ind.; WGCS (FM) Goshen, Ind.; WAWK Kendallville, Ind.; WBAT Marion, Ind.; WBNI Boonville, Ind.; WCCT Corbin, Ky.; WETB Johnson City, Tenn.; WFKO (FM) Kokomo, Ind.; WFMG (FM) and auxiliary Gallatin, Tenn.; WFTG London, Ky.; WHIN Gallatin, Tenn.; WIFN (FM) Franklin, Ind.; WILQ Frankfort, Ind.; WKIC Hazard, Ky.; WKRM Columbia, Tenn.; WLAC Nashville; WLEN Lebanon, Ky.; WLIL Lenoir City, Tenn.; WNBS and auxiliary Murray, Ky.; WNGO-AM-FM Mayfield, Ky.; WOMI and auxiliary, WOMI-FM Owensboro, Ky.; WPRT Prestonsburg, Ky.; WPTN Cookeville, Tenn.; WSAL and auxiliary Logansport, Ind.; WSON-FM Henderson, Ky.; WWXL Manchester, Ky.; WFLT (FM) Franklin, Tenn.; WMPS-FM Memphis; WMUN (FM) Muncie, Ind.; WAKI McMinnville, Tenn.; WATO Oak Ridge, Tenn.; WBAC alternate main and auxiliary Cleveland, Tenn.; WYSH Clinton, Tenn.; WBOL Bolivar, Tenn.; WCRK Morristown, Tenn.; WCYN Cynthia, Ky.; WDKN Dickson, Tenn.; WEZJ Williamsburg, Ky.; WFUL Fulton, Ky.; WGAP Maryville, Tenn.; WHAL-AM-FM and SCA Shelbyville, Tenn.; WHIR and auxiliary Danville, Ky.; WIEL Elizabethton, Ky.; WJCD-AM-FM, Seymour, Ind.; WKAY Glasgow, Ky.; WKIN Kingsport, Tenn.; WLBC Muncie, Ind.; WLIV Livingston, Tenn.; WMCP Columbia, Tenn.; WMTT Vanhook, Ky.; WRAY-AM-FM Princeton, Ind.; WRUS Russellville, Ky.; WSVL Shelbyville, Ind.; WTJS-AM-FM Jackson, Tenn.; WGRE (FM) Greencastle, Ind.; WHOP Hopkinsville, Ky.; WGVF (FM) Gary, Ind.; WSMC-FM Collegedale, Tenn.; WWHI (FM) Muncie, Ind.; WPSR (FM) Evansville, Ind.; WPAO and auxiliary Chattanooga; WBEJ Elizabethton, Tenn.; WCBL Benton, Ky.; WEAG Alcoa, Tenn.; WEKY and auxiliary Richmond, Ky.; WFBM and auxiliary, WFBM-FM and SCA Indianapolis; WHUT Anderson, Ind.; WJPS Evansville, Ind.; WJVA and auxiliary South Bend, Ind.; WKBV Richmond, Ind.; WLOI La Porte, Ind.; WLSB Copperhill, Tenn.; WMLF Pineville, Ky.; WMTN Morristown, Tenn.; WPCO Mt. Vernon, Ind.; WSBT and auxiliary, WSBT-FM South Bend, Ind.; WTHI Terre Haute, Ind.; WBBS (FM) Crawfordville, Ind.; WIBC-FM Indianapolis; WORX-FM Madison, Ind.; WETL (FM) and SCA South Bend, Ind.; WIAN (FM) Indianapolis; WPLN (FM) Nashville; WDXE Lawrenceburg, Tenn.; WIBC auxiliary and alternate main Indianapolis; WSIX Nashville; WSM and auxiliary Nashville; WSKS (FM) Wabash, Ind.; WSND-FM Nortre Dame, Ind.; WFPK

