



Broadcasting

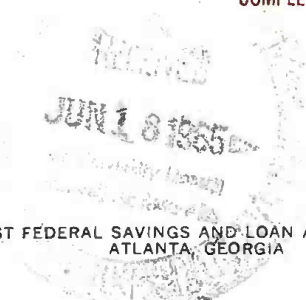
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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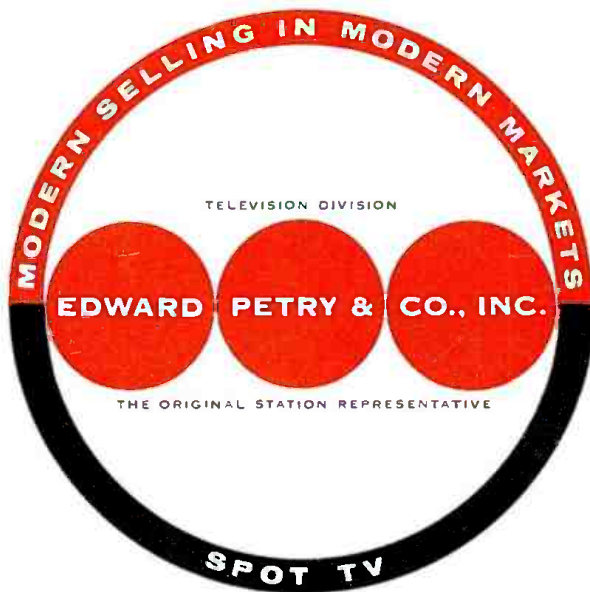
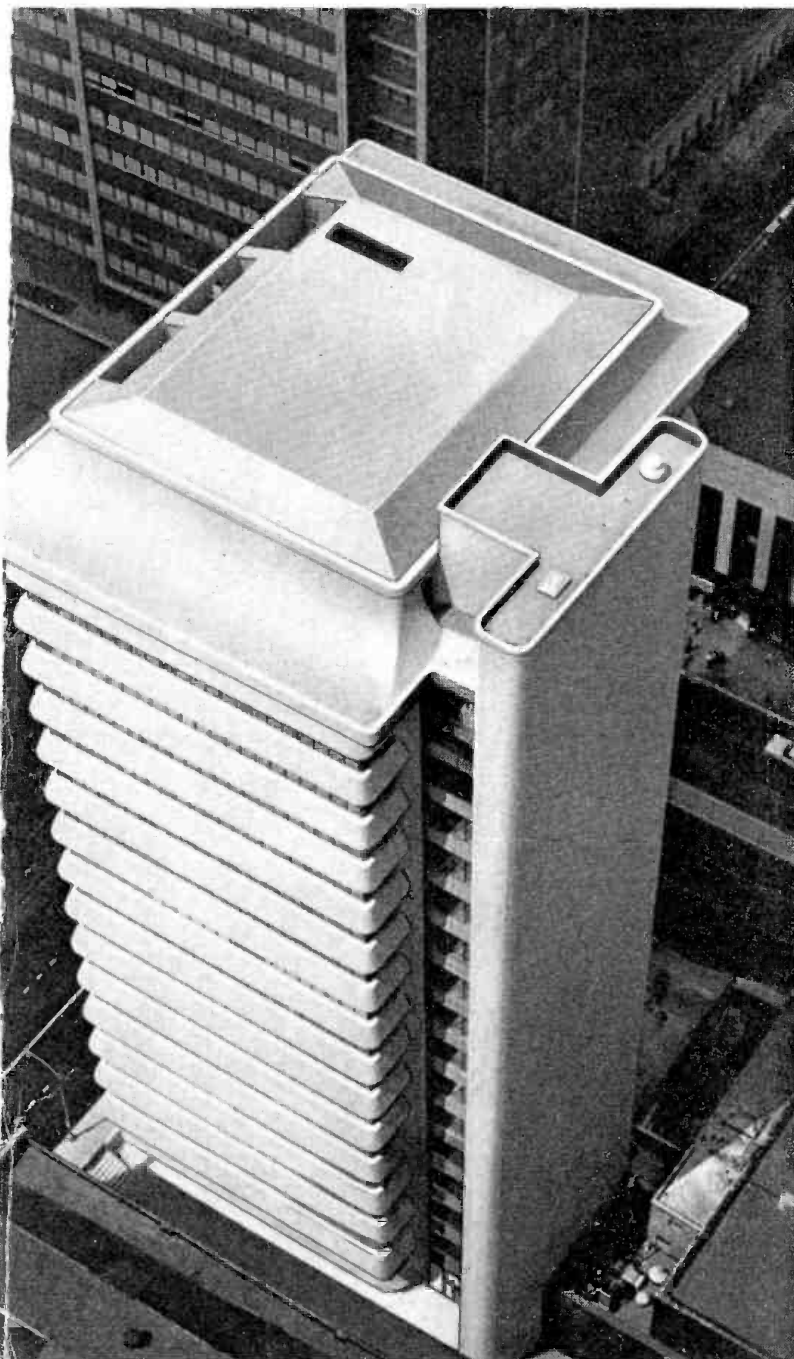
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What the Estes decision means to broadcasters. p50
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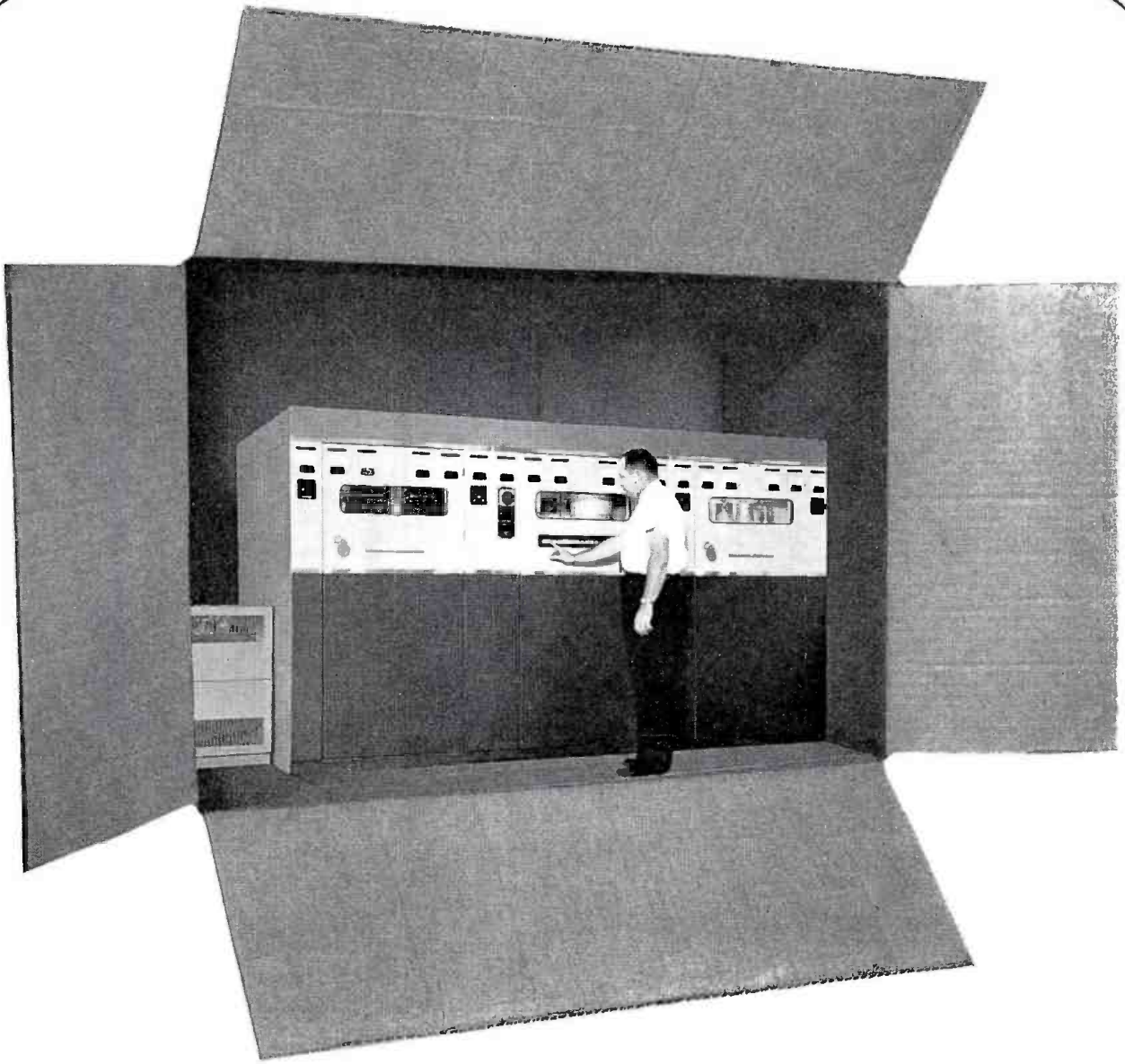


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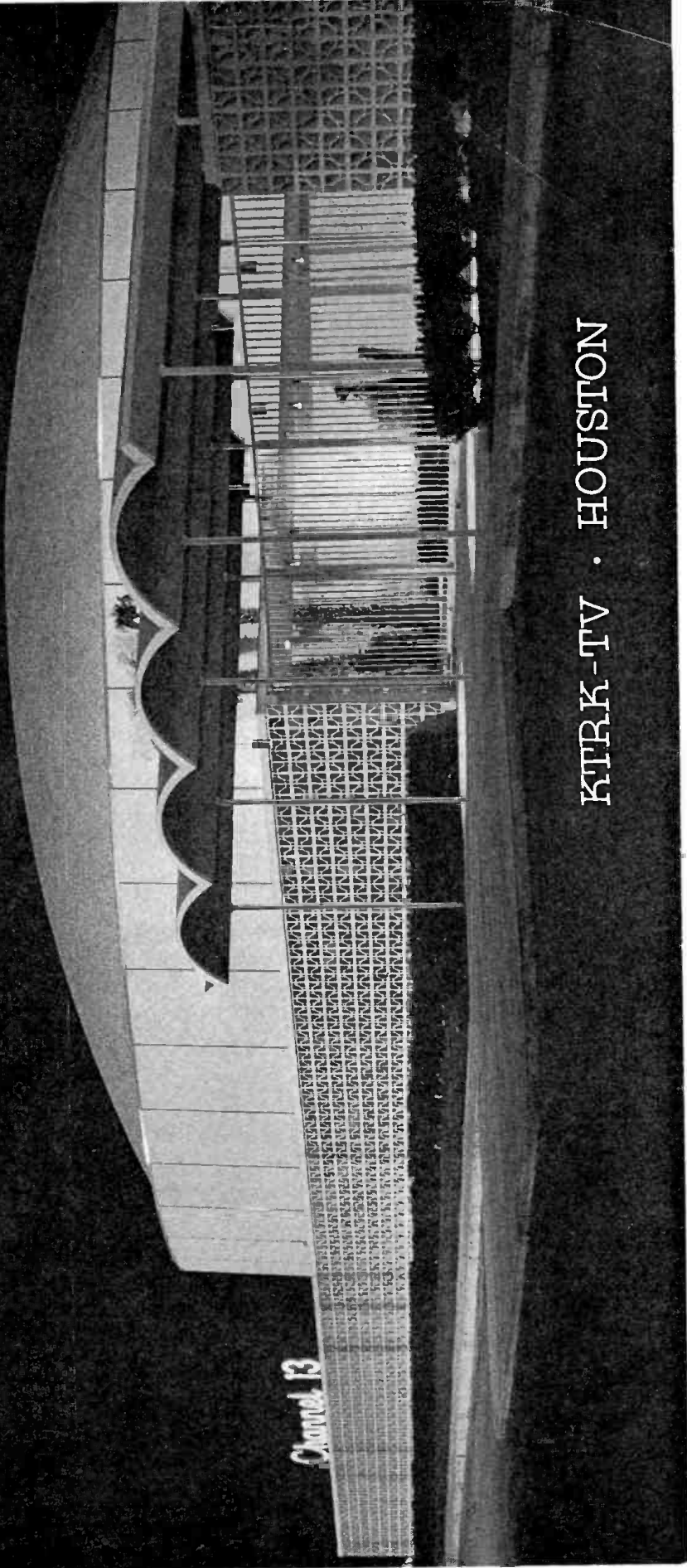
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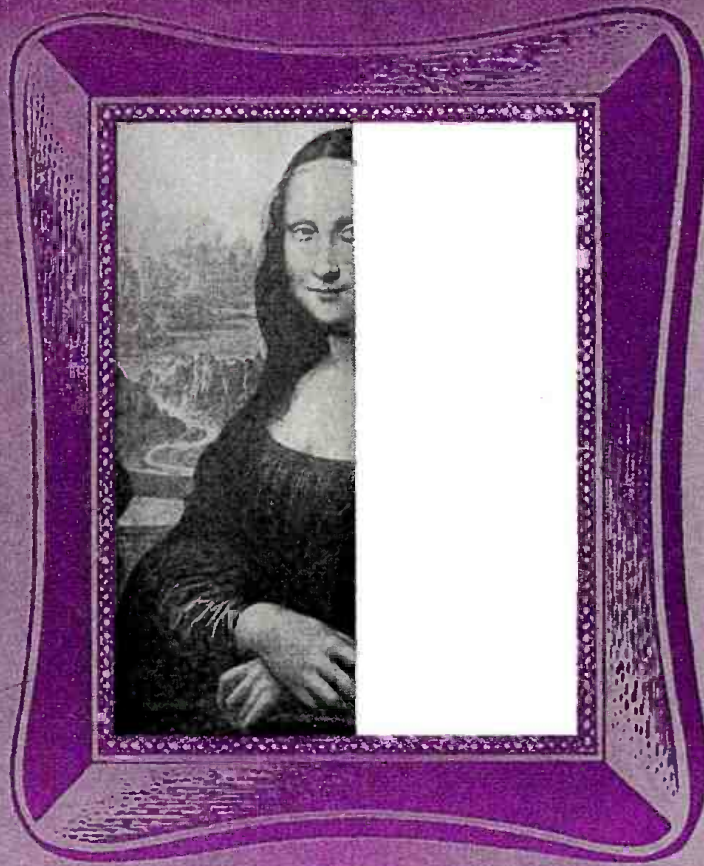
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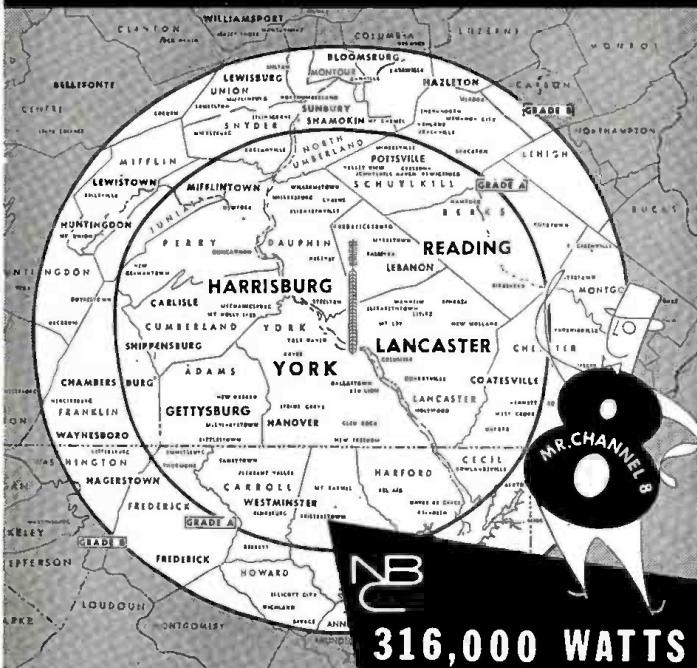


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MULTI-CITY TV MARKET



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Brake on group growth

FCC rulemaking providing for tougher multiple-ownership controls is expected to be issued for comment this week. Commission wants to be ready for appearance before Senator John O. Pastore's (D-R. I.) subcommittee June 23. Hearing is on other matters, but senator is sure to question commission on multiple-ownership rule. He is critical of present interim policy freezing sales of top-50 market VHF's to persons already having V's in those markets.

Proposal, which would be used as new interim policy pending conclusion of rulemaking, is about same as that suggested by staff last month (BROADCASTING, May 31). It would limit ownership of TV's in top 50 markets to three, no more than two of them VHF's. It would also bar ownership of more than two TV's per state, with only one in top two markets. And it would prevent common ownership of only television and aural stations in same community, only TV and only daily newspaper in same community, and only aural station and only daily newspaper in same community. Proposal would not require divestiture and it would make exceptions in cases of assignments and transfers to heirs and legatees of multiple owners. Present outside ownership limits of seven AM's, seven FM's and seven TV's (no more than five VHF's) would remain unchanged.

Thanks, but no thanks

Board of Association of National Advertisers seems nearer consensus on position it'll take on FCC's proposal to curtail TV network control of nighttime programing. Indications are ANA will tell FCC—probably in fall—it considers plan arbitrary and unworkable and that there should be massive study also embracing other problems, including pay TV and community TV, somewhat along lines proposed by Chairman Oren Harris (D-Ark.) of House Commerce Committee. There was substantial advertiser support for this approach even before Mr. Harris made his proposal at ANA convention last month (BROADCASTING, May 17), but it was reported more firmly based after ANA board meeting last week—even though FCC Chairman E. William Henry in meantime had met privately with number of ANA leaders to talk about FCC plan and exchange views on it (BROADCASTING, May 31).

CLOSED CIRCUIT®

Pedigrees wanted

Whatever the outcome of CATV legislation (House Commerce Committee Chairman Oren Harris [D-Ark.] proposes FCC regulation but without licensing authority), FCC will press for authority to require CATV firms to supply ownership data. FCC Chairman E. William Henry feels this is essential if undesirable elements are to be kept out of field.

Mr. Henry has received unconfirmed allegations that "undesirable characters" are invading burgeoning CATV field, have "threatened" competing groups and have been involved in pay-offs to local officials. It's emphasized, however, that these are simply allegations, but they can't be checked unless FCC receives or assumes regulatory powers.

That BMI job

Among candidates for presidency of Broadcast Music Inc., vacant since accidental death of Robert Burton last March, is Howard H. Bell, director of radio and television codes of National Association of Broadcasters. Mr. Bell, 38, has been with NAB since 1951 and before becoming code director in November 1963 was vice president for planning and development. He is graduate of University of Missouri and holds law degree from Catholic University, Washington.

Many names are under consideration of BMI board, headed by Chairman Sydney M. Kaye. Board is desirous of making appointment fairly promptly because of danger that competing copyright pools will begin to raid BMI list of blue-ribbon publishers and writers who wonder about BMI's future.

ABC's first CATV

ABC is on verge of announcing first acquisition of community antenna system—and it may very well be Wilmington, N. C., plant owned principally by Martin F. Malarkey and associates. Mr. Malarkey, CATV pioneer and consultant in Washington, is understood to be associated in new ABC subsidiary formed for ventures in CATV field (CLOSED CIRCUIT, May 31). Wilmington CATV began in 1962, has over 3,500 subscribers, brings in five TV stations (WECT[TV]

Wilmington, WTVD[TV] Durham, WITN [TV] Washington, WRAL-TV Raleigh and WNCT[TV] Greenville, all N. C.), plus background music and FM.

Sound's the same

Little change in programing is expected to accompany swap-back late this week of NBC and Westinghouse stations in Philadelphia and Cleveland (see page 83). In radio, Westinghouse plans to continue in Philadelphia the "contemporary" music (and news) policy it has followed in Cleveland—but with different on-air personnel. NBC will retain in Cleveland disk jockeys Westinghouse now has there.

Even lineup of network affiliations won't be disturbed at outset, according to authorities. In Cleveland, Westinghouse's radio station has been independent, and NBC will operate as independent there until "arrangements" can be worked out with WGAR, its present Cleveland outlet. In Philadelphia, it's said, Westinghouse is expected to carry NBC radio programs temporarily, presumably to give NBC chance to find new outlet. Swap poses even fewer problems in TV programing, since Westinghouse is NBC affiliate in Cleveland and will continue in Philadelphia.

Don't write; telephone

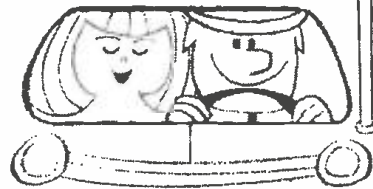
New technique is being used by FCC legal staff to force television stations into line on local-live origination. Instead of writing letters, which have bounced both into Congress and FCC meetings, staff lawyers now call Washington counsel of stations under review for license renewal and informally mention purported shortcomings. Particularly emphasized have been lack of preemptions of network programs for local live. Compliance usually follows.

Attorneys, who resent approach as coercive, nevertheless feel they are duty-bound to keep their station clients out of trouble and, therefore, "cooperate." But practice is beginning to stimulate repercussions and could break out in FCC meeting at any time with likelihood that Commissioner Lee Loevinger, who has vehemently protested letter writing device, will spearhead effort.

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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>	DETROIT <i>WJBK-TV</i>	

All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE—January-March, 1965; Adult Audience Age 18-49 (Radio PULSE LQR 100-11—April-June, 1964) Leads all other Philadelphia stations in circulation. Day and Night, Metro and Total, NCS 61; Share of Audience Total Rated Time Periods. HOOPER—January-March, 1965.

WEEK IN BRIEF

Three-network economy in good shape as fourth-quarter sales hit 95% mark. ABC-TV's gains are sharpest. CBS-TV finds more participating sponsors, NBC-TV gets more program buyers. See . . .

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Every cloud has silver lining and broadcasters feel Supreme Court decision on TV in courtroom isn't as bad as it looks. Estes case not considered landmark decision. See . . .

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TV networks estimate Gemini coverage cost \$6 million. Hope to use more pool facilities for coming, longer missions. Seek NASA approval for coverage from recovery area. See . . .

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Capitol Records' Livingston proposes stations pay performance fees to record companies and artists. Says their creative work should get same compensation that composers and publishers get. See . . .

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FCC unveils its new TV allocations assignments and offers proposed rulemaking to reserve channels 70-83 as low-power, community stations in small and medium-sized markets. See . . .

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Broadcasting

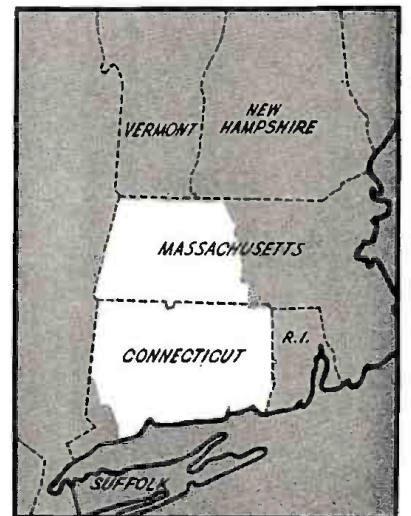
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IRS urges reversal in Corinthian tax case

U. S. Court of Appeals in Chicago Friday (June 11) heard Internal Revenue Service plead for overturn of ruling last year by U. S. Tax Court in Washington, which established precedent that buyers of broadcast properties can use straightline 20-year depreciation table to amortize value attributed to network affiliation in purchase price. Case involves Corinthian Broadcasting Corp.'s WISH-TV Indianapolis and WANE-TV Fort Wayne, both Indiana (BROADCASTING, March 16, 1964).

IRS told appeals court that 20-year table was only "theory" and that as practical matter affiliation pacts can be expected to last indefinitely. IRS argued affiliations are no different from liquor license or soft drink franchise situations where courts have ruled they cannot be amortized.

Corinthian held that decision of tax court should be sustained because it is expert in such matters, heard all testimony in case and obviously found 20-year plan represents "reasonable" estimate of life of asset based on study of industry experience.

Corinthian noted that table was based on broad study of network contract experience for many stations and had been done by statistical expert which IRS itself has employed on professional basis.

Networks claim points in Gemini-Titan coverage

Gemini-Titan 4 manned space flight ended with splashdown June 7 but network battling over ratings of their coverage continued through week. NBC-TV Friday (June 11) lead in ratings for day of launch, actual launch time and during Major Ed White's space walk, on basis of Nielsen MNA's (multi-network-area covering 30 markets).

MNA ratings for June 3 (7 a.m.-4:30 p.m.) were: NBC 10.2 rating with 47 share, CBS 8.1 and 37, ABC 3.6 and 16; for launch time (11:15-11:30 a.m.): NBC 15.4 and 50, CBS 9.8 and 32, ABC 5.9 and 18; for walk in space (3:45-4 p.m.): NBC 10 and 43, CBS 9.2 and 40, and ABC 3.9 and 17. National Arbitrons gave CBS slight lead on launching day (see page 66).

ABC-TV claimed audience gains by comparing March 23 Gemini space-shoot—using available Nielsen MNA's,

8 a.m.-4:30 p.m.—with that of June 3. ABC said it scored in percentage gains in rating and share compared to percentage drops for both NBC and CBS.

ABC said its rating was 23% and share 57% higher in June coverage of launch compared to its March coverage; NBC down 23% in rating, 2% in share; CBS down 28% in rating, 8% in share.

CBS-TV joins 'movies made for TV' fold

MCA-TV and CBS-TV are preparing two-hour color film for showing next season in CBS's Thursday 9-11 p.m. movie slot. Movie will be filmed at Universal City studios in Hollywood and Michael Dann, vice president-programs, CBS-TV, said network hoped to develop this type programming as series for 1966-67 season.