(FM) Louisville, Ky.; WUOT (FM) and auxiliary, Knoxville, Tenn.; WAOV Vincennes, Ind.; WBAA West Lafayette, Ind.; WEVL Barbourville, Ky.; WDEF and auxiliary Chattanooga; WEEN Lafayette, Tenn.; WENK and auxiliary Union City, Tenn.; WGEF Evansville, Ind.; WHBT Harrison, Tenn.; WJNN alternate main and auxiliary Louisville, Ky.; WKBJ Milan, Tenn.; WLCK Scottsville, Ky.; WLOU Louisville, Ky.; WMIK Middlesboro, Ky.; WMOR Morehead, Ky.; WNAH Nashville; WRKM Carthage, Tenn.; WSMG Greeneville, Tenn.; WTCC Campbellsville, Ky.; WTRE Ripley, Tenn.; WFML (FM) Washington, Ind.; WILQ-FM Frankfort, Ind.; WTHI-FM Terre Haute, Ind.; WFBI (FM) Franklin, Ind.; WFPL (FM) Louisville, Ky.; WICR (FM) Indianapolis; WAMW Washington, Ind.; WDXN and auxiliary Clarksville, Tenn.; WKDA Nashville; WKLO-FM Louisville, Ky.; WSIX-FM Nashville, and WIRE Indianapolis.

WELV Ellenville, N. Y.—Granted assignment of CP to Catskill Broadcasting Corp.

WINA-FM Charlottesville, Va.—Granted CP to increase ERP to 2.8 kw, decrease ant. height to 145 feet, change ant.-trans. location, and install new trans. and new ant.; remote control permitted.

WSJS-FM Winston-Salem, N. C.—Granted CP to make changes in ant. system.

WSMT-FM Sparta, Tenn.—Granted mod. of CP to make changes in ant. system.

#### Actions of July 9

WFIL-TV Philadelphia—Granted CP to reduce aur. ERP to 8.91 kw (main trans. and ant.).

KPLO-TV Reliance, S. D.—Granted CP to reduce aur. ERP to 25 kw.

WPIN-FM St. Petersburg, Fla.—Granted mod. of CP to change type ant.; make changes in ant. system (increase height); increase ERP to 27 kw, and ant. height to 380 feet.

WPIN St. Petersburg, Fla.—Granted CP to make changes in ant. and ground systems (increase ant. height); specify studio location and remote control point; condition.

KPRC Houston—Granted CP to change ant.-trans. location, and install new trans.; remote control permitted.

KOIL Omaha, Neb.—Granted CP to change ant.-trans. location, and make changes in ant. system.

KNDC Hettinger, N. D.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted.

KLBS Los Banos, Calif.—Granted renewal of license; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

WSOC Charlotte, N. C.—Granted renewal of license (alternate main and auxiliary); conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

WCNR Bloomsburg, Pa.—Granted renewal of license; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

WHLB Sheboygan, Wis.—Granted license covering increase in power, installation of DA-2 and new daytime trans. (2 main trans.), and changes in ground system; condition.

WPBZ Lock Haven, Pa.—Granted license covering increase in daytime power and installation of new trans.

WHLB Sheboygan, Wis.—Granted license covering use of main daytime trans. as alternate main nighttime trans. and use of main nighttime trans. as auxiliary daytime trans.

#### Actions of July 8

WDSG Dyersburg, Tenn.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

W05AE Sylva, N. C.—Granted mod. of CP to make changes in transmission line for VHF-TV translator.

#### Action of July 7

WIYN Rome, Ga.—Granted license for AM; specify studio location and remote control point.

#### Action of July 6

Fort Mason Translator System, Doss, Cherry Springs and Loyal Valley, Tex.—Granted CP for new UHF-TV translator on channel 83, to rebroadcast programs of KONO-TV (ch. 12), San Antonio, Tex.

**W**HEN Fred Walker talks about broadcasting he likes to think of "tomorrow" rather than discuss today or reminisce about experiences leading up to his job as general manager of pioneer KDKA Pittsburgh while still in his early thirties.

Not that he isn't proud today of the diversified program and public service achievements of Westinghouse Broadcasting Co.'s KDKA under his leadership; he is. Or concerning yesterday, not that he isn't appreciative of the help and guidance of others; that he is too.

But tomorrow for Mr. Walker is the opportunity to do even better the things done well today, or the chance to correct things not well done or neglected.