Although CBS did not detail format, it was reported to have western locale. NBC-TV in recent past has programed two two-hour motion pictures made expressly for TV—"The Hangman Story" and "See How They Run"—and has still others blueprinted under cover-all title of *Project 120*. In NBC's case also, Universal Studios is producer.

American as apple pie

Superior court judge in Seattle has dismissed \$1 million suit by entertainer James Lewis against ABC and KOMO-TV Seattle. Mr. Lewis said he had coined word "hootenanny," which later became title of ABC-TV series. Judge said, however, word is American colloquialism.

Color is catching

How long can one network rest with new program entry in black-and-white when other two networks schedule color opposite it in same time period? ABC-TV is answering question in its Thursday, 8:30-9 p.m. period by ordering up *O.K. Crackerby!* in color for fall. Clincher that led to ABC's decision—made late last week—was CBS-TV announcement that it will show *My Three Sons* in color in that period next fall (BROADCASTING, May 31). NBC-TV is colorcasting *Laredo* in same period.

Court raises question of arrest TV coverage

New York Court of Appeals, state's highest court, has directed Monroe county court to determine if convicted felon received fair trial because of "television and broadcasting." George P. Sepos, who pleaded guilty in 1961 to grand larceny, has charged that TV cameraman was present when he was questioned by state police, that he was made to pose with bag of stolen money. Film of questioning was later shown on Rochester, N. Y., TV station.

WROC-TV Rochester said it had followed state police to barracks after Mr. Sepos was arrested Dec. 14, 1960, and had shot film of troopers interrogating him. Spokesman for station said shots were not posed.

Mr. Sepos told appeals court that court-appointed attorneys advised him to plead guilty since film coverage made conviction appear certain. He is now serving five-to-six-year sentence in state prison.

State court decision follows on heels of Supreme Court decision overturning conviction of Billie Sol Estes because of TV coverage (see page 50).

Loud day at FCC

Package of items dealing with loud or "unbalanced" commercials comes up for FCC attention this week. Included: proposed rulemaking to permit broadcasters to reduce modulation below present 85% minimum, if necessary to reduce loudness in commercials; policy statement suggesting operating procedures broadcasters could follow to guard against airing loud commercials, and notice of inquiry seeking additional information on technical proposals that have been advanced for reducing loudness. Commission will also consider offer of American Association of Advertising Agencies to use its subcommittee on commercial production to screen commercials and, where warranted, see that remedial action is taken (BROADCASTING, May 3).

Judge stays CATV grant

Temporary injunction against grant of community antenna franchise was issued Friday (June 11) by Rhode Island Superior Court Judge William B. McKenzie.

Judge said members of Bristol, R. I., council do not presently have authority to

WEEK'S HEADLINERS



Mr. Brookfield

John W. Brookfield Jr., chief of Division of General Advertising, Federal Trade Commission, Washington, appointed chief, Division of Food and Drug Advertising, replacing **Charles A. Sweeney**, who became

director of FTC's Bureau of Deceptive Practices (BROADCASTING, April 19). Appointment, concurrent with reorganization of bureau, includes assignment of monitoring of all advertising, broadcast as well as print media (CLOSED CIRCUIT, April 19). FTC combined two divisions, general advertising and general practices, to form new Division of General Practices, which will be headed by **Michael J. Vitale**, who was in charge of old general practices staff. Mr. Brookfield has worked in deceptive practices field at FTC for more than 30 years.

Robert J. Leder, VP and division director of RKO General Broadcasting's WOR Division, appointed executive VP of company with responsibility for all operations for RKO General Broadcasting. **Jerome**



Mr. Leder

Bess and **Sam Slate**, executive VPs of RKO General, have been named VP in charge of operations, and assistant to president and VP in charge of government and industry relations, respectively. Reporting to Mr. Leder will be division and station managers of five TV and six radio outlets as well as RKO General National Sales.



Mr. Letts



Dr. Brown

Dr. George H. Brown, with RCA for 32 years and VP for a research and engineering as well as board member, named executive VP for research and engineering with offices in New York. **Howard L. Letts**, with corporation since 1929 and VP and controller, RCA, named executive VP and controller of corporation. Mr. Letts was VP for business affairs for NBC-TV from 1957-59. Dr. Brown was one of RCA's pioneers in research and development of color and UHF television systems. He holds numerous patents in fields of electronics and electronics communications.

J. A. W. Iglehart, partner of W. E. Hutton & Co., New York, investment bankers, re-elected to CBS Inc. board of directors. Mr. Iglehart served on CBS Inc. board from 1932-1964. He resigned from board on Aug.



Mr. Iglehart

13, 1964, day before CBS signed contracts to acquire an 80% interest in New York Yankees (BROADCASTING, Aug. 17, 1964). Mr. Iglehart at that time was board chairman and substantial stockholder of Baltimore Orioles. Last month Mr. Iglehart severed his

connections with Orioles by selling his stock for \$1.6 million and resigning his post as board chairman (BROADCASTING, May 31). Mr. Iglehart also is director of several other companies, including National Gypsum Co. of which he is chairman of executive committee, Jones & Laughlin Steel Corp., The City Stores Co. and National Wire Products Corp.



Mr. Eldridge

1964 after serving as VP for product development at American Home Products' Whitehall Laboratories Division and manager of new products for Colgate-Palmolive Co.

Arthur A. Watson, general manager of WRCV-AM-TV Philadelphia, retains same post in NBC move to Cleveland, along with 13 other managerial and operational personnel, effective June 19 in NBC-Westinghouse Broadcasting Co. swap of radio-TV properties (see page 83). NBC expected to call Cleveland operation WKYC-AM-FM-TV; Westinghouse will take KYW-AM-TV call to Philadelphia. **Frank Tooke**, for past six years area VP in Cleveland for Westinghouse Broadcasting, moves to Philadelphia in same post, as does **Fred A. Walker**, general manager of TV station. **Richard Harris**, general manager of WBC's WBZ Boston, named general manager of KYW-AM in Philadelphia, exchanging post with **Perry Bascom** who moves from Cleveland to Boston as general manager of wbz.

For other personnel changes of the week see FATES & FORTUNES

issue CATV franchises and that CATV "bears earmarks" of public utility.

Case was brought by Bristol citizen with WJAR-TV and WPRO-TV, both Providence, joined as petitioners (BROADCASTING, April 19).

Injunction remains in effect until case is heard on its merits.

Bird goes commercial June 28

Communications Satellite Corp. is ready to begin commercial operation June 28, Comsat President Joseph V.

Charyk said Friday (June 11).

Comsat tariff was filed last month but is for only half of space circuit to Europe—from U. S. to Early Bird. European telecommunications officials have been meeting in Lisbon, discussing rates for their half of circuit—rumored to be higher than suggested U. S. rates (BROADCASTING, May 31, et seq.)—and meeting was expected to conclude June 12.

TV rate for American half of space circuit is \$3,350 per hour for one-way black-and-white (BROADCASTING, May

31). Tariff goes into effect unless challenged by FCC, or if commission grants objections by anyone else.

Meanwhile, internal struggle is seen on part of Comsat and some of its international common carrier stockholders: ITT World Communications Friday submitted protest to FCC at commission's approval for Comsat to own and operate temporarily U. S. ground stations, and by AT&T at provision permitting Comsat to operate lines from communication centers to ground stations.

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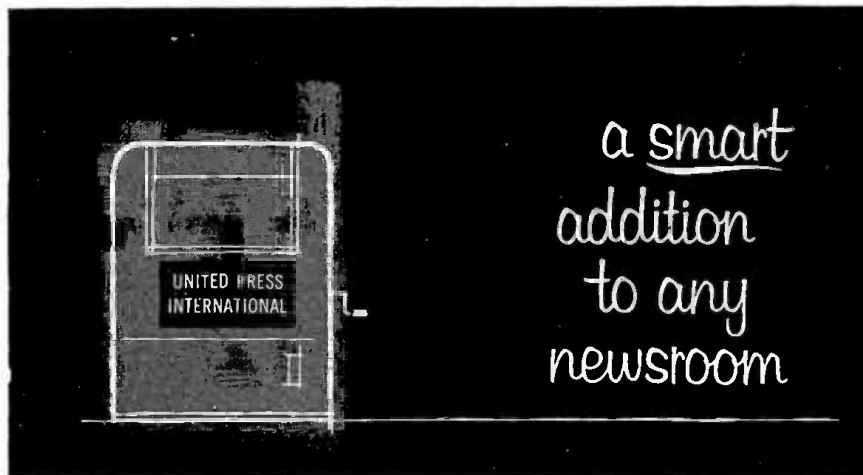
If you use Pulse, and/or your own good judgement, you'll note that KPOL is always among the audience leaders in adult listenership and has the largest audience by far of any of Los Angeles' good music stations.

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DATEBOOK

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

■Indicates first or revised listing.

June 12-15—Annual Georgia Association of Broadcasters summer convention in conjunction with annual GAB engineering conference. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; and Frederick W. Ford, president, National Community Television Association; Senator Herman Talmadge (D-Ga.); Paul Rand Dixon, chairman, Federal Trade Commission; Charles Sweeny, director, bureau of deceptive practices, FTC, and Henry Geller, FCC general counsel. Holiday Inn, Callaway Gardens.

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

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

June 14-16—World Congress on Marketing. Event will celebrate 50th anniversary of American Marketing Association and will be attended by 2,000 delegates from North America, Europe and Asia. Hilton hotel, New York.

June 14-Aug. 31 — Boston University's School of Public Information's first in-depth study of cinema and television at institutes in three European countries (London, July 26-Aug. 6; Birmingham, Aug. 7-21, and Edinburgh, Aug. 23-31 all Great Britain; Turin, Italy, July 5-11, and Vence, France, June 14-25).

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

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

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

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

■June 17—Southern California Broadcasters Association luncheon. James Stack, media director, McCann-Erickson, Los Angeles, will speak on "A Media Man's Look at the Advertising Values of Radio." Michael's Restaurant, Hollywood.

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

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

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

■June 18—Meeting of Board of Directors of Broadcasters Promotion Association to review plans for annual convention. Shoreham hotel, Washington.

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

June 18-20—Pennsylvania News Broadcasters Association annual convention. Allenberry, Boiling Springs.

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

June 19—United Press International Pennsylvania News Broadcasters Association annual workshop. Allenberry, Boiling Springs.

June 21-Aug. 14 — 23rd Stanford Radio-Television-Film Institute. Ten courses of-

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In Canada: Walcan, Ltd., Carleton Place, Ont.

ferred by Stanford University with the cooperation of KPIX(TV), KQED(TV), non-commercial, and KNBR-AM-FM, all San Francisco.

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

■June 24-26—Mutual Advertising Agency Network meeting with presentation of awards in 21 classifications. Bismarck hotel, Chicago.

■June 24-26—Annual summer meeting of Wisconsin Broadcasters Association. Deer Park Lodge, Manitowish Water.

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

June 25-27—American Women in Radio and Television board of directors meeting. Dora Cosse, president, is featured speaker. Parliament House Motor Inn, Atlanta.

June 26-29 — Advertising Federation of America's 61st annual convention. Speakers include Mary Gardiner Jones, commissioner of Federal Trade Commission; Sargent Shriver, director of the Peace Corps, and director of office of Economic Opportunity, and Henry Schachte, executive vice president and board member, J. Walter Thompson Co., New York. Statler Hilton, Boston.

■June 27-29—Thirtieth annual convention of Florida Association of Broadcasters. Speakers include Tom Murray, vice president, Campbell-Ewald, Detroit; Miles David, executive vice president, Radio Advertising Bureau; Paul Comstock, vice president for government affairs, National Association of Broadcasters; William Carlisle, vice president for station relations, NAB. Jack Tar hotel, Clearwater.

June 27-July 2—First Advertising Agency Network annual meeting. The Equinox House, Manchester, Vt.

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

■June 29 — Kansas Association of Radio Broadcasters annual continuity clinic. Featured speaker is Harry Haslett of Radio Advertising Bureau, New York, on general topic "How to Make Radio Copy Sell." Kansas Gas & Electric Co. auditorium, Wichita.

■June 29-30 — National Industry Advisory Committee, annual seminar. Subjects include consideration of state emergency broadcast plans as well as reports on use of radio and TV for alerting the public. Interdepartmental Auditorium, Washington.

June 29-July 1 — Annual convention of Electronic Industries Association. Consumer Products Division will meet in conjunction with National Association of Music Merchants and National Appliance & Radio-TV Dealers Association. Conrad Hilton hotel, Chicago.

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

JULY

July 1 — New FCC deadline for comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was April 1.

July 9-11—American Women in Radio and Television's educational foundation board of trustees meeting. Statler Hilton, Boston.

July 14—New FCC deadline for filing comments on the joint petition for rulemaking

by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. Reply comments are now due July 29.

■July 15—New deadline for filing comments on the FCC's inquiry into the optimum frequency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 3.

■July 15-18—American Federation of Television and Radio Artists national convention. Statler hotel, Boston.

July 18-20 — Annual meeting of Idaho Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Lee Loevinger; Theodore Koop, vice president, CBS, Washington; Justin Bradshaw, vice president, Broadcast Music Inc., New York. Downtowner, Boise.

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

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

■July 20—Deadline for comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10 kw community TV stations with a 300-foot antenna limitation.

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

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

July 29—New FCC deadline for filing reply comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was June 10.

AUGUST

■Aug. 2—New deadline for reply comments on the FCC's inquiry into the optimum frequency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 18.

■Aug. 2—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline was June 14.

Aug. 3 — New FCC deadline for reply

NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters fall regional meetings:

Oct. 14-15—Brown hotel, Louisville, Ky.

Oct. 18-19—Marriott motor hotel, Atlanta.

Oct. 21-22—Lord Baltimore hotel, Baltimore.

Oct. 25-26—Statler Hilton, Boston.

Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

Nov. 18-19—Davenport hotel, Spokane, Wash.

Nov. 22-23—Westward Ho hotel, Phoenix.

Million Dollar Hot Dog

In a million-dollar program to help food processors comply with new Food and Drug Administration requirements, Humble developed a special kind of grease for the lubrication of frankfurter machines. Today the food processor must prove the safety of *any* non-food that can possibly get into his product — even in quantities as small as 10 parts per million!

Humble has also proved the safety of many other petroleum products used in making rubber, metal, glass, plastic and paper that come in contact with food.

Humble fulfills the responsibility of leadership by sharing its resources — by helping to insure safer processing of the nation's food.

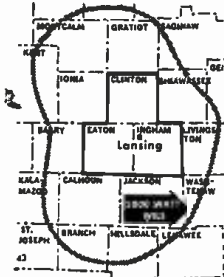


HUMBLE OIL & REFINING COMPANY . . . AMERICA'S LEADING ENERGY COMPANY

BROADCASTING, June 14, 1965

RADIO 1320
WILS
LANSING
5,000 WATTS / 24 HOURS A DAY

No. 1 MID-MICHIGAN RADIO STATION



LANSING MICHIGAN

WILS delivers all the Lansing Metro area plus most of another seven counties.

92 National advertisers use WILS. For complete cost/M and other audience data, write or call:

VENARD, TORBET & MC CONNELL

RADIO 1320
WILS
LANSING
5,000 WATTS / 24 HOURS A DAY

It's
"Summer Bonus Plan"
time again at
WMAL-TV

Now through August 31

Now when you buy WMAL-TV's Summer Bonus Plan you get WMAL-TV's big viewing audience all summer long and a big plus audience without additional cost.

Depending on your weekly product expenditure as indicated in the first column, you select the type bonus spots desired from the ID, 20 or 60 columns.

Weekly Expenditure	10's Day* or Night**	20's Day* or Night**	60's Day* or Night**
\$300-599	4 or 1	3 or 1	3 or 2
600-899	7 " 2	4 " 2	4 " 3
900-1199	10 " 3	5 " 2	5 " 4
1200-1499	11 " 4	6 " 3	6 " 5
1500-1799	12 " 5	7 " 4	7 " 6
1800 & over	14 " 7	8 " 5	8 " 7

* Day Time—Sign-on-5 P.M.

** Night Time—5 P.M.—Sign-off

wmal-tv abc

Evening Star Broadcasting Company
Washington, D.C.

Represented by: Harrington, Righter & Parsons, Inc.

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

■Aug. 5—Deadline for reply comments on the FCC's further notice of proposed rule-making relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10 kw community TV stations with a 300-foot antenna limitation.

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

Aug. 20-22—Annual fall meeting and election of officers of West Virginia Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Greenbrier, White Sulphur Springs.

Aug. 27—FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating non-microwave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extension of station signals (3) "leap-frogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

■Aug. 27-28 — Fall meeting of Arkansas Broadcasters Association with election of officers. Coachman's Inn, Little Rock.

■Aug. 31—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline for reply comments was July 12.

SEPTEMBER

Sept. 10-11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Bar Harbor Club, Bar Harbor.

Sept. 10-12 — American Women in Radio and Television, second annual Western Area Conference. San Francisco.

Sept. 15-18 — Annual summer meeting of Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 19-21—Annual fall meeting and election of officers of Louisiana Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Fontainebleau motor hotel, New Orleans.

Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. Blackstone hotel, Omaha.

Sept. 21-23 — Fifth annual conference of Institute of Broadcasting Financial Management. Hotel Continental, Los Angeles.

Sept. 22-24 — Annual fall conference of Tennessee Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Andrew Jackson hotel, Nashville.

■Sept. 30—FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while at the same time, protecting air safety.

OCTOBER

Oct. 5 — Advertising Research Foundation 11th annual conference. Waldorf-Astoria hotel, New York.

■Indicates first or revised listing.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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THE TRULY GREATS are yours in Showcase



Hollywood's most brilliant stars in important feature movies...

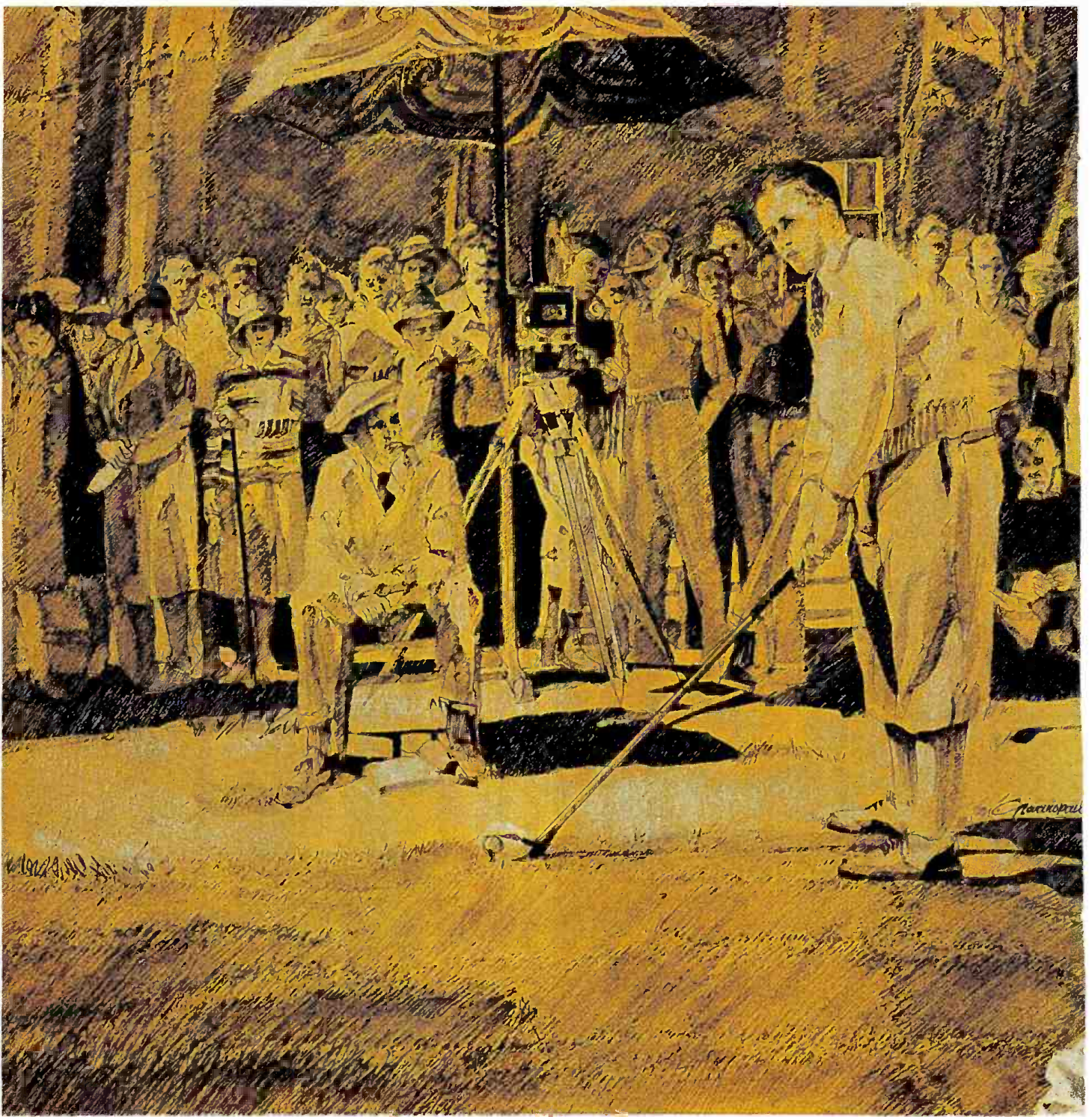


AUDREY SHIRLEY JAMES
HEPBURN · MacLAINE · GARNER
"THE CHILDREN'S HOUR"

RUNNING TIME: 107 MINUTES

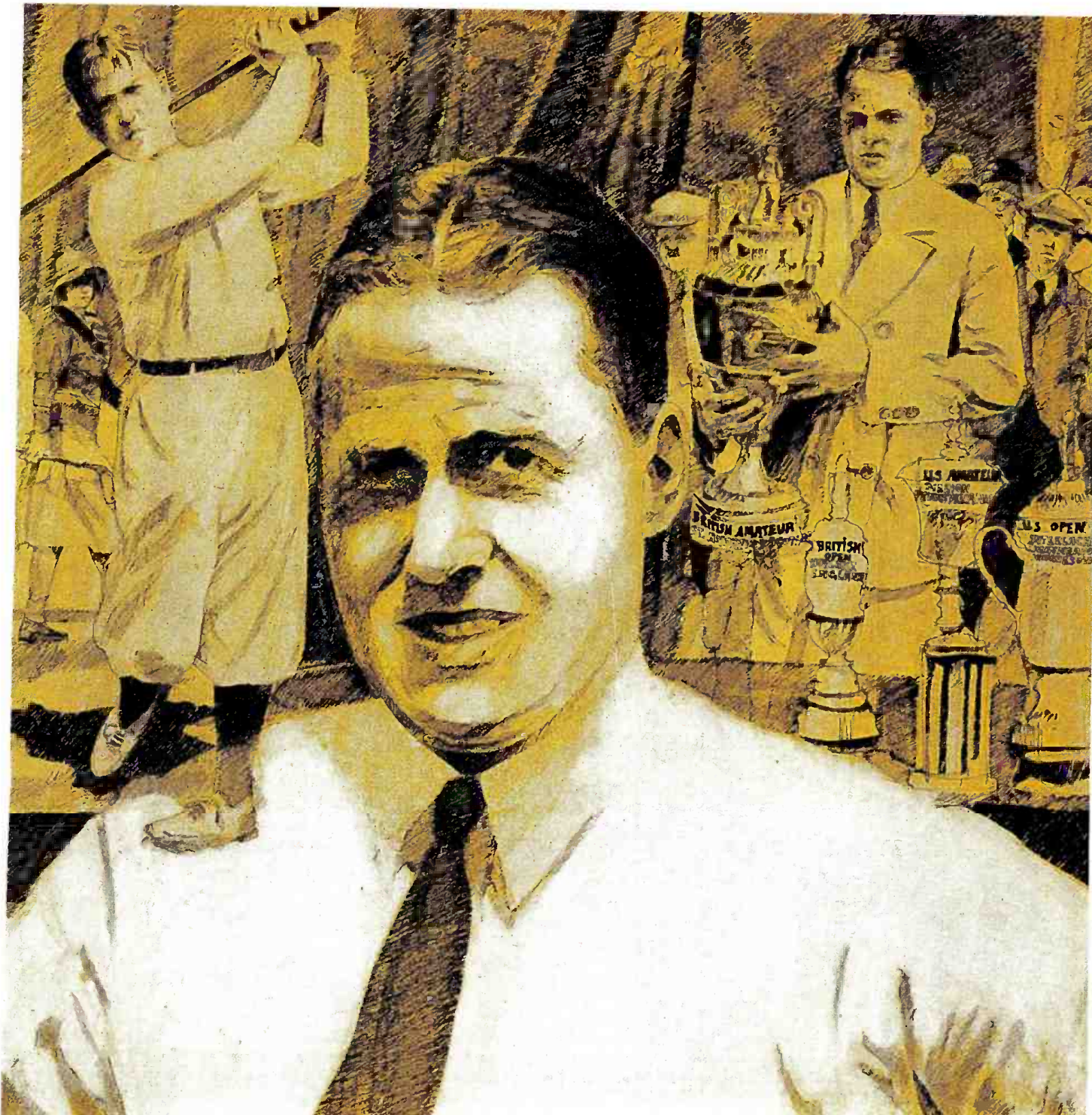
WRITE, WIRE, PHONE

555 MADISON AVENUE, NEW YORK, N. Y. 10022 Area Code 212 688 4700



What makes a great salesman?

Personal magnetism, complete dedication and a genius for the game of golf, made Robert Tyre Jones the idol of millions. "Bobby" Jones won his first tournament at the age of nine; at fourteen he qualified for the National Amateur. From the age of twenty-one to the day he retired, he was never without a national title. In the last nine years of his career, he played in twelve national open championships in this country and Great Britain, finishing first or second eleven times.



Bobby Jones, considered by experts as the world's greatest amateur golfer, capped his amazing career by winning the Grand Slam of golf. He won the Open and Amateur Championships of both the United States and Great Britain in a single year. This was an achievement that stands today without parallel, not only in golf, but in the entire recorded history of sports. Bob Jones was a credit to the sports world and a great salesman for the game of golf.

Bob Jones was a *real* champion and a great competitor. The Storer stations are champions, too, competing successfully in their local markets through individual programming designed to interest more listeners, build loyalty and thereby create more sales. This is accomplished through public interest broadcasts, vital editorials and programming keyed to local needs and preferences. In Atlanta, Storer's great salesman is WAGA-TV, an important station in an important market.



LOS ANGELES KGBS	PHILADELPHIA W'IBG	CLEVELAND W'W	NEW YORK W'HN	TOLEDO W'SPD	DETROIT W'JBK
MIAMI WGBS	MILWAUKEE W'ITI-TV	CLEVELAND W'W-TV	ATLANTA W'AGA-TV	TOLEDO W'SPD-TV	DETROIT W'JBK-TV

"BEST
AMERICAN FILM
OF 1962!"

—Time Magazine

DAVID & LISA



ANOTHER QUALITY
MOTION PICTURE FROM
WALTER READE/STERLING, INC.
241 E. 34TH STREET, N.Y.C. 10016



WIOD
is much more
than news and
popular music

WIOD *is*

NEWS - WEATHER
SPORTS
INSPIRING MUSIC
BOOK REVIEWS
LAW REVIEW
EMPLOYMENT
OPPORTUNITIES
TRAFFIC REPORTS
AGRICULTURE
GARDENING
NBC MONITOR, etc., etc.



5000 WATTS
AM - 610 KC

100,000 WATTS
FM - 97.3 MC

MIAMI, FLORIDA

Nat'l. Rep. Geo. P. Hollingsbery Co.
COX BROADCASTING CORP.

OPEN MIKE®

Hust Juan of those things

EDITOR: May I ask newsmen of the electronic media why they have switched to the pronunciation of "junta" (as in Santo Domingo) as if it began with "j" as in John? I'll grant one does not hunt haguars in the Latin American hungle but then neither does one vacation in La Jolla, Calif., or Tia Juana, Mexico. The prerogative of using a foreign term does not entail the right to butcher it with unwarranted anglicization.—M. T. McKee Jr., The Macomb Daily, Mount Clemens, Mich.

Cincinnati's all-nighter

EDITOR: In your June 7 issue you state that a Las Vegas station [KSHO-TV] is "the pioneer" in all-night TV operation, claiming they began an all-night format in 1956.

If memory serves correctly, Cincinnati's WCPO-TV was the world's first all-night TV station, having had a regularly scheduled program, *The Bill Fields Show*, in 1950 or 1951. . . .

WCPO-TV still does all-night programming on Saturday nights. Sponsored, too. Movies, yes, but live and taped interviews, too. . . .—Thomas R. Haskett, broadcast engineering consultant, Cincinnati.

The Nielsen zoo ratings

EDITOR: Your suggestion that the monkey house of the Bronx Zoo is a likely spot for a (Nielsen) Audimeter installation has been taken under advisement. However, our research people indicate that these apes have very firm and unwavering TV loyalties—*Magilla Gorilla* is of course No. 1, followed closely by *Flipper*, *Mr. Ed* and *Lassie*.

As for those orangutans who "couldn't care less about TV," don't let them fool you. They are, according to the layman's handy guide to simian mystique, at the top of the great ape I.Q. structure. As intellectuals, they of course identify as nonviewers, but in truth they hang from the bars and do a lot of over-the-shoulder watching.—Howard W. Coleman, press relations, director, A. C. Nielsen Co., New York.

Typographical error

EDITOR: The story on page 73 of your June 7 issue discussed the policy statement of the American Civil Liberties Union with respect to moving newsmen involved with a political campaign or controversial issue to a different position for the duration of the campaign.

You accurately reported our reason: that participation in political movements or taking sides in public controversy might affect a newsman's objectivity.

You then went on to say: "The union acknowledged that this was a 'racial' concern, . . ." Your typesetter's fingers slipped. The word should be "rational." Our statement was not based on any one kind of controversy, but on the general principle concerned.—Alan Reitman, associate director, American Civil Liberties Union, New York.

Plonk

EDITOR: It is high time you exercised some supervision over what appears in your advertising columns.

I refer to the ad for the Associated Press on page 15 of your June 7 issue. It purports to list the sounds created at the moment of impact in certain selected sports. I readily agree that a baseball bat goes "crack" and two football players may go "thump!" when they collide. The sounds attributed to boxing, swimming, hockey, racing and basketball will also pass imaginative muster but—a tennis racquet meeting a ball and going "wump!"? Never!

The official sound of a tennis racquet meeting a ball is "pock!" . . . Even if a tennis racquet had been left out in the rain all night, it wouldn't go "wump!", it would go "pash!"

Yours for truth in advertising—J. Robert Covington, Jefferson Standard Broadcasting Co., Charlotte, N. C.

FM is going strong

EDITOR: I am gratified to keep reading more and more comments and open minded approaches to the little giant that is just about to "bust loose" on the broadcast horizon. I'm referring to FM operators, who have taken the FM medium and used it as it should be used—as a full fledged radio station.

KLUR(FM), a fulltime independent in Wichita Falls, Tex., has been operating as such for over a year. We just celebrated our first anniversary as a country and western station in March.

In five months of last year, August through December, KLUR merchandised and sold over 1,000 FM radios.

If all of us in the FM business sell FM as radio, and take advantage of its flexibility and specialization, it won't be too long before the FM market will have to be recognized as a needed buy for national and regional advertisers.—George Craig, general manager, KLUR(FM) Wichita Falls, Tex.

Building a manhole -Bell System style

Providing access to underground phone cables is vital to good service. The trick is to do it quickly, at low cost and with minimum public inconvenience...



Dig a hole.



Lower manhole vault . . .



section



by section



by section . . .



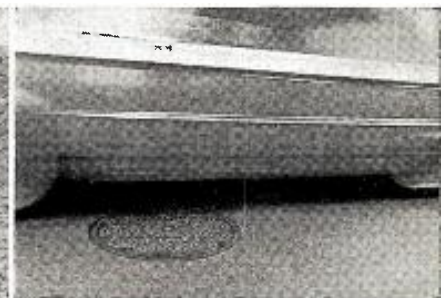
until covered.



Add cover.



Fill and surface.



Situation normal.

You're looking at a "prefab" manhole—precast in precise, interlocking sections for easier, faster handling.

Complete installations (hole digging to finish) can usually be accomplished in less than one day, compared with a week when a manhole vault is poured and set on the site. This means less traffic tie-up and inconve-

nience to the community. And excavations are exposed less to adventurous youngsters.

This construction method is being used more and more where conditions permit. It's still another example of the Bell System's continuing efforts to find better, lower-cost ways to provide and maintain the best telephone service in the world.



Bell System

American Telephone and Telegraph
and Associated Companies

Prime-time television is a good way to talk to 15,000 employes

The assignment given to the public relations organization of Aerojet-General Corp.'s rocket propulsion operations in Sacramento, Calif., was indeed challenging. The management wanted:

- A program that would inspire all personnel to do their jobs right the first time under a general theme of AWARE/ZD (Aerojet Workmanship and Reliability/Zero Defects in the products turned out by the company).

- All personnel must be made aware of the common goal at the same time.

- The program had to be started within a month.

- The entire effort had to be accomplished with minimum use of capital funds.

The first problem to be tackled was that of communicating with 15,000 employes working three shifts at facilities scattered over 25,000 acres near Sacramento.

These scientists, engineers, technical experts, machinists and great variety of support personnel, work on the design, production and test of liquid, solid and nuclear rocket engines for such vital national defense and space programs as the Polaris, Minuteman, Titan, and Hawk missiles and the Apollo and Gemini manned space programs.

Some aerospace companies have communicated with their forces through various means in order to develop similar programs to inspire employes to great personal pride in their craftsmanship and subsequent scrap reduction and the elimination of rework on precision systems through Zero Defects. Some held giant rallies off-plant in giant auditoriums and arenas while others assembled employes on-plant in huge hangers or other facilities.

In this manner, the Zero Defects program and its goals would be explained to the entire organization by the management, customers, political leaders and others at one time.

Because of our physical size, not only was this nearly impossible for Aerojet, but extremely costly. A more novel approach to accomplish the same end was necessary.

The approach used turned out to be commercial television.

TV is Economical ▪ Had all personnel been assembled on-plant, the cost would have been well over \$100,000 in "down-time" alone. It was found that the movie production and purchase of commercial television time would involve a small fraction of that amount.

KCRA-TV Sacramento was selected for a 30-minute presentation of the Aerojet Zero Defects message at prime time, 7 p.m. on Sunday evening. The preceding program was to be a first-run color feature film. The *Walt Disney Show* followed.

Then came the problem of how to get the entire message across in the allotted time. A number of speakers could not be packed into the 30-minute time span to accomplish the goal effectively. We had two months from idea to show time.

So Aerojet decided that the best method to accomplish the task within the available funds was to produce a color-sound film.

Wade Advertising Agency, a local advertising firm with a proven success history in television production, was employed to write and supervise direction of the show for commercial television use. A tight time schedule was charted and camera crews of Aerojet's documentary film department were shooting within hours after the script had been approved by management and the customers who would be involved.

The film featured messages from Dan A. Kimball, Aerojet board chairman; Governor Edmund G. (Pat) Brown of California; Air Force Colonel Lawrence Vivian, Department of Defense plant representative, and other customers. It also contained sequences of actual rocket launchings and aborted launches to drive home the urgent need for Zero Defects in products delivered to military agencies and the National Aeronautics and Space Administration. A documentary review of the plant's product activities was shown.

On-the-job scenes were included of a cross-section of plant personnel com-

mitting themselves to the Zero Defects concept.

Before the film was telecast, newspaper teaser ads were placed with the local daily press. On the preceding Friday, each employe received a telegram replica with his paycheck, asking him to make certain he watched an important Aerojet program Sunday evening. *TV Guide's* northern California edition ran program description copy promoting the program.

Program is Success ▪ The TV program was a resounding success. The tune-in by Aerojet employes and their families was estimated by an in-plant post-show survey to have been in the 95% to 98% range.

The following day the plant was abuzz about the TV program and this new idea of craftsmanship at all levels of the organization.

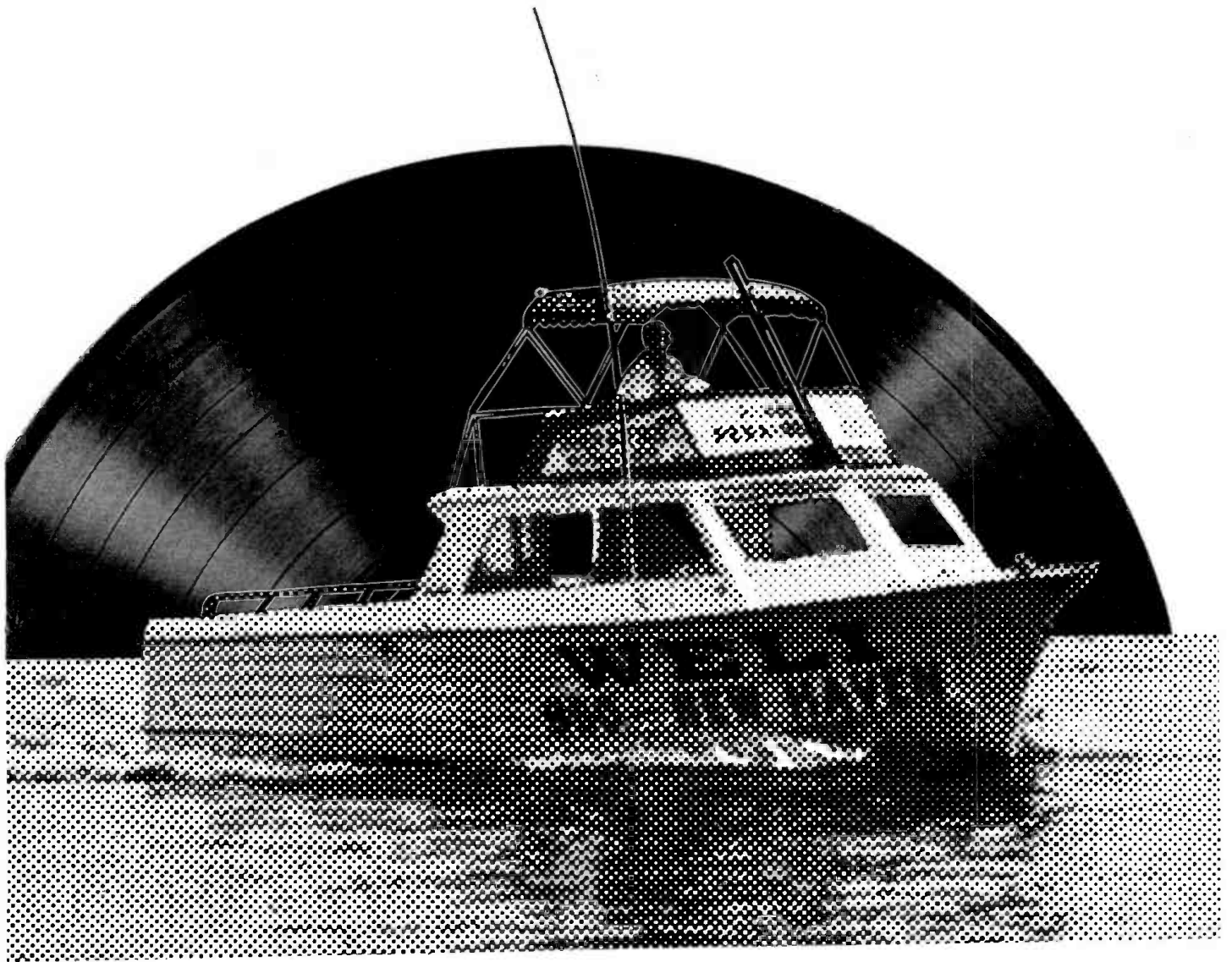
An evaluation of the campaign after 30 days indicated that all objectives had been met. The program, however, is a continuing one and is constantly supported in-plant through posters and in-plant printed communications. The most vivid testimonial to Aerojet's Zero Defects program was the recent first manned Gemini launch in which two astronauts orbited the earth. The first and second stage liquid rocket produced by Aerojet employes performed perfectly.

The film also has been shown to other companies and with modification may well be used at other Aerojet plants.

The use of television in this manner not only has won praise from Aerojet management and local communities' leaders, but the Air Force has directed a special citation to the company's Zero Defects program.



While most public relations people move into the field from print media, John Z. Ickes, manager of public relations for Aerojet-General Corp.'s Sacramento, Calif., plant, entered the field after eight years in radio and television news, programing, production, promotion and sales assignments. Prior to joining Aerojet in 1959, he was the head of The California State Fair and Exposition public relations organization.



The Sound of New Haven's on the Sound

SUMMER ON THE SOUND! WELI RADIO'S IN THE PICTURE* WITH REGULAR MARINE BROADCASTS, WEATHER ADVISORIES, FISHING NEWS, TIDES, REGATTAS, BATHING CONDITIONS. PEOPLE RELY ON ELI! GOOD MUSIC, GOOD NEWS, AND GOOD TASTE.

WELI•960•THE SOUND OF NEW HAVEN•5000 WATTS
NATIONAL: H-R REPRESENTATIVES, INC.
BOSTON: ECKELS & CO.

RCA NEW LOOK

THERE'S A NEW SPIRIT...

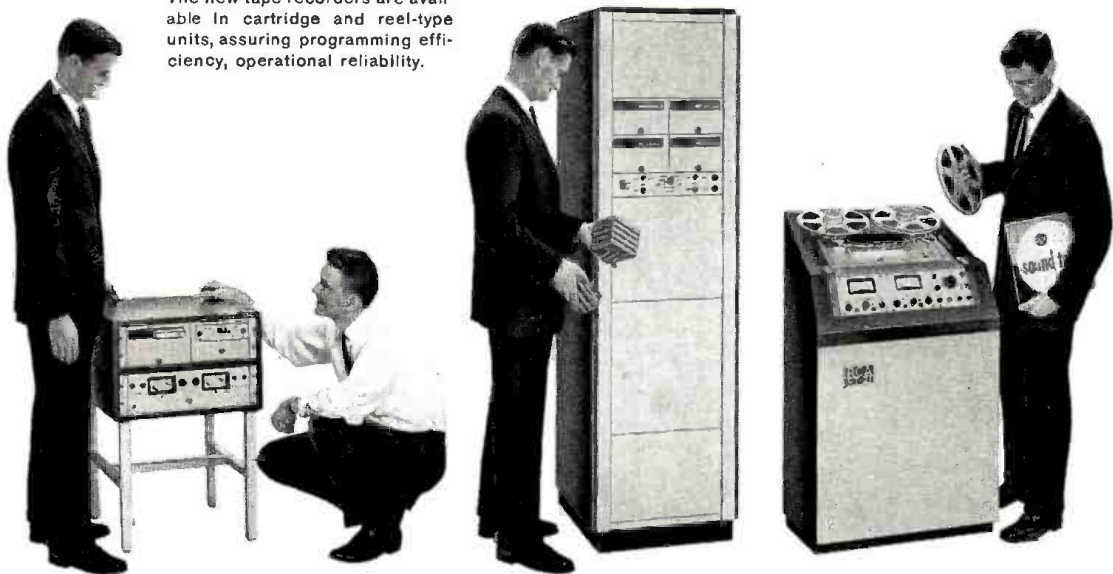
"Listen to me!" it says, "things are happening! Good things!" Things that make the public turn the dial—to your station if you're quality-ready. For today's FM audience is a selective group, largely of mature tastes and preferences, with the means to enjoy them. And they want quality—all the way.

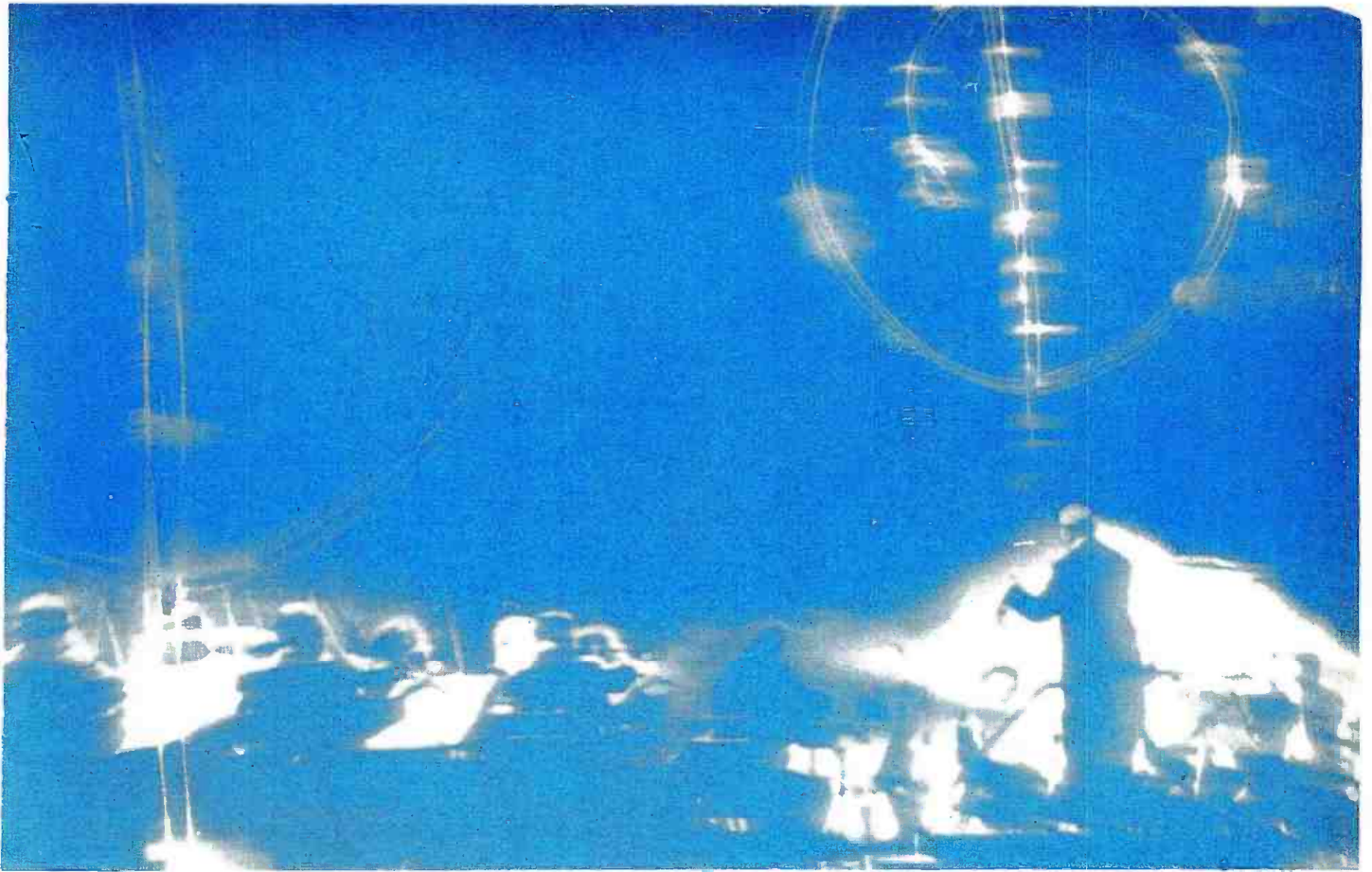
Today there are more FM radio frequencies, more

good high-fidelity receivers for listeners to choose from, and RCA system-matched "New Look" equipment to put your station out front in quality . . . New full-fidelity FM transmitters designed to transmit stereophonic signals, an SCA multiplex sub-channel; also new transistorized tape recorders and turntables; consolettes to meet NAB standards for highest performance and programming efficiency. Also newest in FM antennas—Hori-

RCA "NEW LOOK" TAPE RECORDERS

The new tape recorders are available in cartridge and reel-type units, assuring programming efficiency, operational reliability.





IN TODAY'S FM OPERATIONS!

zontal, Vertical and Directional—for spreading the signal where it counts most.

Your RCA Broadcast Representative will be glad to tell you all about these fine new opportunities for moving ahead in quality. Two Brochures are

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TV networks: 95% sold for '65-66

Still 14 weeks from blast-off, new three-way economy makes everybody happy but ABC-TV gains most by reaching equal status so early in season

The three television networks are up to their necks in new season nighttime sales, with each of them close to 95% sold for the fourth quarter—14 weeks before the new lineups reach the air.

Network sales officials are reveling in what they all consider a healthy three-network economy with enough business on the books, and in sight, to fully support their entertainment schedules.

The situation differs markedly from years past when the pinch of what was thought to be a "two-and-one-half network economy" was felt by all but most sharply by ABC-TV, which was often forced to wait for mop-up business after heavy initial buying had been done on the two other networks.

ABC-TV Sales Vice President James Duffy last week described a "full three network economy." A CBS-TV official spoke of a "full market basket." And NBC-TV's vice president for national sales, John M. Otter, said "the sponsors are spending more and spending it sooner."

In an unusual display of internetwork camaraderie, each of the networks not only claimed a good sales climate for itself but also for its competitors.

Accompanying this network euphoria have been pronounced fluctuations in "participating" sales in contrast to "program" buying.

NBC-TV, for example, says the amount of 1965-66 time it is selling on a program basis is well ahead of the total last year, while CBS-TV has moved sharply in the other direction, toward heavier participating sales.

All networks seem to have enjoyed a steadier flow of business in this selling season than in the past.

In recent years, according to network officials, business for a new program year has come in distinct and disjointed phases: the big program buys have come first, followed by a period of agency deliberation as participating business was written and finally by the last-minute scatter buying of bargain

hunters.

This year, it's said, with the economy in good health and network sponsors early and eager, these phases have tended to merge into each other.

ABC-TV's Duffy explained that "we floated" from one stage to the next, while a CBS-TV sales official referred to "a constant flow" in calling this "the best overall year ever for the three networks."

ABC-TV ■ At ABC, according to Mr. Duffy, sales for the last 16 weeks of the

Costs: \$10 million a week

Production costs for the regularly scheduled programs in the three television networks' 1965-66 prime-time schedules will total approximately \$10.1 million a week, or about \$1 million per week more than last year (see next page).