"I'm never satisfied with the answer that 'we've been doing it this way for years,'" Mr. Walker says. "While it may sound like a hack phrase, radio needs more creativity," he feels, indicating even the best the medium offers can be bettered.

**Radio's Impact** ■ "It's true that we're often creative in the programming area," he notes, "but rarely in other segments of the typical station operation. For example, we can be creative in the sales department by building a commercial for a client who is not now using radio. We can demonstrate how effective this medium can be when properly used."

Stations can use more creativity in billing, he continues. "How many stations have explored automation, computers or other more effective ways of conducting their business? We should be exploring these areas now," he says.

Radio should sell itself more aggressively as an important part of "a balanced media mix," Mr. Walker contends. "I like the analogy of the four wheels on an automobile," he explains, because "with three wheels it can't go anywhere." But radio's problem today is that "too often radio is the fifth wheel used as a spare in the event the other four can't carry the load," he says.

Although creativity may have its best role in programming, this quality can be used here even better, Mr. Walker believes. "There's a great deal of dull radio today and this is having some far-reaching effects," he says. "People don't feel compelled to listen to some stations," he notes, because there is no personal communication, excitement or "reason" for listening.

**Cross-Pollination** ■ Mr. Walker utilizes a good portion of his administrative energy at KDKA encouraging teamwork and the exchange of ideas among members of all departments to assure that the station will always be prominent in giving listeners that "reason." He likes frequent staff idea sessions with himself absent, for example.

"The engineer too long has been taken for granted," Mr. Walker says,

## He makes impatience a virtue

and his contribution to the final broadcast product deserves recognition and support. This past year he has supervised modernization of KDKA's technical facilities, including redesigning of master control and the installation of cartridge tape. It's all solid-state.

KDKA's "vertical documentaries" are an innovation of which Mr. Walker is particularly proud. Developed and refined by Jack Williams, program manager, the technique "is one of the most exciting radio concepts I've seen in years," he exclaims.

"It allows the station to present a one-hour documentary in five-minute segments throughout the day," Mr. Walker

## WEEK'S PROFILE



Frederick Elmer Walker—Gen. mgr. of KDKA Pittsburgh; b. Trenton, N. J., May 31, 1930; English and history major Trenton State College; TV production major New York University; announcer, newsman and producer, WBUD Morrisville, Pa. (now Trenton), 1947-52; dir. of education and public affairs, WTTM Trenton, 1952-54; PR dir. WPTZ(TV) Philadelphia (now WRCV-TV), 1954; gen. mgr., WTTM 1955-58 and VP-gen. mgr., 1958-59; sales mgr., KYW Cleveland, 1959 to March 1963, when he moved to KDKA; member-pres. New Jersey Broadcasters Assn., 1957-58, board member and program chairman of local Rotary, Pennsylvania Council of the National Council on Crime and Delinquency; m. Catharine Middleton Sullivan of Browns Mills, N. J., Nov. 26, 1952; children—Catharine, 8, and Elizabeth, 3; principal avocation—youth work at his church, Mt. Lebanon (Pa.) Presbyterian.

explains, and "this enables us to present significant material during the prime listening hours without jeopardizing the mass appeal of the full hour program."

**'Court' on Air** ■ Other program achievements high on his list are a series dealing with unemployment and the annual broadcasting of moot court competitions in cooperation with Pittsburgh and Duquesne universities and the Allegheny Academy of Trial Lawyers.

KDKA tied in an incentive effort for regular jury duty among listeners by an advance on-the-air essay contest to select listeners for the moot trial jury. Scholarships of \$1,000 for the winning school also were arranged, KDKA donating half.

The nearly all-day trial-to-verdict events were covered like news, using frequent cut-ins. The award banquets were top local events featuring guest speakers Supreme Court Justice Tom Clark and Attorney General Robert Kennedy.

Radio can compete with TV, Mr. Walker believes, but "it's no secret that television is becoming more mobile every day" with both tiny cameras and tiny sets. Mobility has been one of radio's big attractions, he notes, "and we are in danger of losing this edge. Radio should be working now on a solution to this problem."