A breakdown indicates the weekly totals will be about the same on all three networks. ABC-TV's weekly production figure is estimated at \$3.3 million; those of CBS-TV and NBC-TV are both estimated at \$3.4 million. These figures do not include expenditures for program development.

calendar year are at 95% of saturation, putting the network about four months ahead of last year's pace. In mid-June last year, sales in the ABC-TV schedule for the same 16 weeks were at the 74% mark.

Everything was pushed much more quickly this year, Mr. Duffy said. "We've had business from a noticeably broader base of advertisers and agencies. And the sales started coming in as far back as December."

About two-thirds of the ABC-TV weekly prime-time schedule is made up of sponsored programs and one-

third is composed of participation vehicles Mr. Duffy said. These calculations lump all shows with either sponsors or participants into those counted as "sponsored" programs.

A review of the ABC schedule shows that 14 hours are being sold on a combination sponsor-participant basis, four and one half hours are being offered exclusively to sponsors, and six and one half hours exclusively to participating advertisers.

The network has put its weekly public affairs show, *ABC Scope*, up for sponsorship, but acknowledges some difficulty in selling the program, part of the trouble being attributed to low clearance. *Scope* is expected to be cleared in 80 to 90 markets, which compares with an average ABC-TV clearance factor of about 185 stations. The ABC-TV program getting highest clearance is *Fugitive*, carried by 212 affiliates. Big program customers at ABC-TV for the fall include Bristol Myers in *Big Valley*, *OK Crackerby*, and *Long Hot Summer*; R. J. Reynolds in Sunday night movies, *Jesse James*, *Jimmy Dean* and *McHale's Navy* and Clairol in *Farmer's Daughter*, *Ben Casey* and *Peyton Place I and II*.

CBS-TV ■ "Extraordinarily good" is the way CBS characterizes its sales in the new season. This network did not experience as great an acceleration in business this year as the other two, primarily because it moved so quickly last year.

The CBS-TV sales department says its prime-time schedule is 94% sold for the last 16 weeks of 1965. At this point last year it had been 90% sold for that stretch. A sales executive at CBS said more agencies and more clients were involved in this year's fourth-quarter sales and that business this year had not "ganged up" as it has before.

The CBS-TV picture reflects a sharp change from last year to more participating sales. In the 1964-65 season the ratio of sponsored to participating busi-

Continued on page 32

DETAILED WRAPUP OF FALL TV SCHEDULES

With all networks riding the crest of early sales in the 1965-66 season, few positions remain available to advertisers in the fall schedules.

This chart details the full schedule of nighttime shows (7:30-11 p.m.) giving the names of program sponsors and the agencies who placed their business. Some of the leading participating advertisers, too numerous to be listed in the chart, are identified in the accompanying story.

Also listed here are the estimated production costs of 1965-66 shows. These figures were compiled by TELEVISION Magazine.

The costs represent a single original in a series and in the case of feature films represent the average cost to the network for a single show in a film package.

The advertisers shown are those who will carry programs at least through the first quarter of the new season although many will undoubtedly continue their sponsorships beyond that period. Color programs are shown in bold face.

Agencies are presented in parentheses () and production companies in brackets [].

All networks will open their fall schedules in the week of Sept. 13.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Voyage to the Bottom of the Sea [Starts 7:00] [20th Century-Fox] \$148,500 Participating	My Favorite Martian [Jack Chertok] \$70,000 Kellogg (Burnett) & Participating	Walt Disney's Wonderful World of Color [Walt Disney] \$155,000 Kodak (JWT) Ford (JWT) RCA (JWT)
8:00	The FBI Story [Warner Bros.] [& Quinn Martin] \$130,000 Ford (JWT) Alcoa (FSR) Amer. Tobacco (BBDO)	Ed Sullivan [CBS-Sullivan] \$148,000 Lever Bros. (SSCB) P. Lorillard (L&N) Burlington Mills (DDB) Remington Rand (Y&R)	Branded [Goodson-Todman] \$65,000 P&G (Burnett)
8:30			
9:00	Sunday Night Movies [20th Century-Fox] \$300,000 Gillette (Maxon) R. J. Reynolds (Esty) & Participating	Perry Mason [Paisano Prod.] \$153,000 Participating	Bonanza [NBC Productions] \$170,000 Chevrolet (C-E)
9:30			
10:00		Candid Camera [Candid Camera Co.] \$73,000 Participating	The Wackiest Ship in the Army [Screen Gems] \$145,000 Liggett & Myers (JWT) Alberto-Culver (Compton) Glennbrook Labs (D-F-S) 25% Available
10:30		What's My Line [CBS-Goodson-Todman] \$40,000 Participating	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Ozzie & Harriet [Stage Five Prod.] \$60,500 Participating	Lost in Space [Filmways] \$135,000 Participating ¼ Available	The Virginian [Universal] \$190,000 American Tobacco (SSCB) and Participating
8:00	Patty Duke [Crislaw/V.A.] \$62,700 Sterling (DFS) & Participating		
8:30	Gidget [Screen Gems] \$60,000 Armstrong (BBDO) Contac (FC&B) Campbell Soup (BBDO)	Beverly Hillbillies [Filmways] \$76,000 R. J. Reynolds (Esty) Kellogg (Burnett)	
9:00	The Big Valley [Four Star] \$135,000 Armstrong (BBDO) Bristol Myers (Y & R) Lincoln-Mercury (K & E) & Participating	Eddie Albert Show [Filmways] \$71,800 Procter & Gamble (Compton) Gen. Foods (B&B)	Bob Hope Chrysler Theater [Universal] \$150,000 (dramas) \$400,000 (Hope shows) Chrysler (Y&R)
9:30		Dick Van Dyke [Calvada Prod./Danny Thomas Ent.] \$64,000 P. Lorillard (L&N) P & G (B&B)	
10:00	Amos Burke Secret Agent [Four Star] \$120,000 Brown & Williamson (Bates) & Participating	Danny Kaye [Dena Pictures] \$154,000 S&H Green Stamps (SSCB) R. J. Reynolds (Esty) & Participating	I Spy [T&L Prod.] \$140,000 Brown & Williamson (Post-Keyes-Gardener) and Participating 20% Available
10:30			

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Shindig I [Selmur-Circle Seven Prod.] \$55,000 Participating	The Munsters [Universal TV] \$64,800 Participating	Daniel Boone [20th Century-Fox] \$132,000 Brown & Williamson (Post-Keyes-Gardener) and Participating 5% Available
8:00	Donna Reed [Todon-Screen Gems] \$60,500 Campbell Soup (BBDO) & Participating	Gilligan's Island [Gladysya/UA-TV] \$71,800 Participating	
8:30	O. K. Crackerby! [UA-TV] \$57,000 Bristol Myers (Y&R) Quaker Oats (JWT)	My Three Sons [Don Fedderson] \$84,500 Toni (North) Hunt Foods (Y&R)	Laredo [Universal] \$136,000 L&M (JWT) and Participating 4% Available
9:00	Bewitched [Screen Gems] \$66,000 Quaker Oats (JWT) Chevrolet (C-E)	Thursday Night Movies (¾ in Color) \$310,000 [Columbia Pictures and other studios] Amer. Tobacco (Unassigned) Alt. ½ Philip Morris (B&B) Alt. ½ And others Participating (One minute available)	Mona McClusky [United Artists] \$65,000 R. J. Reynolds (Esty) 50% Available
9:30	Peyton Place II [20th Century-Fox] \$66,000 Brown & Williamson (Bates) Clairol (FC&B) & Participating		
10:00	The Long Hot Summer [20th Century-Fox] \$132,000 Brown & Williamson (Bates) Bristol Myers (Y&R) & Participating		Dean Martin [NBC] \$140,000 P. Lorillard (L&N) and Participating 5% Available
10:30			

MONDAY

ABC-TV

CBS-TV

NBC-TV

7:30	<p><i>Twelve O'Clock High</i> [20th Century-Fox & Quinn Martin] \$132,000 Participating</p>	<p><i>To Tell the Truth</i> [CBS-Goodson-Todman] \$41,000 American Home Prods. (Bates) & Participating</p>	<p><i>Hullabaloo</i> [Gary Smith Ltd.] \$56,000 Participating</p>
8:00		<p><i>I've Got A Secret</i> [CBS-Goodson-Todman] \$40,000 General Foods (Y&R) Reynolds (Esty)</p>	<p><i>The John Forsythe Show</i> [Universal] \$65,000 Colgate (NC&K)</p>
8:30	<p><i>The Legend of Jesse James</i> [20th Century-Fox] \$70,000 R. J. Reynolds (Esty) & Participating</p>	<p><i>Lucy</i> [Desilu] \$93,000 Lever Bros. (SSCB) Toni (North)</p>	<p><i>Dr. Kildare I</i> [MGM-TV] \$70,000 Participating</p>
9:00	<p><i>Shenandoah</i> [MGM-TV] \$72,000 Reynolds (Esty) Nabisco (M-E) Cons. Cigar (PKL) Sterling (DFS)</p>	<p><i>Andy Griffith</i> [Mayberry Prod.] \$66,000 Gen. Foods (B&B)</p>	<p><i>Andy Williams/Perry Como Specials</i> [Barnaby Prod.] \$137,000 Kraft (JWT)</p>
9:30	<p><i>Farmer's Daughter</i> [Screen Gems] \$50,600 Johnson & Johnson (Y&R)</p>	<p><i>Hazel</i> [Screen Gems] \$71,800 Procter & Gamble (DFS) Phillip Morris (B&B)</p>	
10:00	<p><i>Ben Casey</i> [Bing Crosby Prod.] \$148,500 Brown & Williamson (Bates) Clairol (FC&B) & Participating</p>	<p><i>Steve Lawrence</i> [GAC] \$132,000 P. Lorillard (Grey) & Participating (one minute available)</p>	<p><i>Run For Your Life</i> [Universal] \$135,000 Participating 10% Available</p>
10:30			

TUESDAY

ABC-TV

CBS-TV

NBC-TV

7:30	<p><i>Combat</i> [Selmur Prod.] \$133,000 Amer. Tobacco (BBDO) A.C. Spark Plug (D. P. Brother) & Participating</p>	<p><i>Rawhide</i> [CBS-TV] \$135,000 Participating (2 minutes available)</p>	<p><i>My Mother The Car</i> [Screen Gems] \$65,000 Participating</p>
8:00			<p><i>Please Don't Eat The Daisies</i> [MGM-TV] \$65,000 Lever Bros. (JWT) Speidel (M-E) Libby (JWT)</p>
8:30	<p><i>McHale's Navy</i> [Sto-Rev Co./Revue] \$75,000 R. J. Reynolds (Esty) Kellogg (Burnett)</p>	<p><i>Red Skelton</i> [Cecil Barker Prod.] \$167,000 Reynolds Metals (L&N) American Home Prods. (Bates) Philip Morris (B&B) Alberto Culver (Compton)</p>	<p><i>Dr. Kildare II</i> [MGM-TV] \$70,000 Participating</p>
9:00	<p><i>F Troop</i> [Warner Bros.] \$60,000 Reynolds (Esty) Bristol Myers (Y&R) Quaker Oats (JWT)</p>		<p><i>Tuesday Night At the Movies</i> [MGM-Paramount] \$300,000 American Tobacco (SSCB) Gillette (Clyne Maxon) and Participating</p>
9:30	<p><i>Peyton Place I</i> [20th Century-Fox] \$66,000 Brown & Williamson (Bates) Clairol (FC&B) & Participating</p>	<p><i>Petticoat Junction</i> [Filmways] \$73,000 Procter & Gamble (Compton)</p>	
10:00	<p><i>The Fugitive</i> [Quinn Martin] \$137,500 P&G (B&B) Brown & Williamson (Bates) & Participating</p>	<p><i>CBS Reports</i> [CBS News] \$82,000 Participating 1/3 Available</p>	
10:30			

FRIDAY

ABC-TV

CBS-TV

NBC-TV

7:30	<p><i>The Flintstones</i> [Hanna-Barbera] \$58,000 Participating</p>	<p><i>Wild West</i> [CBS] \$134,300 Participating</p>	<p><i>Camp Runamuck</i> [Screen Gems] \$66,000 Participating 15% Available</p>
8:00	<p><i>Tammy</i> [Universal] \$60,000 Participating</p>		<p><i>Hank</i> [Warner Bros.] \$65,000 Bell Telephone (Ayer) 50% Available</p>
8:30	<p><i>The Addams Family</i> [Filmways] \$66,000</p>	<p><i>Hogan's Heroes</i> [Crosby Prod.] \$66,800 P. Morris (B&B) Gen. Foods (Unassigned)</p>	<p><i>Convoy</i> [Universal] \$125,000 Amer. Tob. (SSCB) and Participating 12% Available</p>
9:00	<p><i>Honey West</i> [Four Star] \$60,000 Consolidated Cigar (PKL) & Participating</p>	<p><i>Gomer Pyle</i> [Mayberry Prod.] \$66,000 Gen. Foods (B&B)</p>	
9:30	<p><i>Peyton Place III</i> [20th Century-Fox] \$66,000 Clairol (FC&B) & Participating</p>	<p><i>Smothers Bros.</i> [Four Star] \$68,100 Alberto-Culver (Compton) Amer. Tobacco (Unassigned)</p>	<p><i>Mister Roberts</i> [Warner Bros.] \$70,000 Lever Bros. (JWT) L&M (JWT)</p>
10:00	<p><i>Jimmy Dean</i> [Bob Banner Assocs./Dwigar/ABC-TV] \$137,000 R. J. Reynolds (Esty) & Participating</p>	<p><i>Slattery's People</i> [Crosby Prod.] \$137,000 Philip Morris (B&B)</p>	<p><i>The Man From U.N.C.L.E.</i> [MGM-TV] \$141,000 P. Lorillard (L&N) and Participating</p>
10:30			

SATURDAY

ABC-TV

CBS-TV

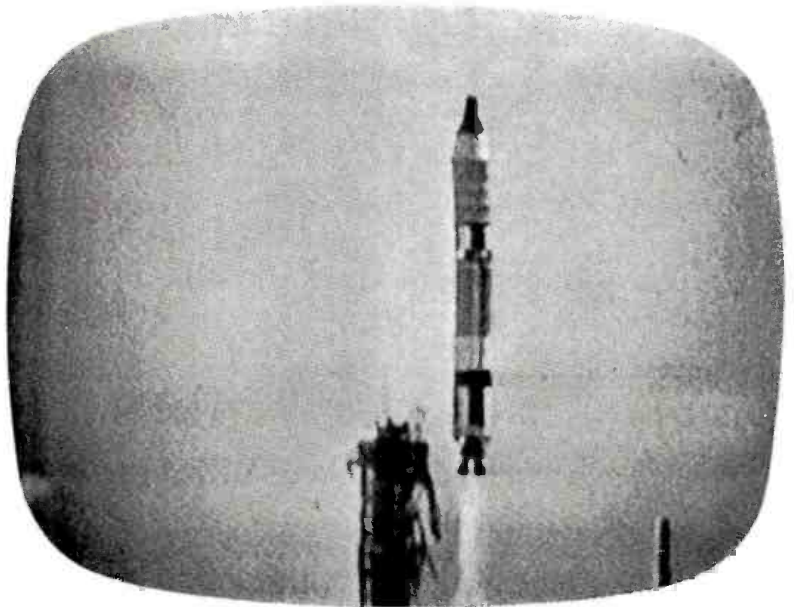
NBC-TV

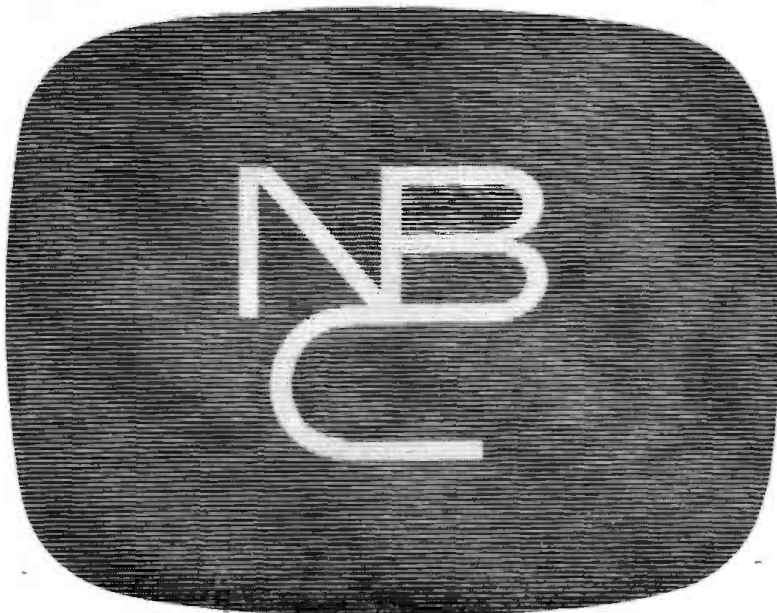
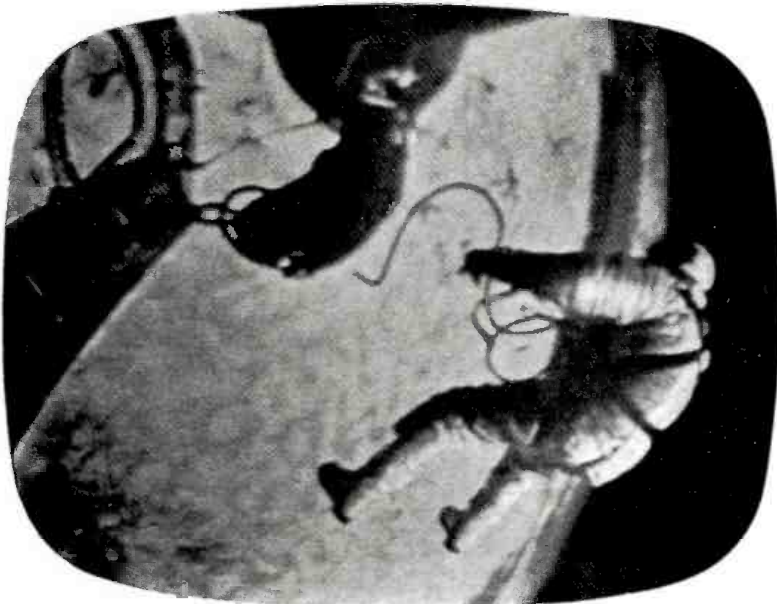
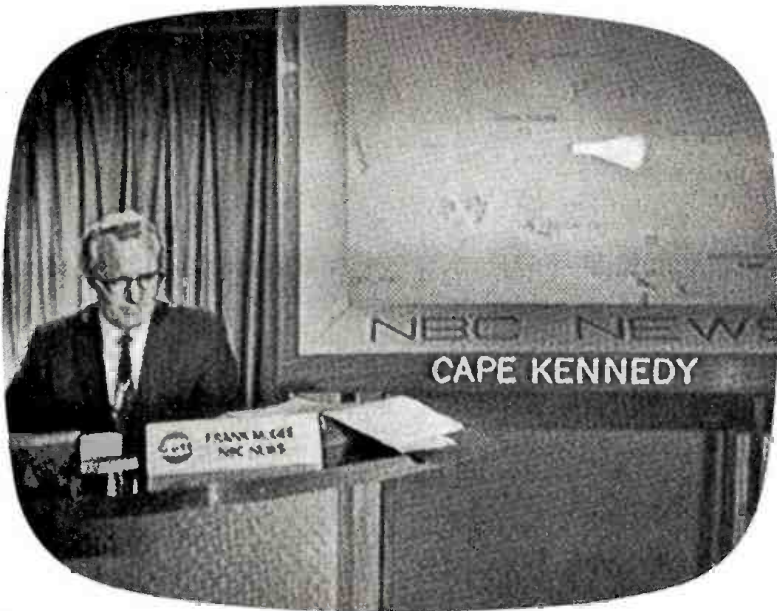
7:30	<p><i>Sunday II</i> [Selmur-Circle Seven Prod.] \$55,000 Lehn & Fink (Manoff) & Participating</p>	<p><i>Jackie Gleason</i> [CBS] \$180,000 Philip Morris (Burnett) Ralston (Gardner)</p>	<p><i>Flipper</i> [MGM-TV] \$64,000 Gen. Mills and Participating</p>
8:00	<p><i>The King Family</i> [King Family Prods./NIKO Enterprises] \$58,000 Participating</p>		<p><i>I Dream of Jeannie</i> [Screen Gems] \$65,000 L&M (JWT) and Participating</p>
8:30	<p><i>Lawrence Welk</i> [Telekewl] \$60,500 J. B. Williams (Parkson) Block Drug (Grey) & Participating</p>	<p><i>Trials of O'Brien</i> [Filmways] \$146,600 Brown & Williamson (Bates) & Participating</p>	<p><i>Get Smart</i> [Talent/Assoc. Paramount] \$66,000 Lever Bros. (JWT) R. J. Reynolds</p>
9:00			<p><i>Saturday Night At the Movies</i> [MGM-Paramount] \$300,000 Participating</p>
9:30	<p><i>Hollywood Palace</i> [Zodiak Ent.] \$187,000 Participating</p>	<p><i>The Loner</i> [CBS] \$65,000 P. Morris (B&B) P&G (B&B)</p>	
10:00		<p><i>Gunsmoke</i> [CBS-TV] \$143,500 Amer. Home Prod. (Bates) Amer. Tobacco (Unassigned) & Participating</p>	
10:30	<p><i>ABC Scope</i> [ABC News] \$75,000 Sustaining</p>		

If you followed the four-day Gemini IV flight on NBC-TV, you had plenty of company...

There was too much to miss by not watching NBC-TV: The launching in color (for the first time). The 82 unprecedented special reports at the start of every NBC Television program, from sign-on to sign-off. The expert work of Chet Huntley, David Brinkley, Frank McGee and the entire staff of NBC News.

If you stayed with NBC News for the four-day flight, you had plenty of company. During the periods of common network coverage of the launching and recovery, NBC-TV more than doubled its normal day-time audience, indicating once again that viewers switch to NBC when all networks cover a major event.





...including some of the nation's top TV critics:

"The NBC-TV crew anchored by Chet Huntley, David Brinkley and Frank McGee... came across with the most painstakingly thorough effort."

Ben Gross, NY Daily News

"...NBC won on the basis of its exciting colorcast."

**Jack O'Brian,
NY Journal-American**

"Over the long video vigil, the amiable give-and-take of the Huntley-Brinkley commentary seemed most in keeping with the spirit of the occasion."

Bob Williams, NY Post

"Frank McGee...an uncanny knack for flawless delivery under any and all circumstances."

**Jack Gould,
NY Times**

"The most notable earthbound television achievement of the day unquestionably belonged to NBC-TV... There is just no comparison pictorially and aesthetically between watching such an event [as the launch] in color and black-and-white."

**Rick Du Brow,
United Press International**

TV NETWORKS: 95% SOLD FOR '65-66 continued

ness was greater than two to one. For the new season it's reported to be approximately one to one.

CBS-TV's schedule includes nine hours going on a fully participating basis and nine and one-half hours offered as program buys.

Major program buys in CBS's fall lineup have come from Philip Morris which has taken alternate-week half sponsorship in the two-hour Thursday night movies in addition to program purchases in *Hazel*, *Hogan's Heroes*, *Slattery's People*, *Jackie Gleason* and *The Loner*."

Procter & Gamble, another big CBS customer, is in the schedule as a program sponsor for *The Dick Van Dyke Show*, *Hazel*, *Steve Lawrence*, *Petticoat Junction* and *Ed Sullivan*.

American Tobacco has alternate half

sponsorship in Thursday night movies in addition to major purchases in *Smothers Brothers* and *Gunsmoke*.

NBC-TV's John Otter estimated his network is running two months ahead of last year's performance with between 90 and 95% of the first quarter of the new season already committed to advertisers. Mr. Otter describes the 1965-66 network sales bonanza as simply a matter of "more money placed sooner."

He credits early program development and a schedule, 96% devoted to color programming, for the strong NBC position.

Mr. Otter ticked off six network advertisers who have contributed to a significant gain in the amount of NBC's schedule given over to program buying.

In the past season, he said, 13 of 49

half hours in NBC's nighttime lineup, or 26%, were sold to program sponsors. This year the figure is 20 of 49 half hours, or 41%.

Among the major contributors to this increase were Lever Bros. which had no program buys on NBC-TV last year and has three alternate half hours on the network this year (*Please Don't Eat the Daisies*, *Mr. Roberts* and *Get Smart!*) and Colgate-Palmolive, which also made no program purchases with NBC last year but has taken full sponsorship of the new half hour *John Forsythe Show* for 1965-66.

Liggett and Myers, which carried one alternate half hour on NBC last year, is signed up for four alternate halves in 1965-66. These are *Wackiest Ship in the Army*, *I Dream of Jeannie*, *Mr. Roberts* and *Dr. Kildare*.

In addition, R. J. Reynolds Tobacco, with no program buys at NBC last year, will take one-half sponsorship of *Meet Mona McClusky* in the new season. Bell Telephone adds to its sponsorship of *The Telephone Hour* with half-sponsorship of *Hank*. Mattel, which did no program buying on the network last year, is understood to have taken an alternate half hour of an NBC-TV vehicle next year.

Participants ■ Through last week ABC-TV's fall advertiser lineup included 77 companies who would appear as participating sponsors at least once and, in one case, as many as 22 times per week. Leading the list of ABC participants were these sponsors who would appear scattered in the network's schedule a minimum of five times each week: Shulton, General Foods, Union Carbide, Noxzema, Buxton, S. C. Johnson, Peter Paul, American Motors, Carnation, Norwich, Bristol-Myers, Warner Lambert, Colgate-Palmolive, and Standard Brands. Also, Armour, Sunbeam Corp., Andrew Jergens, Schlitz, Frigidaire, Breck, Anderson Clayton, and Clairol.

On NBC-TV, heavy participating schedules for the fall were set for Sauter Labs, Pacific Hawaiian, Max Factor, Vick Chemical, Polaroid, Liggett & Myers, Colgate-Palmolive, Glenbrook Labs, Miller Brewing, R. J. Reynolds, Carnation, Sherwin Williams, Lanvin, Zenith, Dodge, Remington Rand, Carter Products, 3M, RCA Whirlpool, California Packing, Admiral Corp., General Electric, Volkswagen and duPont.

Rep. appointments . . .

- KTVE(TV) Monroe, La.-El Dorado, Ark.: Adam Young Inc., New York.
- WHWB Rutland, Vt.: New England Spot Sales Inc., Boston.
- KLMO-AM-FM Longmont, Colo.; Gill-Perna Inc., New York.

Top hair product companies up 12.1%

The 20 top hair-product advertisers invested \$118,019,800 in TV in 1964, a \$12,700,600 or 12.1% gain over the previous year, according to a report by Television Bureau of Advertising account executive Albin B. Nelson.

Leading advertisers for hair tonics, shampoos, sprays, home permanents and coloring spent \$73,520,900 in network TV and \$44,498,900 in spot TV last year, the analysis showed.

The three top-ranking companies in the tabulation were Alberto-Culver, Bristol-Myers and Procter &

Gamble, with Alberto spending \$6.6 million more for TV in 1964 for its New Dawn Color. The company's total advertising expenditures in this category last year amounted to \$27.9 million, a drop from 1963's \$29.5 million. Bristol-Myers was second at \$25,569,400 from a 1963 figure of \$19,776,300, with its largest increases in Clairol hair coloring and Score hair dressing. Procter & Gamble was third with a \$4.6 million spending boost. Five P&G products increased their TV spending from \$12,311,600 in 1963 to \$17,011,700 in 1964, a jump of 38.2%.

1964
HAIR TONICS, SHAMPOOS, SPRAYS, HOME PERMANENTS, COLORING TOP 20 COMPANIES
(Ranked by total TV expenditures) (Add 00)

Company	1964 Spot TV	1964 Network TV	1964 Total TV	1963 Total TV	% Change
1. Alberto-Culver	\$ 9,513.6	\$18,398.3	\$ 27,911.9	\$ 29,537.8	- 5.5%
2. Bristol-Myers	7,690.2	17,879.2	25,569.4	19,776.3	+ 29.3%
3. Procter & Gamble	5,568.6	11,443.1	17,011.7	12,311.6	+ 38.2%
4. Gillette	3,658.7	6,611.4	10,270.1	11,767.7	- 12.7%
5. Colgate-Palmolive	4,881.4	4,853.1	9,734.5	8,517.0	+ 14.3%
6. Helene Curtis	1,746.3	3,804.9	5,551.2	5,236.3	+ 6.0%
7. Amer. Cyanamid	307.9	4,837.2	5,145.1	4,914.5	+ 4.7%
8. Beecham Group	533.7	3,113.6	3,647.3	4,315.1	- 15.5%
9. Revlon	3,500.3	103.0	3,603.3	2,078.0	+ 73.4%
10. Chesebrough-Pond's	2,080.3	220.9	2,301.2	2,465.9	- 6.7%
11. Warner-Lambert	1,157.6	237.3	1,394.9	118.2	+1,080.1%
12. Helena Rubinstein	891.9	303.8	1,195.7	606.4	+ 97.2%
13. Hazel Bishop	945.9	181.5	1,127.4	74.5	+1,413.3%
14. Ozon Products	924.4	924.4	1,436.7	- 35.7%
15. Lehn & Fink	24.8	717.7	742.5	460.8	+ 61.1%
16. Rayette	273.2	312.7	585.9	506.6	+ 15.7%
17. Raymond Research	574.7	574.7	+ inf.
18. Andrew Jergens	13.0	285.6	298.6	963.1	- 69.0%
19. Block Drug	14.9	217.6	232.5	185.5	+ 25.3%
20. Boyer Int'l. Labs	197.5	197.5	47.2	+ 318.4%
TOTALS:	\$44,498.9	\$73,520.9	\$118,019.8	\$105,319.2	+ 12.1%

Sources: Network TV Net Time and Program Costs, TVB/LNA-BAR
Spot TV (Gross Time) TVB/Rorabaugh



DEPENDABILITY – SAN FRANCISCO STYLE

During 1964 KTVU lost only 5 minutes and 40 seconds of commercial air time due to technical difficulties. This unusual record of dependability is due to an exceptional engineering staff and the finest broadcast equipment.

Advertisers who buy KTVU are assured their commercial messages will be aired when scheduled – and with high technical quality.

Dependability is one more reason why KTVU is the Nation's LEADING Independent Television Station.



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; WIIC (TV), Pittsburgh.



SAN FRANCISCO - OAKLAND
Represented by H-R Television

TV soaks up 84.7% of top brewers' budgets

Beer advertising in television by the 15 top brewers (ranked by total sales) in 1964 foamed to \$57.9 million, representing 84.7% of their combined total advertising in TV, newspapers and magazines.

Figures released last week by the Television Bureau of Advertising show that the 15 brewers spent \$7,525,500 in magazines and \$2,924,400 in newspapers in 1964.

In television advertising, the report shows that all brewers had an increase of \$81,856,600 (\$66,451,000 in spot, \$15,405,600 in network) or 14.5% over the 1963 figure of \$71,477,500 (\$61,380,000 in spot, \$10,097,500 in network).

The largest selling brewery, Anheuser-Busch Inc., pushed spending in TV from \$6,729,000 to \$7,156,800, or a 6.4% increase over last

year. Its sales increased 10.4%. Jos. Schlitz Brewing Co., second in sales, increased its TV from \$10,308,800 to \$11,147,400. The Miller Brewing Co. spent \$2 million more this year, raising its TV 192.9%. Miller's sales rose 13.8%. Rheingold Breweries devoted 100% of its budget to TV. Of the 59 brewers who invested more than \$20,000 in TV, 43 raised their TV expenditures.

Sales Rank		TV Rank	Company	1964 Spot TV	1964 Network TV	1964 Total TV	1963 Total TV	% Change	Magazines	Newspapers	Combined total	% TV
1	3		Anheuser-Busch	\$ 6,000,800	1,156,000	7,156,800	6,729,000	+ 6.4	2,217,100	497,300	9,871,200	72.5
2	1		Jos. Schlitz Brewing	7,228,900	3,918,500	11,147,400	10,308,800	+ 8.1	2,356,100	196,200	13,699,700	81.4
3	4		Pabst Brewing	5,525,300	447,900	5,973,200	5,758,500	+ 3.7	30,000	196,200	6,199,400	96.4
4	2		Falstaff Brewing	3,759,700	3,531,900	7,291,600	6,646,700	+ 9.7	542,700	184,200	8,018,500	90.9
5	5		Canadian Breweries	4,631,000	217,900	4,848,900	4,791,900	+ 1.2	839,400	208,400	5,896,700	82.2
6	12		F. & M. Schaefer	1,682,900	—	1,682,900	1,722,900	- 2.3	—	184,300	1,867,200	90.1
7	8		P. Ballantine & Sons	2,022,900	940,700	2,963,600	3,851,300	- 23.1	16,500	84,200	3,064,300	96.7
8	6		Theo. Hamm Brewing	2,358,800	1,051,600	3,410,400	3,615,100	- 5.7	466,900	74,900	3,952,200	86.3
9	15		Adolph Coors	178,800	—	178,800	173,400	+ 3.1	—	51,000	229,800	77.8
10	7		Miller Brewing	654,100	2,413,000	3,067,100	1,047,200	+192.9	935,100	344,900	4,347,100	70.6
11	9		Rheingold Breweries	2,713,600	—	2,713,600	1,039,900	+160.9	—	—	2,713,600	100.0
12	14		Drewrys, Ltd. (U.S.A.)	1,229,300	141,700	1,371,000	1,100,800	+ 24.5	—	427,900	1,798,900	76.2
13	10		Stroh Brewery	2,622,200	—	2,622,200	1,951,800	+ 34.3	—	292,900	2,915,100	90.0
14	11		C. Schmidt & Sons	1,726,200	334,400	2,060,600	1,554,500	+ 32.6	72,200	85,800	2,218,600	92.9
15	13		Olympia Brewing	1,444,400	—	1,444,400	40,800	+ inf.	49,500	96,200	1,590,100	90.8
TOTALS:				\$43,778,900	14,153,600	57,932,500	50,332,600	+ 15.1	7,525,500	2,924,400	68,382,400	84.7

Sources: Network TV (net time & program costs) TVB-LNA/BAR
 Spot TV (gross time) TVB/Rorabaugh
 Magazines—P.I.B. Newspapers—Bureau of Advertising/Media Records
 *Sales rankings—Modern Brewery Age

RAB in a froth over TVB beer figures

The beer got a mild head on it last week as the Radio Advertising Bureau protested that the Television Bureau of Advertising had overlooked something—approximately \$20 million in radio billings, to be exact—in its report on brewery advertising (see above).

RAB Executive Vice President Miles David said he didn't want to create "a tempest in a beer barrel" but that TVB was wrong when it said Rheingold Breweries put 100% of its 1964 budget into TV, and was wrong again when it failed to show any radio expenditures by the top 15 brewers.

RAB's published reports on expenditures of radio advertisers in 1964, he said, show Rheingold put \$1.6 million into radio and that the top 15 brewers invested more than \$20 million in radio, approximately twice the \$7.5 million in magazine and \$2.9 million in newspaper advertising credited to the top 15 by TVB.

TVB authorities said it wasn't oversight so much as lack of complete radio

figures that led them to omit the brewers' radio investments. Although RAB publishes expenditure figures for the top 100 radio users, they said, many brewers' budgets are below the top 100, and without figures on all a meaningful total for the brewery category cannot be determined. Therefore, they said, limiting the report to media for which complete figures are available was the consistent and logical thing to do.

Magazines told to educate agencies' 'new generation'

The values of magazine advertising have not been presented properly to the new generation of advertising agency personnel who have grown up with television, Andrew Heiskell, board chairman of Time Inc., contended last week.

He told a meeting of the magazine promotion group in New York that when magazines were confronted suddenly by the challenge of television in 1950, their response was short-sighted.

Instead researching, studying and comparing the values of the new medium with the values of magazines, "we started fighting among ourselves, and we still are to too great a degree," Mr. Heiskell claimed.

He described the new breed of media buyer as "part showman, part negotiator, part figure man, a specialist in TV," who is familiar with "the arcane language of commercial TV, with the scatter plans, the rum and scotch deals and things like alternate sponsorship." He added:

"But he has probably been just as bemused by some of the things we have been saying. We have been quoting Simmons and Politz to him the way the Devil quotes the scriptures: to our own purposes. We have labored like mountains over nit-sized differences."

Mr. Heiskell suggested that magazines provide information to agencies on the following questions: How effective is one medium against the other? How effective may they be in combination? What proportion should be allocated to one medium and the other to obtain maximum efficiency?



Fifteen minutes before their home looked like this, the Bohknes were watching television. And we are very glad they were.

On Sunday evening, April 11th, the Bohkne family was watching "Lassie" on WISH-TV, unaware that a severe storm was racing through North Central Indiana. Suddenly our tornado warning interrupted the show.

Mr. Bohkne immediately cleared the access to the crawl space under the house. As the family saw the funnel cloud coming across the sky, Mr. Bohkne helped his wife, baby,

young son and daughter into the crawl space. Minutes later, the house was completely demolished as you see it here.

It's good to know that the Bohkne family, like millions of families everywhere, are safeguarded by community responsibility in broadcasting.

The Corinthian stations take pride in being a part of it.

Represented by M-R

© SACRAMENTO, KXTV © HOUSTON, KHOU-TV © INDIANAPOLIS, WISH-TV © FORT WAYNE, WANE AM-TV © TULSA, KOTV

CORINTHIAN



RESPONSIBILITY IN
BROADCASTING

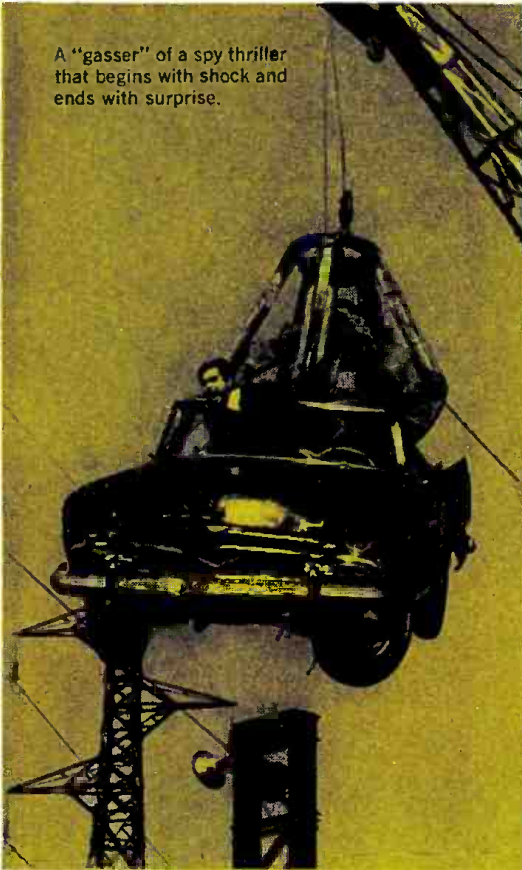


SUPER SECRET AGENTS,
 FOREIGN SUPER SPIES ... JET AGE
 HIGH JINX SET IN THE POSH
 ESPIONAGE CAPITALS OF THE WORLD

SPY PIGS ARE "IN"...



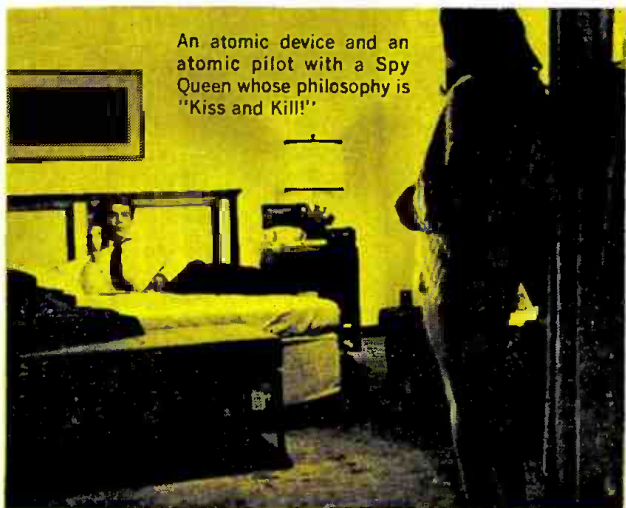
A "gasser" of a spy thriller that begins with shock and ends with surprise.



By jet and by Jaguar ... The "Human Killing Machine", so secret he does not even have a name.



An evil midget plays a terrifying "game" ... not for faint hearts or nail biters.



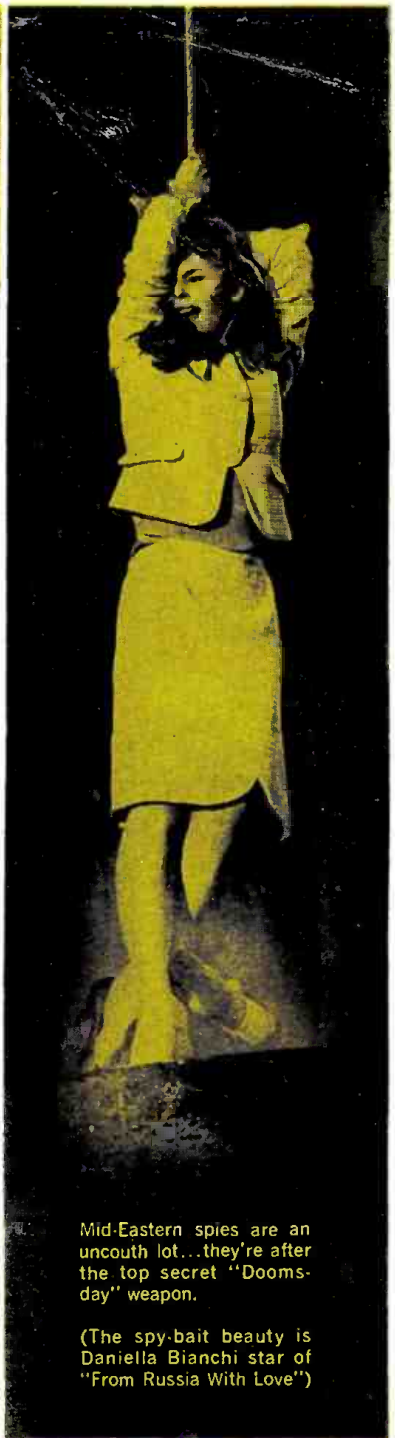
An atomic device and an atomic pilot with a Spy Queen whose philosophy is "Kiss and Kill!"



"High Voltage" action . . . thwarting the evil power of the Black Scorpion Society!



In the twilight world of international espionage Virna Lisi[™] holds the most terrifying secret of all!



Mid-Eastern spies are an uncouth lot...they're after the top secret "Dooms-day" weapon.

(The spy-bait beauty is Daniella Bianchi star of "From Russia With Love")

AND WE'VE GOT 'EM!

Here are the "Hot" ones . . .

FOUR STAR'S

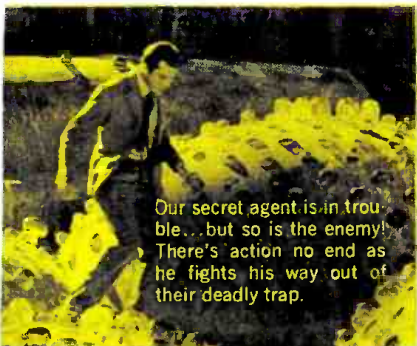
SUPER SPY

ACTION GROUP

[®]Co-star of How To Murder Your Wife

HERE ARE THE ELEVEN TITLES:

Setting a new "TREND" for TV programming . . . AGENT 3S3: PASSPORT TO HELL / A TOUCH OF TREASON THE MONOCLE / THE SPY I LOVE / CODE NAME: TIGER / AGENT Z55: DESPERATE MISSION / HIT AND RUN DEATH OF A KILLER / LICENSE TO KILL / THE DEADLY DECOY / . . .and all produced in '63, '64 and '65!



Our secret agent is in trouble...but so is the enemy! There's action no end as he fights his way out of their deadly trap.

A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH AVENUE
NEW YORK 20, N. Y.



Spy and counter-spy "stuff" They were out to rule the world...he was backed by the combined services of all the great powers.

ST. LOUIS TELEVISION IS A BRAND-NEW BALL GAME

ST. LOUIS' MOST IMPROVED STATION!

TOTAL VIEWING UP 14.4%
PRIME TIME VIEWING UP 19%

Source: ARB Homes — Mar. '65, Mar. '64

THE
EXCITING
NEW

KTVI Channel 2

ST. LOUIS abc HR

New RAB pattern: market sizes

Separate divisions for small and large markets
being set up to render more specialized services

Formation of a small-markets division of the Radio Advertising Bureau is being announced today (June 14) in a move designed to make RAB more effective for both larger-market and smaller-market stations.

Miles David, RAB executive vice president and general manager, said that in addition to setting up the small-markets division, the bureau would re-activate its major-market advisory plans committee, to be composed of station executives from larger markets.

An experienced executive with background in small-market radio management is to be named to head the new division and have charge of all RAB services for smaller-market services, including sales tools, mailing pieces and sales clinics. His division will operate with a budget based on RAB revenues from smaller markets.

"Separate budgets for small and major market operations are a step forward," Mr. David said. "This will clear the air of inevitable concern by some members that their size markets may not be getting a proportionate share of our effort."

A small-market advisory plans committee will be set up with small-market station owners and managers from different parts of the country to be designated as members. This committee will meet with the division director and RAB management to review the division's plans, suggest ideas and "guide RAB in pinpointing its services."

Effective Next Month ■ The small-markets division will go into operation July 1. Authorities indicated that its director would probably be chosen from among present RAB executives.

"Creation of a small-markets division gives recognition to the fact that needs of stations in smaller markets are specialized," Mr. David said. "At the same time by putting direction of services for smaller markets in the hands of specialists, others at RAB will be freer to concentrate on the major national-regional sales-building mission for which RAB was founded."

The dividing line between small-market and large-market members will be flexible, but generally will be about 100,000 population. Stations in markets smaller than this may indicate they prefer to be in the larger-market group.

These organizational changes are the second at RAB in recent weeks. In the first, RAB's fulltime membership sales force was converted to a regional radio

sales force and Robert Alter was promoted to sales vice president, to head the bureau's combined national and regional sales force, while Harry Hasley was promoted to director of regional sales (BROADCASTING, May 31).

In another unpublicized move, Mr. David and other RAB executives last Thursday held the first of a projected series of all-day planning sessions intended to "revolutionize" RAB's services to members. Focus of the session, it was understood, was on reorienting RAB's newsletters, promotional materials and other mailings to members so that they will be more useful to salesmen in their day-to-day sales calls than as direct-mail material to be distributed by the stations.

Tinker formula emulated in Chicago

If Jack Tinker and Partners can be so successful in New York solving creative advertising problems and building new agency business for Marion Harper's Interpublic Group of Companies, then the formula will work in Chicago too.

That is how Marvin Corwin, president of Interpublic's Erwin Wasey Inc., explained it last Wednesday in Chicago where he went to open the doors of the newly formed problem-solving unit, Erwin Wasey-Chicago Inc. He indicated also he hopes to go Tinker one better, if

he can, in making better advertising and capturing new business.

Mr. Corwin is Interpublic's comparatively new broom at Erwin Wasey and he is busy trying to sweep that agency division back into the black after it lost money last year on a worldwide billing gross of some \$70 million. Of that total some \$45 million represented U. S. business.

Erwin Wasey-Chicago basically is four people plus an office manager. The four specialists representing, respectively, the areas of marketing, research, art and creative development are Carl Shem, executive vice president in charge of the unit, and Vice President William Roach, Tom Gorey and June Colbert. Messrs Shem and Gorey had been with Needham, Harper & Steers; Mr. Roach was with Erwin Wasey and Miss Colbert had been with Helene Curtis, BBDO (Alberto Culver), Grey Advertising (Procter & Gamble) and Raymond Spector Agency (Hazel Bishop).

"These four specialists," Mr. Corwin explained, "will be free of all administrative responsibilities. They will undertake to solve on a project basis any sort of marketing-communications problems by concentrating their full talents on individual projects."

Given a particular problem, he said, the group "will investigate, analyze, create and test in order to develop new solutions for more effective marketing communications. Be it introducing a new product, rejuvenating an old one or creating a whole new company image, the group will attack the problem working together as a unit."

The Tinker group in New York has operated on the same basis, Mr. Corwin noted. He added that his unit might even work in places like London if a project required it, indicating they are free to use other Interpublic services as needed or go elsewhere for them if necessary. The new Chicago unit already

ABC Radio network raises its rates

ABC Radio will increase its rates on July 1. The hikes, according to Theodore M. Douglas Jr., ABC vice president in charge of sales for the radio network, are for time only. There is the usual six months' protection for existing advertisers.

Mr. Douglas last week described the new price increases as small, estimating they'll go up about 3% for all periods except the 7-9 a.m. "mobile market time." The latter two-hour spread has varying hikes which average to about 10%.

He explained that the increases,

particularly in the morning time, were made to bring ABC's rates more in line with competitor networks.

The rate hike was announced almost simultaneously with ABC Radio's announcement that it has commissioned a company in Florida to explore means of measuring automobile radio listening and with a proposal by ABC Radio President Robert R. Pauley that a continuing radio research program be undertaken by the Radio Advertising Bureau (see page 40).

They won't let us out of Jacksonville . . .
Renewed by WFGA-TV.



©KFS

220 Popeye cartoons—in color



KING FEATURES SYNDICATE
235 E. 45th St., New York, N.Y. MU 2-5600

STUDIO COLOR CAMERAS

30 Day Delivery
\$22,000.00 ea.
(50% off original list)

4 complete channels available. Units are new, 3-V broadcast type, shipped from factory of well-known British manufacturer. Price is duty-paid POE and includes (4) lenses, 100 feet cable, and set of matched field mesh type vidicons. Produces essentially lag-free 600 line pictures at 1/2 the light levels required by similar cameras using (3) image orthicons.

Offer is subject to prior sale.

Phone 1B1, area code 312, 754-0387

is at work on a project for Interpublic from New York, he said.

Mr. Corwin joined Erwin Wasey last Jan. 1. Earlier he was senior vice president and management supervisor at Doyle Dane Bernbach for 10 years.

Research plan for radio?

ABC Radio's Pauley says
a permanent steering
committee should lead it

A continuing research program in radio under the aegis of a permanent steering committee was proposed last week by Robert R. Pauley, ABC Radio network president.

In addition to his proposal, Mr. Pauley outlined study areas he thought the group ought to explore. He made his recommendation in a speech in Boston before the New England Broadcasting Executives Club. At the same time, Mr. Pauley reported on ABC Radio's appointment of a company in West Palm Beach, Fla., to look into various methods for measuring auto radio listening through electronic means.