Strongly research-oriented, Mr. Walker always asks "why" about things which concern radio's growth and he often is having studies made to find answers. At present he is studying the personal use habits in all media of 400 Pittsburgh executives. A key point, he feels, is the answer to "why not" for limited or nonuse media contact.

Getting people out and away from the station is another kind of practical personal research Mr. Walker encourages. Listening and learning is his motto, especially when it comes to other radio stations.

**New Talent?** ■ This habit has given him pause about another of radio's problems: "Where are the radio stars of tomorrow?" He recalls a trip by KDKA's program manager throughout Pennsylvania to listen to smaller stations for new talent that might be developed and encouraged.

"After listening to dozens of stations," Mr. Walker relates, the program manager concluded "that only one station in a medium-size Pennsylvania market has a personality that could possibly be used in a major market."

Broadcasting today doesn't have an adequate training ground for new talent, Mr. Walker feels, "and the youngsters who do have jobs in smaller stations are being allowed to make the same mistakes in delivery over and over again." But he has ample compassion for their plight. That's right where he started.

Fairness doctrine: new twist

WHATEVER else happens in the months ahead it can be anticipated that the going won't be easy for broadcasters in dealing with the Goldwater organization.

When Dwight D. Eisenhower attacked "sensation-seeking columnists and commentators" in his Tuesday night speech to the Republican convention, the delegates gave him thunderous applause. And when he added that "these are people who couldn't care less about the welfare of our party" and that "we must find a better way of bringing truth to the people," the convention went wild.

Candidate Goldwater himself has said that network commentators as well as newspaper columnists and editorialists did not give him a fair shake in their interpretations of events leading up to his nomination last week. But he may be somewhat less sensitive to journalistic comment than his demonstrative delegates indicated they were. He told BROADCASTING, as reported elsewhere in this issue, that he thought news coverage of the convention had been competent.

So the problem for broadcasters may come less from the candidate himself than from some of his devoted supporters.

An innocuous plank in the Republican platform, which must be regarded as the work of Goldwater architects, gives lip service to broadcasting by pledging "dedication to the freedom of expression for all news media, to the right of access to public proceedings and to the independence of radio, television and other news-gathering media from excessive government control." The plank is good as far as it goes, and hopefully Mr. Goldwater will take it farther. In responding to questions put to him by this magazine last week, he said that freedom of the press should extend, to the fullest extent possible, to radio and television as journalism media. It remains to be seen whether some of his followers will adhere to that view as the campaign gets rougher.

In San Francisco last week broadcasters dealt with a tough, bellicose, anti-broadcasting Goldwater organization. That state of conflict will do neither broadcasters nor the Republican party much good if it persists. The party must realize it needs broadcasting exposure if it hopes to make its policies and candidates known to the electors.

Mr. Goldwater has indicated that he is aware of his need for an accommodation with broadcasting; he has said he is eager to appear in broadcast confrontations with the President. It remains for his supporters to catch up to his views.

More can be accomplished through cooperation between the party and the broadcast journalists than through the kind of bullying that was manifest in San Francisco last week.

Mop up campaign

THE prospect of straightening out, in one swoop, the whole complicated tangle of major lawsuits involving music licensing is almost irresistibly attractive. The least anybody can do is offer most fervent good wishes to those who, as described elsewhere in this issue, embarked on this monumental undertaking last week.

If the plan works, much of the credit must go to Judge Sylvester J. Ryan of the U. S. southern district court in New York. As the court's expert on music-license matters, Judge Ryan presides over such cases, and he launched the search for a wholesale solution by advising the principals to either litigate or negotiate—but not to look for his help in negotiating unless the negotiations cover all cases rather than some.

Specifically, these would include not only the current litigations for new radio and television music licenses from the American Society of Composers, Authors and Publish-

ers, but also two long-pending suits against various broadcast groups. One of these suits is the so-called "Schwartz case," brought some 10 years ago by a group of songwriters seeking \$150 million and the divorcement of Broadcast Music Inc. from its radio-TV ownership. The other is the Life Music case, a suit of approximately the same vintage and purposes. Once these issues were settled, music licenses probably would be put on a 10-year rather than the current short-term basis.