Mr. Pauley suggested that the steering committee be established within the membership of the Radio Advertising Bureau, a concept which was received warmly at RAB.

RAB Receptive ■ Miles David, RAB executive vice president, said Mr. Pauley's concept of a research steering committee was "excellent" and "in keeping with the direction in which we [the radio industry] are moving." He noted that industry researchers have been working together effectively in the current All-Radio Methodology Study (ARMS), sponsored by RAB and the National Association of Broadcasters.

Mr. David, in indicating that RAB would be receptive to a suggestion such as Mr. Pauley's, said that radio could only benefit from the "experiences of top industry people."

Mr. Pauley suggested three studies, or areas, for immediate concern in a research program:

- "A study of how consumers attend

each of the major media, with emphasis upon attention levels to radio advertising.

- "A study to determine optimal levels of radio advertising frequency and continuity.

- "A study of the effectiveness of various creative approaches to radio advertising."

Mr. Pauley thought it conceivable that such a committee would coordinate with advertisers and with agency leaders.

The RAB, he said, "as the sales development arm of the industry and because it receives from its members the research funds necessary to do extensive industry studies, is in a unique position to provide research to accelerate radio's growth."

Though the radio networks are making their own "specific research contributions," he said, "RAB alone is financially equipped to perpetuate a massive, carefully targeted effort to provide documentation as to the usefulness of radio advertising."

He also noted that just because the gross national product was expected to be a "trillion dollars by 1975," broadcasters couldn't expect to receive their share automatically but must consider the necessity of work and creativity to make the industry prosper.

ABC Radio's contract for an electronic means to measure the size and scope of the auto radio audience is with Franklin Gno Corp., West Palm Beach, Fla.

Initially the company will "select the best methodology by which to determine, first, if the automobile radio is turned on and, second, to what frequency the set is tuned," according to Mr. Pauley's announcement.

In addition to probing how well car listening can be measured by electronic means, the network and the West Palm Beach company will study the cost factor.

Mr. Pauley said the network had investigated the possibility of auto radio measurement for the past two years and during the past year and a half had interviewed numerous firms.

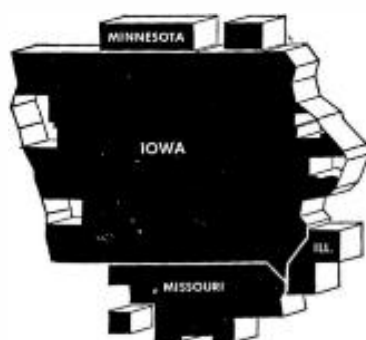
From the Greek ■ "Gno," the network explained, is a word derived from the Greek meaning knowledge. The company specializes in analytical studies, research and development in scientific areas and is engaged in developing "prototype equipment never before designed or built." Henry C. Gibson is president and Melvin E. Shepherd is director of planning at the Franklin company.

Under the contract, Franklin Gno Corp. has a four-month period to complete a design. Mr. Pauley did not disclose the cost, though he described it as "sizable . . . as it always is for a first venture in any type of research."



Mr. Pauley

WHO RADIO GIVES YOU AMERICA'S 23rd LARGEST RADIO MARKET!



Iowa has *six* Metro Areas, each of which has several good radio stations serving its particular area. (Des Moines alone has *six* AM stations.)

WHO Radio is the only 50,000-watt clear-channel station in the state. *It reaches more people than the total populations of all six Iowa Metro Areas combined*—reaches 354,000 radio homes weekly (239,000 of which listen to WHO *every day*).*

The NCS '61 map above helps illustrate the

enormous scope of WHO Radio's influence. It is America's 23rd largest radio market. Radio stations in only 22 markets in America can give you so large an audience. And the cost is *LOW!*

Whatever station-selection concept you hold for the rest of the U.S., your research people can confirm that WHO Radio is a *must* in Iowa — even if you normally buy only local and regional stations in other markets. *Ask PGW for facts*

*NCS '61 — *Sales Management* June 10, 1964

WHO RADIO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., *National Representatives*

Magazine advertisers in TV

TVB says television got \$1.2 billion in 1964 from top 100 magazine advertisers; General Motors and Ford Motor lead investment list

The top 100 magazine advertisers last year spent two and a third times more dollars in television than in magazines, according to Television Bureau of Advertising.

In a listing of the magazine's best clients today (June 14), TVB entered TV expenditures (network and spot) alongside and noted that while maga-

zines had \$503.1 million from its top 100 advertisers (general and farm magazines), TV had \$1.2 billion from the same 100.

Norman E. Cash, president of TVB, in releasing the bureau's analysis, said the top 100 magazine advertisers increased their magazine budgets \$54.8 million over 1963 but their TV budgets

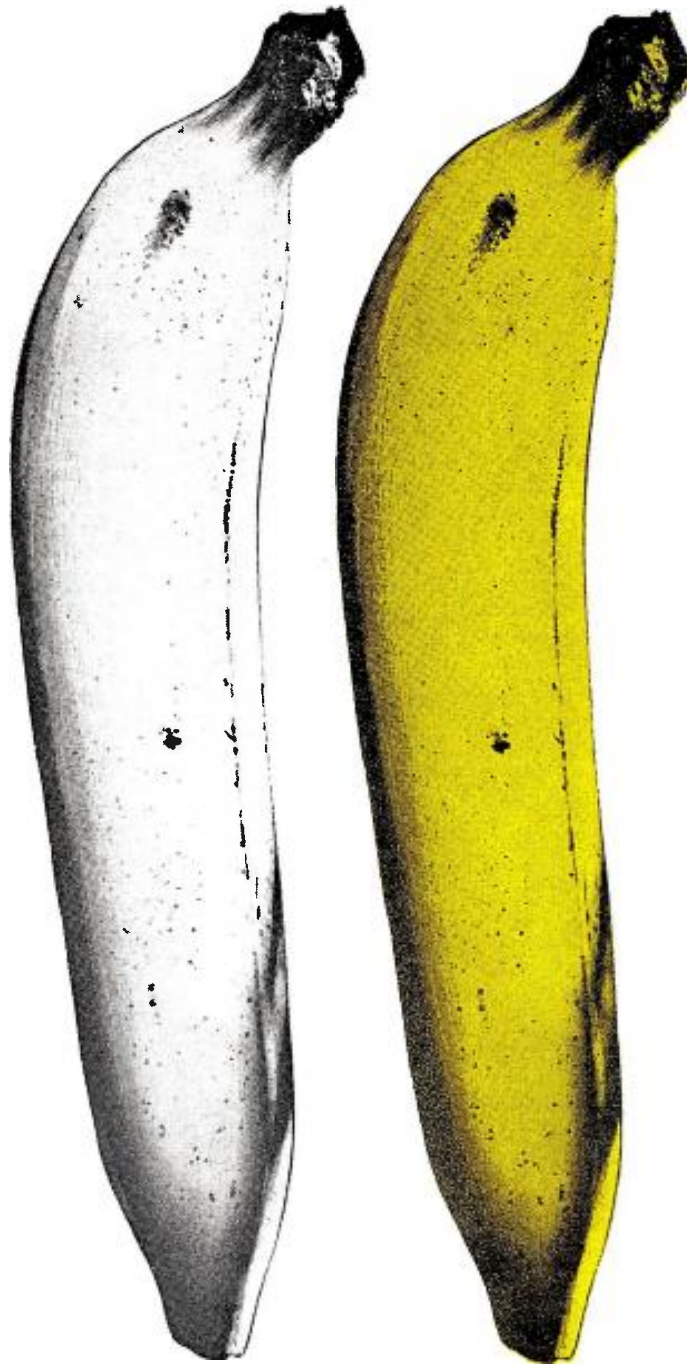
on the same basis went up \$111.5 million.

A week before, the bureau reported that the top 100 newspaper advertisers last year spent three and a half times more dollars in TV than in newspapers (BROADCASTING, June 7).


Magazine and TV investments of the top 100 magazine advertisers in 1964:

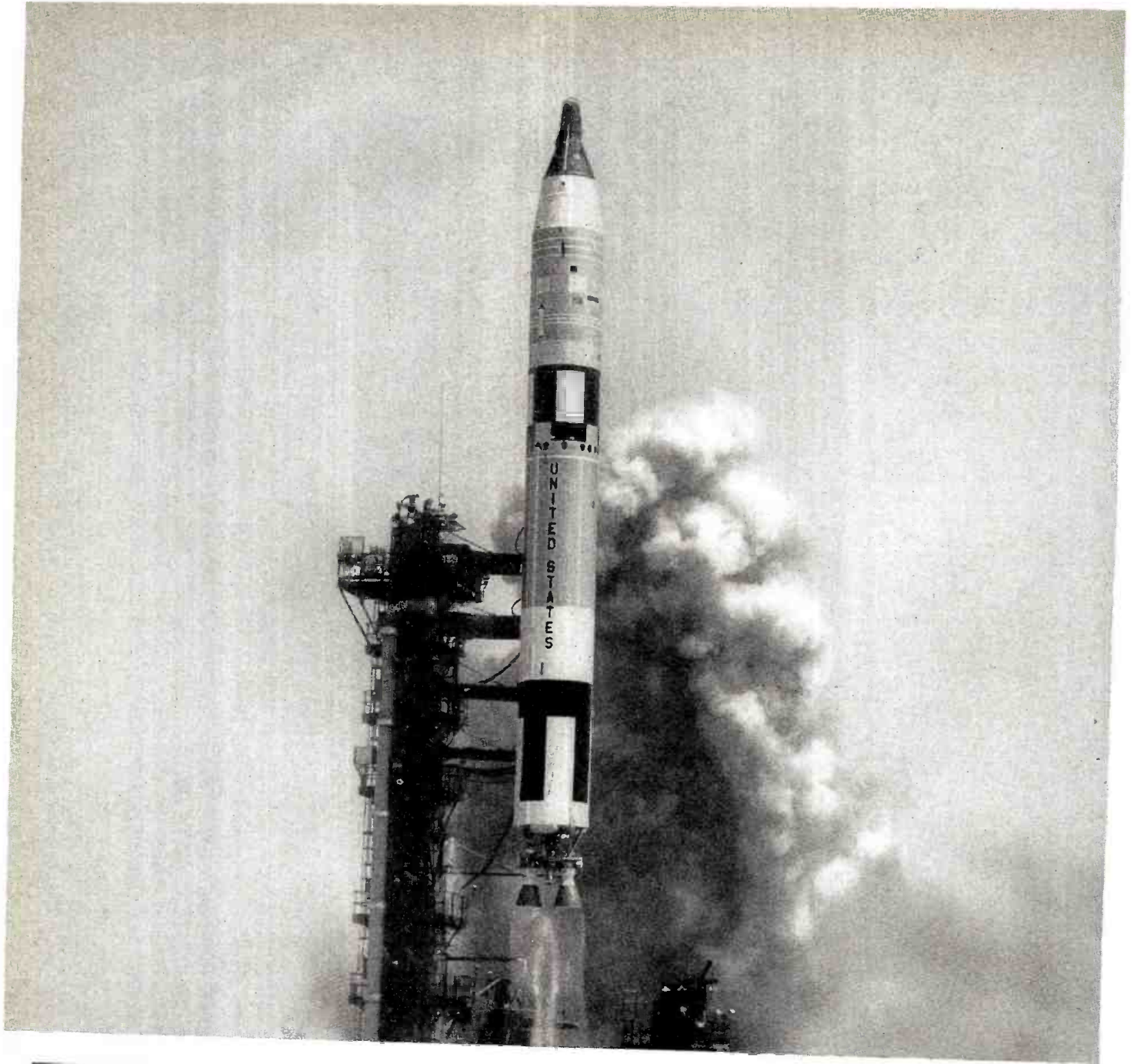
Rank	Company	'64 magazine investment	'64 TV investment	Rank	Company	'64 magazine investment	'64 TV investment
1.	General Motors	\$ 46,810,617	\$ 32,611,660	54.	Sears Roebuck	\$ 3,345,952	\$ 8,192,020
2.	Ford Motor	24,163,675	20,300,390	55.	Admiral	3,340,672
3.	AT&T	14,968,777	4,656,100	56.	American Cyanamid	3,247,607	7,176,270
4.	Bristol-Myers	14,603,246	61,519,710	57.	Monsanto	3,181,037	1,525,790
5.	General Electric	13,314,290	6,156,870	58.	Renfield Importers	3,177,600	262,710
6.	Chrysler	11,705,029	24,391,470	59.	Chesebrough-Pond's	3,172,536	9,194,730
7.	Distillers Corp.—Seagrams	11,565,330	60.	Edison Electric Institute	3,060,084
8.	Campbell Soup	8,946,921	18,546,480	61.	Brown-Forman	3,047,740
9.	Procter & Gamble	8,748,904	148,783,200	62.	U. S. Rubber	2,993,986	4,538,860
10.	National Dairy	8,362,976	14,898,690	63.	Shulton	2,901,490	4,028,460
11.	Coca-Cola	8,345,924	30,481,100*	64.	Celanese Corp.	2,879,748	51,500
12.	R. J. Reynolds	8,046,831	45,414,270	65.	Seven-Up	2,877,789	4,157,670*
13.	Corn Products	7,958,293	11,104,640	66.	Armstrong	2,868,155	6,918,190
14.	Eastman Kodak	7,515,060	7,229,490	67.	Metropolitan Life	2,767,610
15.	National Distillers	7,509,443	91,900	68.	Pan American World Airways	2,663,940	337,520
16.	American Tobacco	7,346,435	37,635,620	69.	Brown & Williamson	2,642,529	25,290,340
17.	Lever Bros.	7,330,185	53,365,220	70.	Polaroid Corp.	2,622,657	4,055,890
18.	Colgate-Palmolive	7,215,470	59,208,720	71.	B. F. Goodrich	2,598,596	2,811,880
19.	DuPont	7,149,339	6,933,420	72.	Max Factor	2,571,057	2,180,500
20.	General Foods	7,054,532	70,874,800	73.	Philip Morris	2,537,937	31,019,950
21.	Hunt Foods	6,497,678	4,331,730	74.	General Tire	2,520,150	136,870
22.	Liggett & Myers	6,486,596	21,404,750	75.	Carnation	2,491,974	8,770,320
23.	American Home Products	5,890,576	59,208,720	76.	Longines-Wittnauer	2,486,767
24.	P. Lorillard	5,879,094	24,173,590	77.	Heublein	2,437,779	1,798,180
25.	American Motors	5,698,342	3,935,670	78.	American Can	2,433,964	3,651,030
26.	CBS	5,581,411	79.	Warner-Lambert	2,383,509	25,569,640
27.	Hiram Walker	5,438,686	80.	Jos. Schlitz	2,356,065	11,147,390
28.	Goodyear	5,134,336	5,860,320	81.	Purex Corp.	2,318,703	6,240,970
29.	Revlon	4,853,176	5,502,950	82.	Grolier	2,269,839
30.	Kimberly-Clark	4,741,974	5,151,610	83.	Encyclopaedia Britannica	2,240,561	590,400
31.	Kellogg	4,639,015	27,207,770	84.	Anheuser-Busch	2,217,092	7,156,840
32.	General Mills	4,586,533	34,122,030	85.	Pet Milk	2,198,640	6,162,650
33.	Standard Brands	4,554,799	11,474,920	86.	New York Life	2,177,305
34.	Scott Paper	4,533,535	7,049,630	87.	Burlington Industries	2,176,298	411,220
35.	Borden	4,508,082	8,137,130	88.	Trans World Airlines	2,163,282	922,040
36.	RCA	4,372,407	5,141,370	89.	IBM	2,151,460
37.	Volkswagen	4,300,343	2,395,390	90.	Pfizer	2,107,459	6,018,660
38.	California Packing	4,251,575	2,913,810	91.	General Cigar	2,092,028	8,059,350
39.	Canada Dry	4,078,732	1,001,290*	92.	Champion Spark Plugs	2,086,045	532,800
40.	Armour	4,039,466	8,173,440	93.	Standard Oil (Ind.)	2,084,434	6,186,190
41.	General Telephone	3,912,559	225,540	94.	Kaysar-North	2,036,792	1,283,160
42.	Schenley Industries	3,831,531	509,920	95.	Tampax	2,034,471	1,282,160
43.	International Harvester	3,819,187	134,750	96.	3M Co.	2,031,159	1,494,810
44.	Olin Mathieson	3,661,303	3,545,800	97.	Shell Oil	2,000,498	8,876,930
45.	Westinghouse	3,586,343	6,257,320	98.	Genesco	1,943,444
46.	Pepsi-Cola	3,567,979	14,650,510*	99.	Pittsburgh Plate Glass	1,942,230	329,290
47.	Johnson & Johnson	3,542,944	6,703,000	100.	Cutboard Marine	1,886,944	210,720
48.	Sperry Rand	3,516,927	2,860,270				
49.	Sterling Drug	3,510,841	20,630,430				
50.	Bulova Watch	3,496,008				
51.	Quaker Oats	3,431,813	11,670,340				
52.	Firestone	3,397,562	4,308,980				
53.	National Biscuit	3,369,669	16,002,020				
				Total:		\$503,138,973	\$1,201,180,400

*Company & Bottlers.
Sources: Magazines—P. I. B. gross space costs. Television—N. C. Rora-
baugh (spot TV) gross time costs. LNA/BAR (network TV) net time &
program costs.

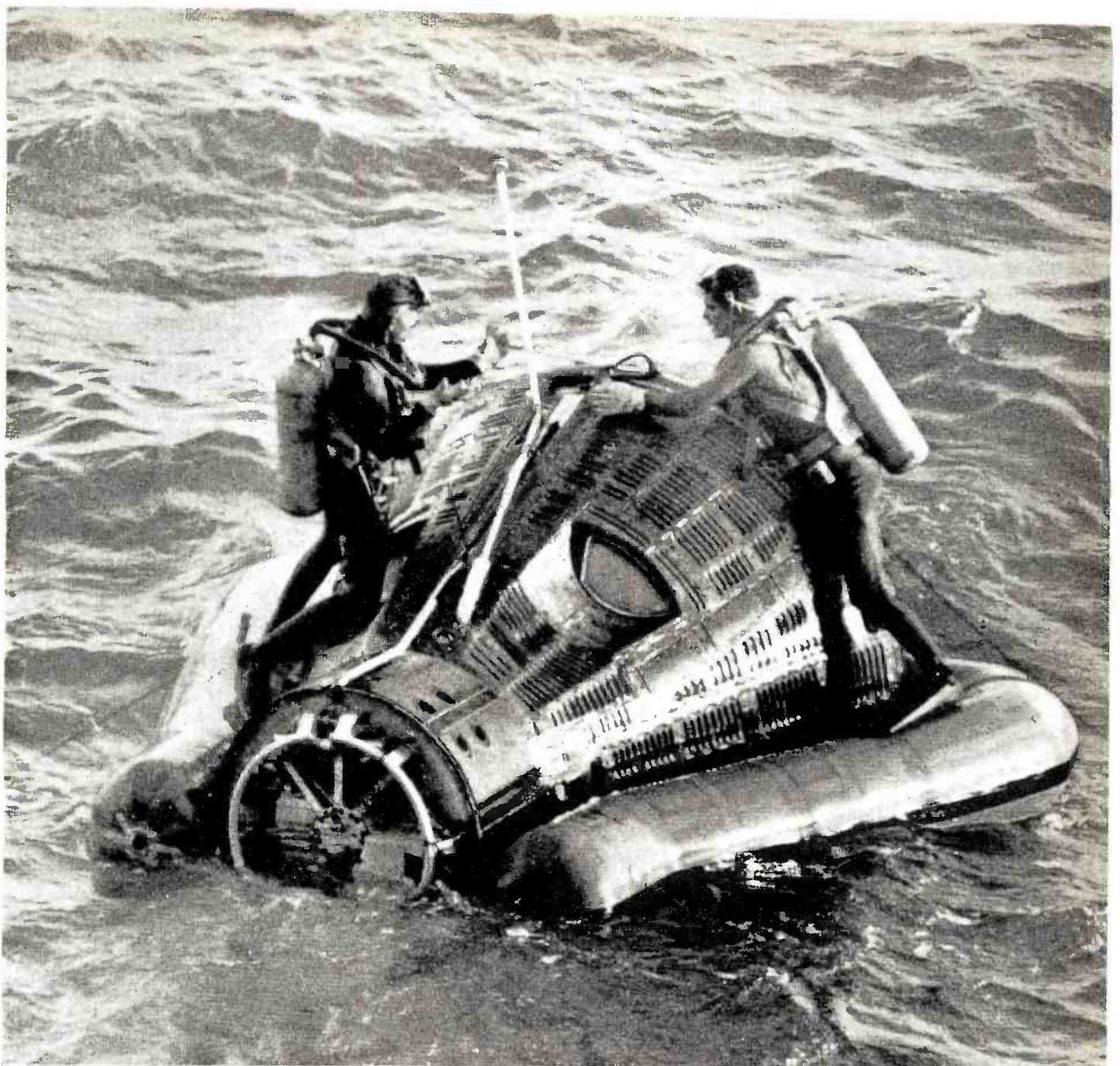


There's more sell in yellow.

And there's more sell in blue, green, red, orange and purple. **the**
So — to help you sell — the stations in the Meredith Bunch are now fully **Meredith**
equipped with new color film and slide equipment.  **bunch**



FIRST AGAIN



AND AGAIN!

The day of launch and the day of recovery—the only times when all three networks provided simultaneous coverage of the Flight of Gemini 4—more people watched the CBS Television Network than any other. (Back in March more people watched our coverage of Gemini 3, too.) Over and out.

CBS NEWS

National Arbitron estimates for Thursday, June 3, 7am to 4:30pm, Monday, June 7, 11:30am to 3:30pm. EOT. Estimates subject to qualifications available from us on request.

BAR estimates for 20 markets

Estimates of the dollar volume of nonnetwork television business on the air in 20 U. S. markets during the week ended May 23 are reported below as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discounted-rate formulas.

Numerals in parentheses immediately following the market name indicates the number of stations monitored. Dollar figures are BAR's estimates of all national spot, regional and local business on the air during the week indicated.

Week ended May 23:
Albany, N. Y. (3) \$ 179,162

Atlanta (3)	199,649
Baltimore (3)	308,092
Boston (3)	733,249
Cedar Rapids, Iowa (3)	71,599
Charleston, W. Va. (3)	136,728
Chicago (4)	1,582,242
Cleveland (3)	493,468
Dallas (4)	328,614
Greenville, S. C. (3)	86,019
Houston (3)	268,411
Jacksonville, Fla. (2)	114,321
Los Angeles (7)	2,042,537
Philadelphia (3)	882,011
Phoenix (4)	124,829
Portland, Ore. (4)	208,579
Roanoke, Va. (3)	52,498
Sacramento, Calif. (3)	259,522
San Antonio (3)	110,361
Toledo, Ohio (2)	125,471

Omaha agency formed to handle Tidy House

Weightman Inc., Philadelphia, has spun off its Omaha office to Glen Jocelyn, executive vice president and creative director of Weightman, and Clair J. Gross, agency vice president and manager of the Omaha office which was opened in June 1964 to service Tidy House Products Co. of that city.

Move to form Jocelyn & Gross Inc., 7701 Pacific Street, was based on increasing regional requirements of Tidy House with its major marketing operation concentrated in seven midwest states.

Tidy House is a heavy user of radio and last fall credited that medium with checking a five-year sales decline and actually creating an out-of-stock condition for its household products (BROADCASTING, Nov. 2, 1964).

Mr. Jocelyn is president of the new agency. Prior to joining Weightman, he was with Potts, Woodbury Inc., Kansas City, Mo., and the Los Angeles office of Foote, Cone & Belding.

Mr. Gross, owner of KRCB Council Bluffs, Iowa, has also been associated with Bozell & Jacobs, Omaha.

DEMON, new marketing system from BBDO

BBDO is releasing today (June 14) details of a new marketing system that is designed to aid management in planning new product introductions for minimum risk and maximum profits.

Called, DEMON (Decision Mapping via Optimum Go—No Networks) the system is a model based on an analysis of 200 case histories of typical pack-

aged good products in 16 categories. According to the DEMON principle, the marketing plan for a new product is evolved initially from various marketing data—advertising copy, distribution, media selection, promotion, package design—as they performed in actual situations.

A BBDO spokesman said as actual data on the specific new product are accumulated, these are substituted for the case history data. Gradually from the original model, the actual marketing plan takes shape for that particular product, he said.

Tom Dillon, president of BBDO, referred to the new project in a speech last month in New York in which he listed DEMON as one of six basic moves by the agency to improve profits of BBDO's clients through more efficient performance (BROADCASTING, May 10).

Two NBC specials will cost Eastern \$1 million

Eastern Air Lines, New York, will spend approximately \$1 million to sponsor only two special programs on NBC-TV this fall, and one will be an unusual three-and-one-half hour program in primetime: an NBC *White Paper* on United States foreign policy.

The announcement was made last week by Robert E. Kintner, president of NBC, and F. D. Hall, Eastern's president.

Eastern's other vehicle is an entertainment show, the first *Jack Benny* color special of the 1965-66 season, which will be telecast on Nov. 3 (9-10 p.m.).