If all these cases are cleaned up, it may be the biggest clean-up campaign in broadcasting's legal history. But there are dangers that, we trust, will not be overlooked.

One, always present in many-sided negotiations, is that a participant may, for the sake of the overall agreement, make sacrifices that he would not make in negotiations involving his case alone. Another is that, as Judge Ryan indicated, a long-term contract must protect against unforeseen and perhaps unforeseeable economic and other changes, or else one side is apt to get hurt.

There was a time when the dangers would have included demands that broadcasters get rid of their ownership of BMI. At the moment this does not appear to be a major peril. We hope it stays that way, and we wish the negotiators well in bypassing other pitfalls, too.

The job is so big and complicated and difficult that it almost defies description. It may be impossible. But a fair and equitable settlement would give both broadcasters and the music-licensing organizations a colossal saving in time, trouble and legal expenses, and we hope it can somehow be brought off.

Undelivered message

BROADCASTERS are supposed to be in the communications business, but there is some doubt that they unflinchingly communicate. The doubt is in no way relieved by the answers that Representative William H. Avery (R-Kan.) got to a question he asked of constituents.

The question: "Do you favor the continuing efforts of the Federal Communications Commission to regulate the programs on radio and television stations?" Of the more than 10,000 Kansans who replied, 56% answered yes, 29% said no, and 15% had no opinion.

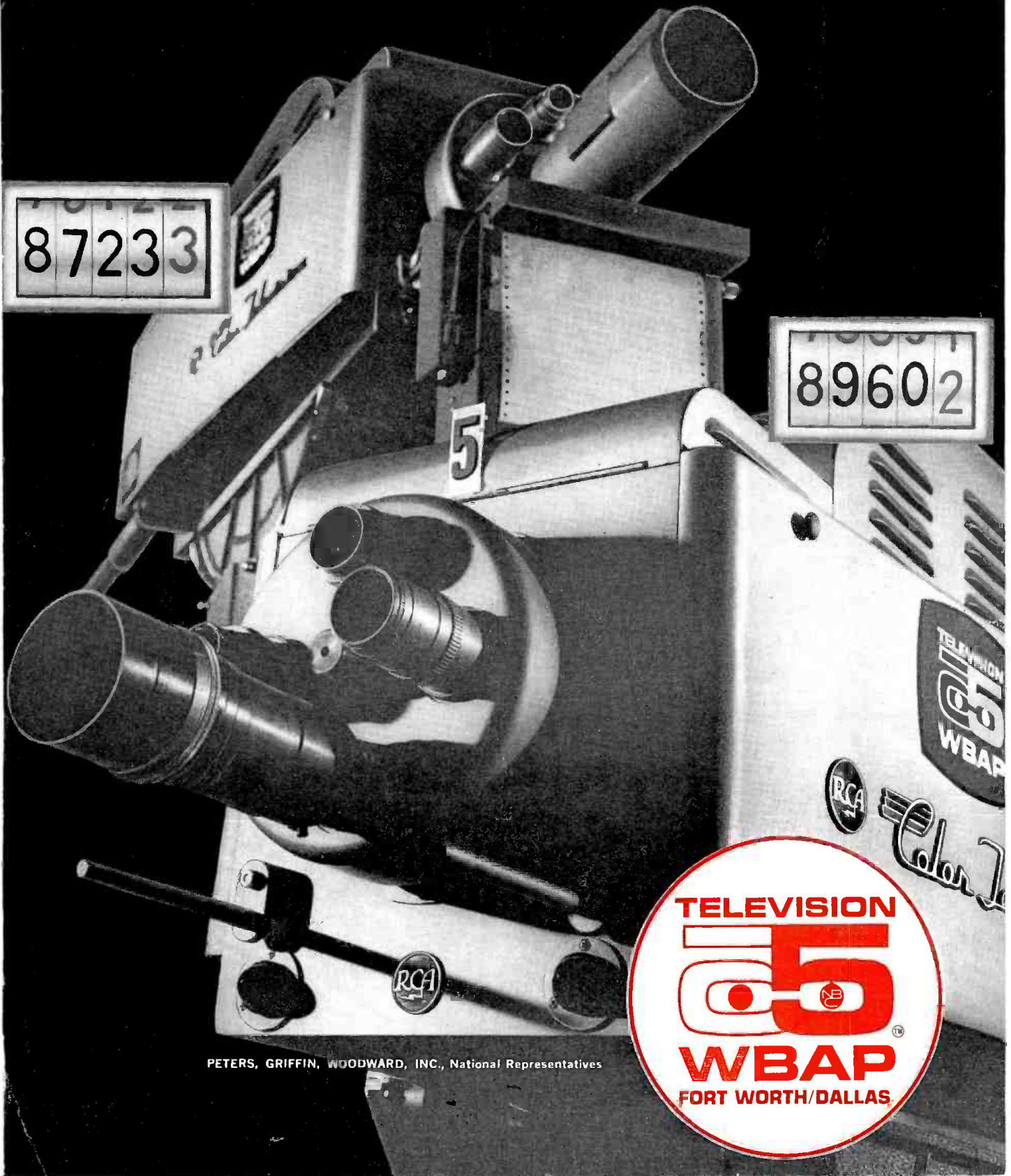
In technique Mr. Avery's research may be faulty, but even so it indicates that broadcasters have a problem. Any time 10,000 Kansans in a conservative district vote 56 to 29 for more federal program control, something is disturbingly wrong.



Drawn for BROADCASTING by Sid Hix  
 "It's OK . . . he just wants to touch up our sheets!"

# Take 5...dissolve to 6

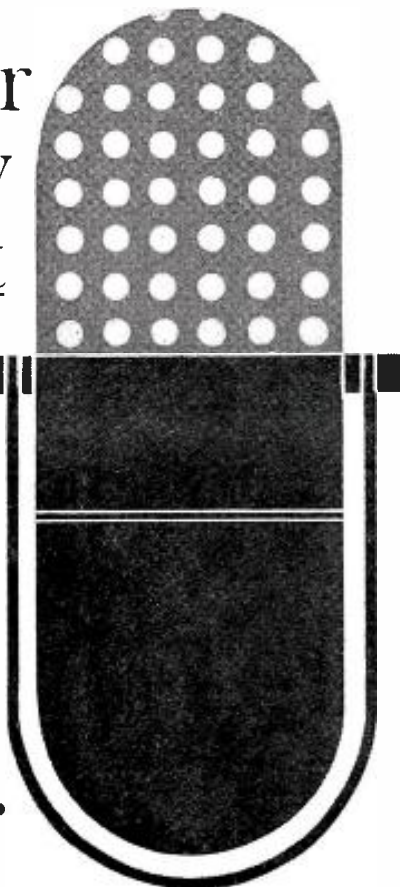
10 years color  
17,683 hours color



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Indeed, the unique success of the nine-year-old *Monitor* is one very persuasive reason for NBC Radio's consistent leadership in network sales.

The key to the program's wide appeal lies in its unparalleled diversity. On a given day, it can transport listeners from the Presidential Palace in Saigon to an Elizabeth Taylor dressing room, and still manage to include: a comic improvisation by Jonathan Winters; a medley of songs by Barbra Streisand; a Mel Allen de-

scription of a stock car race; and a lecture on crabgrass by Hugh Downs.

In the field of news, *Monitor* carries a particularly strong appeal; its special features, on-the-scene remotes, and every-hour-on-the-hour roundups (all furnished by the incomparable resources of NBC News) make it *the* program to hear for weekend news coverage.

*Monitor's* tenth year promises to be every bit as singular as its first nine. As a listener, you'll find it lively, full-spectrum entertainment. And as an advertiser, you'll find it singularly attractive.

For *Monitor* isn't merely the *best* network entertainment service reaching the nation's radio listeners on weekends. It's the *only* one.

**NBC RADIO NETWORK**