These sponsorships are part of a 1965 advertising budget, which, according to estimates made earlier this year, was to be in the neighborhood of \$15 million, a figure that has now been revised slightly upward, according to a company spokesman. About 75% of this budget is estimated as Eastern's radio-TV allocation. The agency for Eastern Air Lines is Young & Rubicam, New York.

The *White Paper*, scheduled for Tuesday, Sept. 7 (7:30-11 p.m. NYT), will examine America's foreign policy and actions from 1945 to 1965 with emphasis on current policy.

Business briefly . . .

New low calorie gelatin dessert, Jellathin, is being introduced in Southern California with radio and newspaper ads. Radio ads, 18 announcements a week on KLAC and KPOL, both Los Angeles and KCKC San Bernardino, are placed through Anderson-McConnell adver-

April network television billings

Network television net time and program billings by day parts
(Source: TVB/LNA-BAR)
(add 000)

	April			January-April		
	1964	1965	% Change	1964	1965	% Change
Daytime	\$23,346.6	\$ 28,495.2	+22.1	\$104,449.0	\$115,884.6	+10.9
Mon.-Fri.	18,464.6	21,946.1	+18.9	77,747.4	86,297.4	+11.0
Sat.-Sun.	4,882.0	6,549.1	+34.1	26,701.6	29,587.2	+10.8
Nighttime	74,760.4	74,868.9	+ 0.1	301,360.3	298,123.2	- 1.1
Total	\$98,107.0	\$103,364.1	+ 5.4	\$405,809.3	\$414,007.8	+ 2.0
					% Change	
		1965		1964	'65/'64	
January		\$105,252.6		\$103,667.0	+1.5	
February		98,142.0*		98,804.9	-.07	
March		107,249.1*		105,230.4	+1.9	
April		103,364.1		98,107.0	+5.4	

*February and March figures adjusted as of June 3, 1965.



The Mike Douglas Show: where the girls are

In one short year, Mike has added *three-quarters of a million more women viewers* to his loyal following.

And to his stations' audiences!

What's more, compared to last year, these stations now reach an average of

79% more women per average quarter-hour than the Mike Douglas time slot the previous year.

That's why most of the big boys are already where the girls are.

Join 'em! Call/Write/Wire:

WBC PROGRAM SALES, INC. ^{GROUP} **W**

122 East 42nd Street, New York, N.Y. 10017 • Phone (212) 983-6535

ARB, March 1964-March 1965, per Av. 1/4 Hr. The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

tising agency, Los Angeles, for Smart & Final Iris Co., distributor of the dessert.

The Foster-Milburn Co., Buffalo, N. Y., through Street & Finney Inc., New York, has renewed 52-week sponsorship for its Doan's Pills of three morning newscasts on CBS Radio beginning July 26.

American Character Inc., through Helitzer, Waring & Wayne, both New York, will advertise its Trussy Make-Up Doll on NBC-TV's Saturday morning children's programs and on spot TV in 35 major markets, beginning in mid-June and continuing until Christmas.

Sales presentations planned

Presentations will be made to advertising agencies in Los Angeles and San Francisco this week and in New York, Detroit and Chicago next week by the general managers and general sales managers of ABC-owned TV stations and by executives of ABC Television Spot Sales. Hosts for the presentations will be KABC-TV Los Angeles on Wednesday (June 16); KGO-TV San Francisco on Thursday; WABC-TV New York on June 21; WXYZ-TV Detroit on June 22 and WBKB(TV) Chicago on June 23.

Triangle moves radio stations to Petry

The five radio stations of Triangle Publications have appointed Edward Petry & Co. as their sales representative, effective July 1.

The appointment, marking one of the biggest single transfers in recent representation history is being announced today (June 14) by Roger W. Clipp, vice president and general manager, and Clyde Spitzner, sales manager, of the radio and television division of Triangle Publications Inc.

The five stations have been represented by the radio division of John Blair & Co., whose television division will continue to represent the Triangle TV stations.

The radio stations are WFIL Philadelphia, WFBG Altoona, Pa., WNBW Binghamton, N. Y., KFRE Fresno, Calif., and WNBC New Haven, Conn.

In his announcement Mr. Clipp praised the Petry company as one "which has, over the years, shown a highly creative approach to the sale of national spot advertising and has been especially active in the area of bringing

new advertisers to radio."

Martin L. Nierman, president of Petry, welcomed the appointment by a company that "has long distinguished itself as one of the industry's true leaders and one of its most progressive innovators."

Ben H. Holmes, Petry executive vice



Mr. Clipp



Mr. Nierman

president, disclosed meanwhile that plans are being made for expansion of the Petry radio division, especially in its new-business and international areas. Petry is already in the international advertising sales area through representation of WRUL New York, international station.

With the addition of the Triangle stations the Petry radio division will represent 27 stations, the Intermountain Network and the WRUL international operation.

Agency appointments . . .

- Ridge Homes, Conshohocken, Pa., home manufacturer, has named J. M. Korn & Son, Philadelphia, to handle advertising and public relations. The account bills an estimated \$300,000.

- Jaycrest Corp. appoints Carl Falkenhainer Agency, Los Angeles, to handle the advertising for Magic Pouch wash-and-dry bag for hosiery. TV will be used in a \$100,000 test campaign, starting in Los Angeles on KHJ-TV, KABC-TV, KCOP(TV), KTLA(TV) and KTTV(TV), then moving to northern California and into the Pacific Northwest.

- Baker Boy Bakeries, Los Angeles, has appointed Ross & Seideman, Sherman Oaks, Calif., to handle advertising for its specialty bakery products. Figures released indicate a billing of \$25,000 for the first three months in Southern California. Baker Boy accounts in the past have ranged to about \$200,000 annually.

- Detroit Race Course Inc. has appointed Fred Yaffe & Co., both Detroit, to conduct trade and consumer advertising for its planned 84-day racing season from August through November. Campaign will include use of radio and TV.



WSPD-radio-TOLEDO'S SERVICE STATION

Metropolitan Toledo is 39th in U. S. service station sales, spending \$77,439,000 annually for gasoline, TBA items and auto services. Reach Toledo's motoring public with the station that offers audience domination throughout the day.

Pump up your sales with WSPD, Toledo's No. 1 Station. Get all the figures from Katz.

Statistical information: SRDS, Hooper; NCS '61
All estimated and limited as shown in reports.



GET YOUR PITTSBURGHERS HERE!

Leave the selling to us—as Greyhound does. They buy WIIC exclusively here in the nation's eighth largest market. There's just no better spot TV buy around. For some great availabilities and impressive figures, check WIIC's General Sales Manager Roger Rice or your Petry man.

GREYHOUND



WIIC-TV PITTSBURGH

Basic NBC Television Affiliate

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

What the Estes decision means

**A splintered Supreme Court ekes out a decision
barring television cameras from courts for now—
but there may be ways to get back in later on**

The U. S. Supreme Court shut the nation's courtroom doors to broadcast coverage last week, but didn't quite lock them.

By the narrowest majority, five to four, the court voted to reverse the swindling conviction of Billie Sol Estes on the grounds that the presence of television cameras had prevented a fair trial. But the court was riddled by differences of opinion on the constitution-

al implications of the case. Six justices felt it necessary to get their views on record in individual statements.

Though broadcasters and their lawyers regarded the court's action as a setback in their efforts to take cameras and microphones into trials, there was a general feeling that the decision could have been worse. The broadcasters took comfort in the many divisions of the court, in the slenderness

of the majority, the vigorous dissents of the minority and the separate statement of Justice John M. Harlan who voted with the majority but with the qualification that he wanted to set no precedents to govern future experiments in television coverage (For details of the court's decision see story page 54.)

Douglas Anello, general counsel of the National Association of Broadcasters, expressed disappointment in the



Mr. Clark



Mr. Warren



Mr. Douglas



Mr. Goldberg



Mr. Harlan



Mr. Stewart



Mr. Black



Mr. Brennan



Mr. White

A majority of 4½

The vote was five to four but there were six separate opinions written by the justices of the Supreme Court. Justice Tom Clark gave the majority view which held that TV coverage of the Tyler, Tex., trial of Billie Sol Estes compromised his rights. He was careful to point out that this decision applied only to the Estes case. Three justices, voting with the majority, held that TV should be barred entirely from all courtrooms because of its impact. They were Chief Justice Earl Warren, and Justices William O. Douglas and Arthur J. Goldberg. Chief

Justice Warren's opinion was a stern indictment of television. Four justices, Potter Stewart, Hugo L. Black, William J. Brennan Jr. and Byron R. White agreed that Mr. Estes suffered no injury and that TV itself does not violate a defendant's rights. The vote that swung the decision was the carefully qualified opinion of Justice John M. Harlan who described the Estes case as 'notorious' and gave that as his reason for siding with the majority. He stressed that his was not a ruling on the constitutional issue of television in the courtroom.

**BEELINE COUNTRY...
AWFULLY BIG
IN DAIRY PRODUCTS**



... and BEELINE RADIO KBEE is a proven way to reach this important market

The Modesto market (Stanislaus County) is the Number Two county in the U.S. in total value of dairy products sold.* Modesto people buy a lot, too — over \$292,000,000 in retail sales.** Get into this big market

effectively...on Beeline Radio KBEE. KBEE is just one of four Beeline stations and the key to California's rich Inland Valley.

*1959 Census of Agriculture
**Sales Management's 1964 Survey of Buying Power



McCLATCHY BROADCASTING

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

KBEE • Modesto
BROADCASTING, June 14, 1965

KFBK • Sacramento

KMJ • Fresno

KOH • Reno

court's decision but said he found "solace" in the fact that Justice Harlan's separate opinion left only four out of the five-man majority holding that the presence of television cameras violated Estes's constitutional rights to a fair trial.

"With all due respect to the majority of four," Mr. Anello said, "we believe that much of its opinion is based on conjecture and the extraordinary factual situation [of this case]."

Intervenors ■ The NAB was one of two broadcasting associations that submitted arguments to the high court asserting television's right to cover trials. The other was the Radio-Television News Directors Association.

Mr. Anello added:

"We are encouraged by the words of Mr. Justice Brennan [a member of the minority] that 'today's decision is not a blanket constitutional prohibition against the televising of state criminal trials.'

"It is still up to us in the broadcasting profession to demonstrate that our conduct can be as decorous in criminal proceedings as it has been on so many equally important public occasions. If and when the opportunity to broadcast any part of a judicial proceeding is presented, it is incumbent on all of us to do so with the utmost dignity. Ground rules should be agreed upon in advance and strictly adhered to throughout the proceedings by all concerned.

"We can only reiterate our belief that broadcast reporting is not only fully compatible with a defendant's right to a fair trial but also promotes positive public benefits."

Mr. Anello stressed that the decision is limited to criminal jury trials and does not apply to civil trials before judges or juries, or to appellate courts where judges alone are involved.

A Good Break ■ W. Theodore Pierson, Washington counsel for the Radio-Television News Directors Association, described himself as "heartened."

"We did much better than we dared hope," he said, explaining that many of the justices were predisposed against TV.

Some, he noted, were active in urging the Judicial Conference of the United States to establish a policy against permitting TV or cameras in federal courtrooms. Others, he observed, have been supporters of the position taken by the American Bar Association and its Canon 35, which bars television, radio and photographic equipment from courtrooms.

The Warren Commission's report on the assassination of President Kennedy, with its strong indictment of the news media for their actions during the arrest and interrogation of Lee Harvey Oswald, had already indicated how the chief justice was inclined, Mr. Pierson pointed out. The chief justice wrote

the strongest antitelevision opinion.

Nevertheless, Mr. Pierson said, despite the predisposition against television, even the majority refused to find that the presence of TV in a courtroom was a flat constitutional violation.

Ray of Hope ■ Noting that the majority did not institute an absolute ban on television in the courtroom, Robert W. Sarnoff, NBC chairman, said:

"The complexity of the questions presented resulted in six different opinions, and the ultimate issue is not yet resolved. We can hope that with further experience, the day will come when television will be admitted, together with other media, not only to legislative but also to suitable judicial proceedings, for public information about the judicial process itself serves the cause of justice."

CBS and ABC had no comment.

Tough Talk ■ Although the association's lawyer took a mildly optimistic view about the effects of the court's decision, the president of the Radio-Television News Directors Association lent his name to a statement that was bluntly critical of the court.

Bruce Palmer, of KWTv(TV) Oklahoma City, president of the RTNDA, issued a joint statement with Ralph Sewell, of the Oklahoma City *Daily Oklahoman*, president of the journalistic society, Sigma Delta Chi, asserting that the court did not rule on Estes's guilt in reversing his conviction "but has put itself in the way of the public right to know."

Messrs. Palmer and Sewell said:

"It is difficult to understand how the

The constitutional facts

Running throughout the Supreme Court's decision reversing the conviction of Billie Sol Estes because of television coverage of his trial in a state court (see page 54), are references to three provisions of the Constitution: the First, Sixth and Fourteenth Amendments. Here they are with the salient factors relating to the Estes case:

■ The First Amendment provides that Congress shall make no law abridging freedom of speech, press etc.

■ The Sixth Amendment provides that in all criminal prosecutions the accused shall enjoy the right to a speedy and public trial by an impartial jury.

■ The 14th Amendment provides that no state shall deprive any person of life, liberty or property without due process of law.

limited televising and newsreel camera reporting of the Estes trial could have been unfair to him.

"No witnesses's testimony was televised nor were the dignity and decorum of the courtroom disturbed in any way.

"In view of previous expressions by several justices concerning television or camera reporting of court proceedings, the reversal seems to reflect the prejudices erected by the American Bar Association to which the justices are subject. It also reflects the widespread failure by bar and bench to comprehend the sophistication of modern communications which has made television a prime news medium on which millions of Americans rely for information.

"The ruling has the effect of writing into law the American Bar Association Canon 35 that proscribes cameras in court. Thus the federal court undertakes to tell state courts how they must conduct themselves, which certainly seems an invasion of states' rights provisions of the 10th Amendment to the Constitution. However, considering the Supreme Court's position as of today there is little likelihood that this could be successfully challenged.

"It does seem ironic that today's opinion reversing an enlightened Texas bar and judiciary was written by Justice Clark of Texas."

Free Press ■ Calling the decision "a contradiction of the principles that are basic to the U. S. Constitution," the Radio-Newsreel-Television Working Press Association, New York, commented:

"This association is deeply concerned about the protection of defendants' rights. However, a judicial fiat against televising or broadcasting a trial, by banning the public at large from being present at judicial proceedings, is a contradiction of the principles that are basic to the Constitution of the United States. The association, too, is against distraction in the courts whether by people or equipment. Actions of spectators have long been regulated by the courts and there is no logical reason why similar regulations cannot be drawn up to cover the orderly televising and broadcasting of court trials.

"Mr. Justice Stewart in his dissent stated the danger in the majority's position very well when he warned that it contained thoughts 'disturbingly alien to the First and 14th Amendments' guarantees against federal or state interference with the free communications of information and ideas. . . ."

"The history of Anglo-Saxon jurisprudence is an evolution from the dark days of Star Chamber to the open, public trials of today. The majority's opinion ignores the fact that television is now the primary source of news for the people. Public attendance at a trial was built into our system of justice as a

How Earl Warren saw the Estes coverage

The pictures and captions at right and below were appended to last week's opinion of Chief Justice Earl Warren who was joined by Justices William O. Douglas and Arthur J. Goldberg.

The chief justice called television and photographic coverage of a pre-trial hearing in the Estes case a "desecration of the courtroom." Although television and other cameramen were confined within a booth during the trial itself, Mr. Warren objected also to that arrangement.



"Photograph 2. This photograph shows the concentration of television, still and motion picture cameras at the September hearing."



"Photograph 5. This photograph shows various cameras focused on petitioner at the September hearing to exclude cameras from the courtroom."

"The carnival atmosphere of the September hearing served only to increase the publicity surrounding petitioner [Estes] and to condition further the public's mind against him," the chief justice wrote. "Then upon his entrance into the courtroom for his actual trial he was confronted with the sight of the television camera zeroed in on him and the ever-present still photographers snapping pictures of interest."

Mr. Warren argued for permanent exclusion of TV gear from all courts.



"Photograph 3. This photograph shows the television motor van stationed outside the courtroom during the September hearing."



"Photograph 6. This photograph shows the television booth as it appeared on October 22."



"Photograph 1. This photograph shows the activities of still and motion picture photographers at the September hearing on petitioner's motion to exclude cameras from the courtroom."



"Photograph 4. This photograph shows petitioner trying to make his way into the courtroom for the September hearing."



"Photograph 7. This photograph shows the television booth as it appeared on October 23 and for the rest of the trial."

guarantee of defendants' rights.

"Injustice does not result from the recording of trial proceedings by television and radio. It stems from selfish actions conceived and carried out in secret."

Joseph Costa, executive secretary of the National Press Photographers Association, said the ruling "not only abridges a public right but it abrogates a public trust."

Further Tests ■ One of the problems with the use of TV in the courtroom and with the Supreme Court decision is that the whole subject needs more examination, according to Jack Jurey, WTOP-AM-FM-TV Washington, in an editorial broadcast June 9 and 10 over both radio and television.

What is needed, he said, "is a thorough investigation of courtroom telecasts, perhaps even with the encouragement of the Supreme Court itself." One possibility which has been suggested be-

fore, he said, is to permit televising of the Supreme Court sessions. Or, he added, let the Supreme Court authorize a lower federal court "to conduct a carefully controlled experiment in TV coverage. . . ."

Moaning at the Bar ■ The American Bar Association, which had filed as a friend of court strongly urging the reversal because of television coverage, had hoped to get a tougher decision.

Officially, the bar association had no comment on the ruling.

Unofficially ABA sources expressed surprise at the narrowness of the decision and indicated that it is not as bad for broadcasting as might be thought at first glance. One ABA staff member said he thought the split views expressed by the court were more divergent than anyone had expected. He implied that ABA, at least, had expected a unanimous, or near unanimous, wall to be erected against TV in the court-

rooms of the whole country.

Alan Reitman, associate director of the American Civil Liberties Union which also had filed a brief in the case, said ACLU was "delighted."

He noted that ACLU had urged the court to hold that television coverage of such proceedings interferes with due process of law. Although the court's decision appeared to leave some questions open, he said, it was "an important first step."

No Change ■ The Texas judge who presided at the 1962 Estes proceedings and who ruled against objections to TV coverage, had a short answer to the question of whether the Supreme Court ruling had changed his mind about TV coverage in the courtroom:

"Not a bit in the world, if it is under proper supervision," commented Otis Dunagan, now chief justice of the Texas 12th Court of Civil Appeals. He added: "There is nothing I can say that could

change the Supreme Court decision. It is now the law. We'll have to abide by it."

Justice Dunagan recalled that after the trial, Mr. Estes came up to him and expressed his thanks at receiving a fair trial.

It was also recalled that after the Estes trial, the *Tyler Courier-Times* and *Telegraph* polled the jurors and found that they unanimously agreed that television did not distract them from their duties.

Weldon Holcomb, who as district attorney prosecuted Mr. Estes during the 1962 trial, expressed his disappointment at the decision. "It is our opinion," he said, "that the defendant received as fair a trial as he can ever receive in any court in this country."

The new prosecutor, A. R. Archer Jr., said that he will commence proceed-

ings for a new trial for Mr. Estes either on a new charge or the same charge.

Ruby Trial ■ Whether the Estes decision has any effect on the conviction of Jack Ruby for murdering Lee Harvey Oswald, presumed assassin of President Kennedy, was also debated by lawyers. Judge Joe Brown, who presided at the Ruby trial and who permitted TV coverage only of the jury verdict, was, however, certain it would not. "... Only the verdict was televised, so his [Ruby's] rights were not infringed," said Judge Brown. "Besides the defendant agreed to it."

One of Ruby's attorneys acknowledged that the televising of the jury verdict was the basis for an appeal which, however, was never filed since the state appeals court sent the case back for sanity hearings.

Not all broadcasters regretted the creation of obstacles to court coverage.

Dick Tobias, WHAM Rochester, N. Y., director of news and public affairs, in his regular evening *Comment* program called the decision "sound, wise, intelligent and long overdue."

"For several of the past years," Mr. Tobias declared, "I have attended international broadcast meetings at which we discussed, for days on end, the necessity of gaining electronic access to courtrooms. It is beyond my capacity to conjure what possible right we think we have to clutter up a court of law with microphone cables, television cameras and the like.

"... The United States Supreme Court has made a valuable contribution in indicating, once and for all, that our microphones have no business in a courtroom."

High court votes 5-4 in favor of Estes

DECISION NOTES TV COVERAGE WAS INJURIOUS TO FAIR HEARING

While apparently leaving undecided the basic constitutional issue of permitting television in the courtroom, the U. S. Supreme Court last week ruled 5-4 that Texas financier Billie Sol Estes had been denied a fair hearing because television covered his 1962 trial in state court.

Only the qualified decision of Associate Justice John M. Harlan to side with four other justices prevented a wholly opposite view. Mr. Harlan emphasized that he was joining the four to make them the majority because the Estes case was "notorious." He stressed he was not ruling on the constitutional issue at this time.

The majority view was given by Justice Tom Clark. It held that television coverage, both live and delayed, of the Tyler, Tex., trial compromised Mr. Estes's right to due process. But, Mr. Clark observed, the decision applied only to the Estes case; future advances in TV coverage, he said, plus a wider public acceptance of TV might bring a different ruling in other cases.

Indicating the narrow margin of decision was the minority opinion of four justices that Mr. Estes suffered no injury and that TV by itself does not violate a defendant's rights. The four: Justice Potter Stewart, Hugo L. Black, William J. Brennan Jr. and Byron R. White.

Stressing the limitation of the majority opinion, Justice Brennan in a separate opinion noted that Justice Harlan agreed only on the decision in the Estes case alone, which means, Mr. Brennan said, that the decision is not a blanket prohibition against television

in the courtroom.

Justice White commented, also in a separate view, that it is too early to determine with any finality at this time just what impact TV has on the rights of a defendant.

Only three justices fully and completely held that TV should be barred entirely from all courtrooms because of its impact on the court, lawyers, witnesses and the accused. They were Chief Justice Earl Warren and Justices William O. Douglas and Arthur J. Goldberg.

In all, and pointing up the divergence of the views of the nine Supreme Court justices, there were six separate opinions in the Estes case.

Throughout each of the opinions ran discussions on such subjects as the conflict between the constitutional guarantees of free speech and press and the right of fair trial; the meaning of the words "fair trial"; the privileges of news media in reporting a criminal trial, and the definition of a defendant's right to a "public" trial.

Live Coverage ■ Mr. Estes was convicted by a Texas court of swindling farmers in a scheme involving mortgages on nonexistent ammonia fertilizer tanks. The court proceeding was in two parts: a pretrial hearing in September 1962 and the trial proper which took three days in October of that year.

At the pretrial hearing, both the majority and minority opinions of last week agreed, unrestricted TV live coverage as well as film and still photographic coverage was permitted and constituted a harassment of the defendant.

At the trial proper, however, it was noted, a more restricted camera coverage policy was instituted by the presiding judge. TV cameras and film were confined within a booth at the rear of the courtroom. No live broadcasts were permitted, except the opening and closing arguments of the prosecution, the return of the jury's verdict and its receipt by the judge. Cameramen were permitted to film continuously, but without sound.

The changes in the TV photographic arrangements between the September hearing and the October trial were noted by both sides of the court, although there was a difference of opinion as to whether the pretrial proceeding was or was not a part of the trial itself. The majority, and most strongly the chief justice, held that both were one trial; the minority maintained they were separate occasions and that the October proceeding was the actual trial.

Although the court's decision overturns the swindling conviction in the state court, Mr. Estes is now serving a 15-year sentence in federal prison for mail fraud and conspiracy. His trial in federal court was not televised.

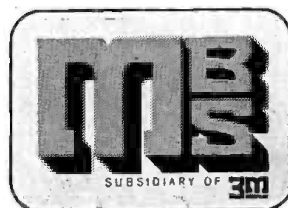
Majority Views ■ The majority opinion held that Mr. Estes had been deprived of his right under the 14th Amendment to due process "by the televising and broadcasting" of his trial.

Speaking of the initial hearing, when motions were argued and when the proceedings were telecast live, Justice Clark noted that "the video tapes of these hearings clearly illustrate that the picture presented was not one of that judicial serenity and calm to which the



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petitioned was entitled. . . . Indeed, at least 12 cameramen were engaged in the courtroom throughout the hearing taking motion and still pictures and televising the proceedings. Cables and wires were snaked across the courtroom floor, three microphones were on the judge's bench and others were beamed at the jury box and the counsel table. . . ."

The activities of the television crews and still cameramen led to considerable "disruption" of the hearings, it is conceded, Mr. Clark said.

To the argument that television coverage of the pretrial proceedings did not impinge on Mr. Estes's rights, Justice Clark disagreed.

"All of this two-day affair [the pretrial hearing] was highly publicized and could only have impressed those present and also the community at large with the notorious character of the petitioner as well as the proceeding. The trial witnesses present at the hearing, as well as the original jury panel, were undoubtedly made aware of the peculiar public importance of the case by the press and television coverage being provided, and by the fact that they themselves were televised live and their pictures rebroadcast on the evening show."

Limited Coverage ■ Although he conceded that TV coverage of the trial itself was more circumspect, Mr. Clark was impressed with the fact that the publicity of the pretrial hearing was so extensive that four of the new jurors selected for the trial had seen or heard all or part of the broadcasts of the earlier hearing.

The right of a "public" trial is for the benefit of the defendant, not the public, Mr. Clark said. It is a guarantee that the accused gets a fair trial as opposed to the secret trials of the Spanish Inquisition, the English Star Chamber and the French lettres de cachet.

This is not an unlimited right to the public (including the press and broadcasting) to see and attend a trial, he added, and it does not extend a right

to the news media to televise from the courtroom.

Nor does it, he observed, discriminate between the newspaper and the TV reporter; they both may cover a trial without their equipment. "The news reporter is not permitted to bring his typewriter or printing press. When the advances in these arts permit reporting by printing press or by television without their present hazards to a fair trial we will have another case."

Further, he added, ". . . reporters of all media, including television, are always present if they wish to be and are plainly free to report whatever occurs in open court through their respective media."

After referring to the other cases where pretrial publicity required a reversal of convictions, Mr. Clark observed:

"Television in its present state and by its very nature, reaches into a variety of areas in which it may cause prejudice to an accused." There must be some basis for this view, he noted, since 48 states, the American Bar Association (in Canon 35), the Judicial Conference of the United States, the U. S. Supreme Court and the Congress have all agreed that television should be barred in federal criminal trials. Only Texas and Colorado permit TV in the courtroom at the discretion of the presiding judge.

Extraneous TV ■ Since the chief purpose of a trial is to determine the truth, Justice Clark said, and since television does not contribute to this end, it is irrelevant. And, he added, there are "numerous" instances where television might cause actual unfairness, "some so subtle as to defy detection. . . ." He enumerated these possibilities:

■ Impact on jurors is "perhaps of the greatest significance." "We must remember that realistically it is only the notorious trials which will be broadcast, because of the necessity for paid sponsorship . . . experience indicates that it is not only possible, but highly probable

that it will have a direct bearing on his [juror's] vote as to guilt or innocence. . . ."

■ Quality of testimony in criminal trials "will often" be impaired. "The impact upon a witness of the knowledge that he is being viewed by a vast audience is simply incalculable. . . ." Not only would some be "demoralized" or "frightened" but others would be "cocky" and given to "overstatement." Memories might "falter," accuracy of statement may be "severely undermined." Embarrassment may "impede" the search for truth, as may a "natural tendency" toward overdramatization. And it is possible that a witness, who ordinarily is ordered not to hear or read the testimony of other witnesses, may hear and see this testimony when he watches the news programs at home.

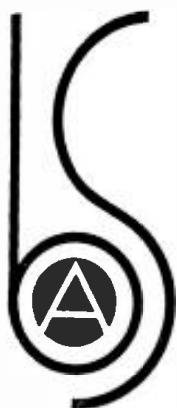
While this sort of impression on jurors is true of newspaper coverage, "the circumstances and extraneous influences intruding upon the solemn decorum of court procedure in the televised trial are far more serious than in cases involving only newspaper coverage."

■ Additional responsibilities are placed on trial judges. The trial judge's most important job is to make certain that the accused receives a fair trial. ". . . When television comes into the courtroom he must also supervise it." His task is made much more "difficult and exacting." And the awareness of being televised can also be a distraction; "judges are human beings also and are subject to the same psychological reactions as laymen." Telecasting is "particularly bad" where the judge is elected (true in all but a half-dozen states). "The telecasting of a trial becomes a political weapon. . . ."

■ There is an impact on the defendant. "[TV's] presence is a form of mental—if not physical—harassment, resembling a police lineup or the third degree." "The inevitable closeups of his gestures and expressions during the ordeal of his trial might well transgress his personal sensibilities, his dignity, and his ability to concentrate . . . a defendant on trial for a specific crime is entitled to his day in court, not in a stadium, or a city or nationwide arena. . . ."

Even the commercial side of television was mentioned by Mr. Clark. In one paragraph he wrote:

"The television camera is a powerful weapon. Intentionally or inadvertently it can destroy an accused and his case in the eyes of the public. While our telecasters are honorable men, they too are human. The necessity for sponsorship weighs heavily in favor of the televising of only notorious cases, such as this one, and invariably focuses the beam of the lens upon the unpopular



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or infamous accused. Such a selection is necessary in order to obtain a sponsor willing to pay a sufficient fee to cover the costs and return a profit. We have already examined the ways in which public sentiment can affect the trial participants. To the extent that television shapes that sentiment, it can strip the accused of a fair trial."

Justice Clark found it significant, presumably because of the telecasting of the pretrial hearing, that the selection of a jury for the actual trial took an entire week, whereas the trial itself lasted only three days.

And, he found the trial judge himself was harassed, first permitting live coverage, then, for the trial itself requiring that a booth be built to house the cameras; ruling that parts of the trial might be televised live, others without sound.

Concluding, Mr. Clark emphasized that the decision might be different in the future. "It is said that the ever-advancing techniques of public communication and the adjustment of the public to its presence may bring about a change in the effect of telecasting upon the fairness of criminal trials. But we are not dealing here with future developments in the field of electronics. Our judgment cannot be rested on the hypothesis of tomorrow but must take the facts as they are presented today."

Harlan Concurs ■ Mr. Harlan, whose concurring opinion swung the court into reversing the Estes conviction by the barest of majorities, took a narrower view.

The precise question, he said, is whether the 14th Amendment prohibits a state, over objections of a defendant,

from admitting television to the courtroom. To forbid this would, he said, "doubtless impinge upon one of the valued attributes of our federalism by preventing the states from pursuing a novel course of procedural experimentation."

But, he concluded, the Estes case was a criminal trial of great notoriety. It was not a criminal trial of routine nature.

He decided therefore, that "there is no constitutional requirement that television be allowed in the courtroom, and at least as to a notorious criminal trial such as this one, the considerations against allowing television in the courtroom so far outweigh the countervailing factors . . . as to require a holding that what was done in this case infringed the fundamental right to a fair trial. . . ."

Making a distinction between the pretrial hearing and the trial itself, Justice Harlan commented: "We must judge television as we find it in this trial—relatively unobtrusive, with the cameras contained in a booth at the back of the courtroom."

In part, Mr. Harlan agreed with the majority that the right to a public trial belongs to the accused, not the public at large, and that the constitutional rights of free press and speech "do not embody an independent right to bring the mechanical facilities of the broadcasting and printing industries into the courtroom . . . a line is drawn at the courthouse door, and within, a reporter's constitutional rights are no greater than those of any other member of the public. . . ."

In a salient paragraph, Justice Harlan particularized on television in the

Estes trial and on other trials:

"The probable impact of courtroom television in the fairness of a trial may vary according to the particular kind of case involved. The impact of television on a trial exciting wide popular interest may be one thing; the impact on a run-of-the-mill case may be quite another. . . . The Estes trial was a heavily publicized and highly sensational affair. I therefore put aside all other types of cases; in so doing, however, I wish to make it perfectly clear that I am by no means prepared to say that the constitutional issue should ultimately turn upon the nature of the particular case involved. When the issue of television in a non-notorious trial is presented it may appear that no workable distinction can be drawn based on the type of case involved, or that the possibilities for prejudice, though less severe, are nonetheless of constitutional proportions. . . . The resolution of those further questions should await an appropriate case; the court should proceed only step by step in this unplowed field."

Television in the courtroom, Mr. Harlan observed, introduces "the element of professional 'showmanship.'" Where there is intense public interest in a trial, he said, there is a strong possibility that its presence will affect the witnesses, the jurors, the prosecutor, defense counsel, "and even a conscientious judge."

"Such possibilities . . . carry grave potentialities for distorting the integrity of the judicial process," he added. And, he continued, ". . . such distortions may produce no telltale signs, but in a highly publicized trial the danger of their presence is substantial, and their effects may be far more pervasive and deleterious than the physical disruptions which all concede would vitiate a conviction. . . ."

To the contention that a televised trial would make witnesses more truthful and jurors, judges and lawyers more diligent, Justice Harlan responded that this argument is "sophistic."

In summing up his separate opinion, Justice Harlan looked into the future: "We should not be deterred from making the constitutional judgment which this case demands by the prospect that the day may come when television will have become so commonplace an affair in the daily life of the average person as to dissipate all reasonable likelihood that its use in courtrooms may disparage the judicial process. If and when that day arrives the constitutional judgment called for now would of course be subject to re-examination in accordance with the traditional workings of the due process clause. At the present juncture I can only conclude that televised trials, at least in cases like this one, possess such capabilities for interfering with the even course of the judicial process

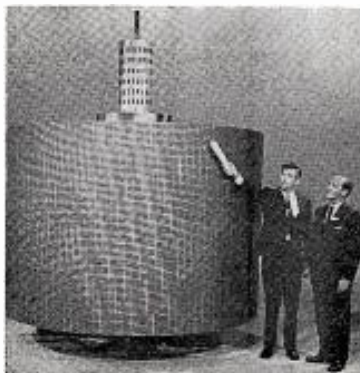
Goldenson gets a model of proposed satellite

A mock-up of the multichannel satellite ABC would place into operation under its proposal to distribute network TV programming to affiliates by a synchronous communications satellite has been housed for display at an ABC headquarters studio in New York.

The proposed satellite (BROADCASTING, May 17) is the design of Hughes and Space Technology Laboratories which had been retained by ABC to work on a blueprint. Presenting Leonard H. Goldenson (r), president of American Broadcasting-Paramount Theaters Inc., with a firsthand explanation is Dr. Hardol A. Rosen, assistant manager of the Space Systems Division of Hughes Aircraft Corp., chief satellite expert for the company which built the Early Bird and earlier Syncoms.

Mr. Goldenson has reported that

preliminary discussions indicate that the domestic satellite with a life of five to ten years could be launched for less than \$9 million. An exploratory discussion by ABC and Communications Satellite Corp. representatives on the proposal was held in New York last month (BROADCASTING, May 24).



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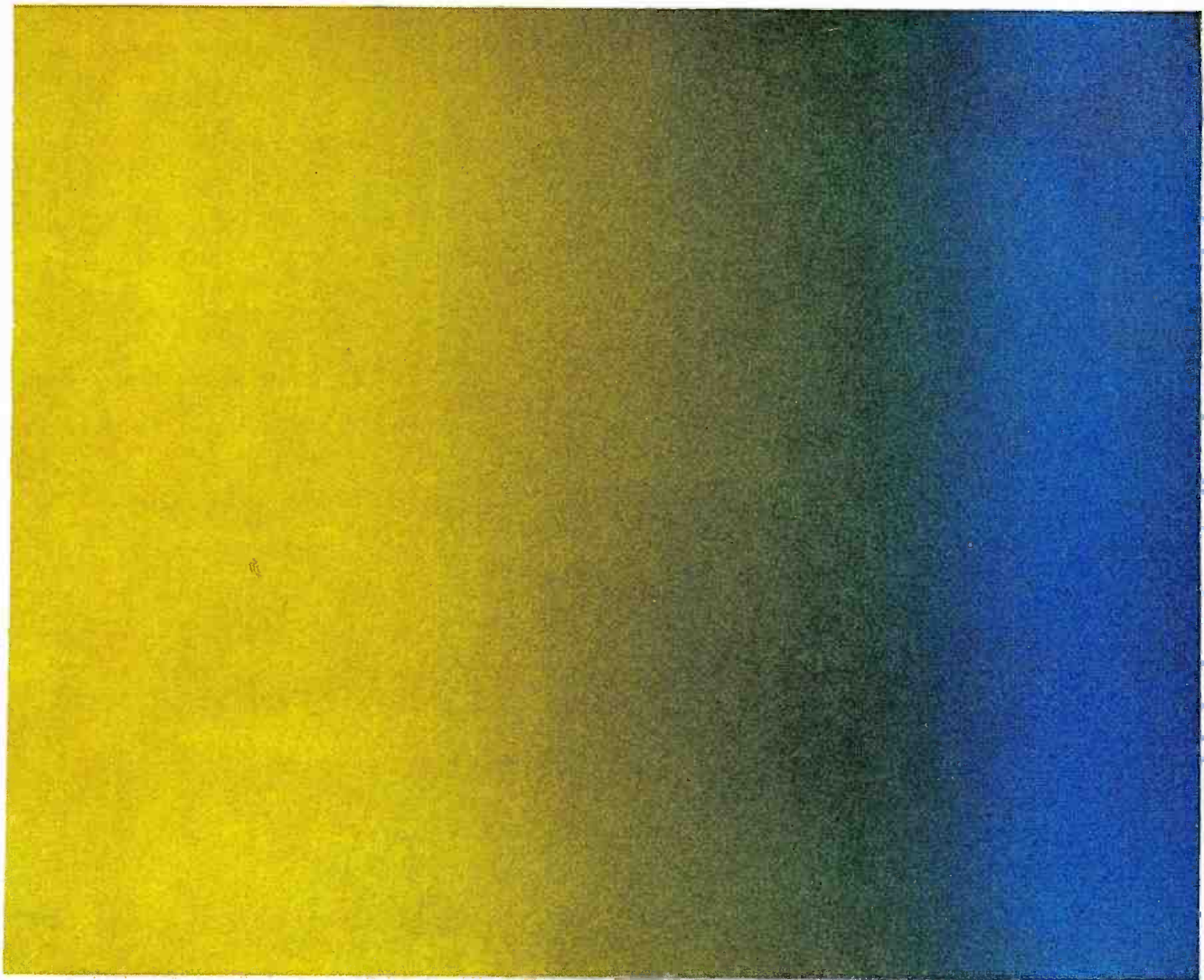
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that they are constitutionally banned. . . ."

No Constitutional Ban ■ Basically Justice Stewart in the dissent held there is nothing in the 14th Amendment that prohibits all television cameras from entering a state courtroom whenever a criminal case is in progress. And also, he said, he was unable to find "on the specific record of this case" that the "limited" televising of the Estes trial resulted in a denial of any right guaranteed to the accused by the Constitution.

The introduction of television into a courtroom is, under the present state of the art, Justice Stewart said, "an extremely unwise policy." It is important to remember, he continued, "that we move in an area touching the realm of free communication, and for that reason, if for no other, I would be wary of imposing any per se rule which, in the light of future technology, might serve to stifle or abridge the true First Amendment rights."

Differentiating between the September pretrial hearing and the trial itself. Mr. Stewart emphasized that if the scene at the September hearing had been repeated during the actual trial, a fair trial for Mr. Estes would have been difficult. Although there are risks in having TV cameras at trials, he added: "The plain fact of the matter, however, is that none of these things happened or could have happened in this case." The jurors were prevented from seeing telecasts of the trial and they were insulated from any members of the public who did see them. There is nothing to show that the trial pro-

ceeded in any way other than it would have if cameras and TV were not present, he said. From the record, there is no indication that the judge was harassed or confused, he added, and not once after the first witness was called was there any interruption of the trial proper to secure a ruling about cameramen in the courtroom.

"The trial itself was a most mundane affair, totally lacking the lurid and completely emotionless," he stated. The transcript, he said, "belies any notion that frequent interruptions and inconsistent rulings communicated to the jury any sense that the judge was unable to concentrate. . . ."

Justice Stewart said he found "intimations" in the majority opinion "disturbingly alien" to the guarantees against interference with free press and speech. "The suggestion that there are limits upon the public's right to know what goes on in court causes me deep concern," he said.

The dissent concluded with this paragraph:

"I do not think that the Constitution denies to the state or to individual trial judges all discretion to conduct criminal trials with television cameras present, no matter how unobstructive the cameras may be. I cannot say at this time that it is impossible to have a constitutional trial whenever any part of the proceedings is televised or recorded on television film. I cannot now hold that the Constitution absolutely bars television cameras from every criminal courtroom, even if they have no impact upon the jury, no effect upon any witness,

and no influence upon the conduct of the judge."

Justices White and Brennan each wrote additional dissenting opinions.

Justice White stressed that the available information on the effect of cameras in the courtroom is "too sparse and fragmentary to constitute the basis for a constitutional judgment permanently barring any and all forms of television coverage."

The majority, by banning TV in the courtroom, in effect, precludes further opportunity to study the effect of TV in the courtroom, he said.

Justice Brennan emphasized that the court opinion is hardly a majority, since only four members voted for a complete ban, while Justice Harlan specified that he was voting only on the facts of this case. "Thus," Justice Brennan stated, "today's decision is *not* a blanket constitutional prohibition against the televising of state criminal trials."

All Wrong ■ Chief Justice Warren expressed further reasons for finding "televising of criminal trials is inherently a denial of due process."

He found that the televising of criminal trials to the public at large violates the Sixth and 14th Amendments, on three counts:

- It diverts the trial from its proper purpose in that it has "an inevitable impact" on all participants.

- It detracts from the dignity of court proceedings and lessens the reliability of trials.

- It singles out certain defendants and subjects them to prejudices not experienced by others.

Mr. Warren found that the conduct of the trial judge in the Estes case illustrates the temptation to judges to use the bench for their own ends: the presiding judge, the chief justice said, invited the TV cameras into his chambers so they could film him reading one of his pretrial orders; in denying a defense motion to exclude television on the ground that it violated Estes's rights under the federal constitution he commented that the case is being tried under state laws, not federal laws and that he (the judge) took an oath to uphold the state constitution not the federal constitution.

Even more serious than participants "playing" to the television audience, Mr. Warren said, was that none would be able to go through trial "without considering the effect of their conduct on the viewing public."

The pretrial hearing the chief justice contended, must be considered part of the trial; it cannot be separated from the trial itself. Therefore, he added:

"The very presence of the cameras at the September hearing tended to impress upon the trial judge the power of the communication media and the criticism to which he would have been

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subjected if he had ruled that the presence of the cameras was inconsistent with petitioner's right to a fair trial. . . ."

Since most of the participants were present at the pretrial proceeding and "saw for themselves the desecration of the courtroom," it is "unrealistic," Mr. Warren stated, that they would come to the trial proper without being unaware that court procedures "were being sacrificed" for the convenience of television.

And, he continued:

". . . The manner in which the October proceedings were conducted only intensified this awareness. It was impossible for any of the trial participants ever to be unaware of the presence of television cameras in court for the actual trial. The snouts of the four television cameras protruded through the opening in the booth, and the cameras and their operators were not only readily visible but were impossible to ignore by all who were surveying the activities in this small courtroom. No one could forget that he was constantly in the focus of the 'all-seeing eye.' . . ."

Priming for TV ■ The record provides "ample support," Mr. Warren continued, that the presence of television is bound to increase nervousness and tension, increased concern about appearances, latent opportunism. "Thus," Mr. Warren added, "the evil of televised trials . . . lies not in the noise and appearance of the cameras, but in the trial participants' awareness that they are being televised. To the extent that television has such an inevitable impact it undercuts the reliability of the trial process."

Referring to the carnival spirit that characterized many frontier-day court trials, Mr. Warren commented: "I had thought that these days of frontier justice were long behind us, but the courts below would return the theater to the courtroom."

He continued: "The televising of trials would cause the public to equate the trial process with the forms of entertainment regularly seen on television and with the commercial objectives of the television industry. . . ."

There would be, he said, a "natural" tendency on the part of broadcasters to develop personalities of the trial participants "so as to give the proceedings more of an element of drama . . . [they] might provide expert commentary on the proceedings and hire persons with legal backgrounds to anticipate possible trial strategy as the football expert anticipates plays for his audience. . . ."

And, he contended, should television become an accepted part of courtroom trials other "sacrifices" might be required for broadcasting: physical layout of the courtroom might have to be changed or the trial itself moved to a theater; the trial might be scheduled



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Almost 3,000 new savings accounts in ten days—that's what WABC produced for a Bronx bank. The activator? Herb Oscar Anderson with just one commercial a day for ten days. Since no other media was used for this promotion, the happy people at this bank know how well WABC activates New Yorkers.

WXYZ activates Detroit

Seven WXYZ editorials urging more active community support for a better mental health program stimulated over 500 letters from Detroit listeners backing the station's campaign. This public response activated pledges of support for more mental health appropriations from the governor and members of the Michigan legislature. Because WXYZ activated the community Sigma Delta Chi commended the campaign as a "distinguished example of an effective series of editorials."

KQV activates Pittsburgh

"Sales were tremendous" claimed a Pittsburgh tire company as the result of a promotional campaign produced and broadcast by KQV. In fact, the response he had from fifteen newscasts on KQV wiped out his entire supply of wheels and he "had to order another carload." Advertisers now know what to expect because they've seen how KQV activates Pittsburgh.

WLS activates Chicago

Minutes after WLS News aired an appeal for a rare type blood urgently needed by four patients in a suburban hospital, the station's switchboard was swamped with volunteers. The hospital reported it received over 500 calls and more than enough blood was donated to avert the emergency. Hospital officials called the response which WLS activated as "completely overwhelming."

KGO activates San Francisco

Ira Blue's late night conversational show on KGO vividly demonstrated its unique pulling power for one San Francisco advertiser. After offering the advertiser's booklet "How to get your husband to paint," KGO received 890 requests. That was more than any other station in San Francisco received advertising day or night. Just imagine how KGO activates its audience during the day!

KABC activates Los Angeles

When KABC broadcast the plight of three motherless Chinese children whose father desperately sought a Chinese foster home, fifty families from all parts of Southern California called with offers of help. Five of these were Chinese families, one of which became home for these children. When a radio station can move people to love and compassion...that's really activating!

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\$6 million for Gemini 4 TV

Soaring costs lead networks to try for expanded pool coverage

With total cost of TV network coverage of the Gemini 4 flight topping \$6 million, news heads of the three networks huddled in New York last week to take steps toward expanded pool coverage of future flights. The next Gemini flight is scheduled to take seven or eight days, and future flights may last up to two weeks, compared to four days for Gemini 4.

Though soaring costs as well as duplication of coverage facilities by the networks have been cited as additional causes for concern over coverage of future flights, the network news divisions officially took notice only of a desire for enlarging their coverage through further pooling.

But on the basis of mounting costs both in coverage and in promotion of individual efforts, the dollar factor was clearly a basic consideration—and would become more so if recovery-area coverage by television should be permitted.

Though no firm conclusions were reached, ABC, CBS and NBC news representatives agreed that they would

meet with National Aeronautics and Space Administration officials to discuss "conditions of access to areas which have been off limits for television coverage" up to this time.

Network officials emphasized that live TV coverage has not been permitted at the point of recovery of astronauts in the down-range landing area, and that cameras also have not been permitted within the NASA complex for coverage of activities there.

The joint conference with NASA officials has not yet been set. It was reported the networks will hold back on formal discussions until after the current post-Gemini 4 flight phase, including governmental ceremonies, is concluded.

The meeting last week was held at CBS's Broadcast Center, which houses CBS News. The respective network delegations were headed by Fred Friendly, president of CBS News; William R. McAndrew, executive vice president in charge of NBC News, and Elmer W. Lower, president of ABC News.

The Cost Breakdown ■ The three television networks' coverage of the flight last week cut into 33 hours of regular programing, time valued at \$1.85 million. At the same time the networks were spending about \$4.25 million in production costs to follow the historic space mission. Total gross cost of the coverage thus exceeded \$6 million (BROADCASTING, June 7).

And as the astronauts were establishing records, the networks too, were making history. On Tuesday (June 8 at 3:30 p.m. EDT), ABC-TV and



NBC-TV presented the first color motion pictures taken in space. Both networks presented the color sequence showing Major Edward White taking his space walk.

KTRK-TV Houston, however, claimed a scoop on the networks. Its audience saw color stills of the space walk at 12 noon CST (2 p.m. EDT), 90 minutes before the networks showed their film sequence.

The exploits of astronauts White and McDivitt provided more material for the continuing hot internetwork fight for news audiences, with both CBS-TV and NBC-TV publicly claiming audience success for their space coverage efforts.

CBS-TV spent \$1.5 million for coverage costs and pre-empted \$800,000 worth of regularly scheduled sponsorships, according to a network spokesman. Its continuous reportage on the first and last days of the space trip interrupted 10½ regular network hours. CBS could claim a rating advantage according to national Arbitron figures for both of those days.

The Ratings Battle ■ CBS achieved

"for a time that would permit the maximum number of viewers to watch and to schedule recesses to coincide with the need for station breaks. . . ." Mr. Warren went on to refer to the television industry's "consuming" interest in ratings, and to steps taken in the past to maintain viewer interest—like the quiz scandals, he said.

"Can we be sure that similar efforts would not be made to heighten the dramatic appeal of televised trials? Can we be sure that the public would not inherently distrust our system of justice because of its intimate association with a commercial enterprise?"

And, Mr. Warren continued, if TV coverage is approved, trials would be selected to be televised for purposes having nothing to do with the "search for truth": A particular judge may have gained the fancy of the public; a district attorney may decide to run for office; a particular courtroom may have best accommodations for TV.

After living in the glare of newspa-

per, magazine and radio and TV publicity for weeks, Mr. Estes came to court for legal adjudication of the charges against him, Mr. Warren recounted, and what did he find?

"As he approached the court house he was confronted by an army of photographers, reporters and television commentators shoving microphones in his face. When he finally made his way into the court house it was reasonable for him to expect that he could have a respite from this merciless badgering and have his case adjudicated in a calm atmosphere. Instead, the carnival atmosphere of the September hearing served only to increase the publicity surrounding petitioner and to condition further the public's mind against him. Then, upon his entrance into the courtroom for his actual trial he was confronted with the sight of the television camera zeroed in on him and the ever-present still photographers snapping pictures of interest. As he opened a newspaper waiting for the proceedings

to begin, the closeup lens of a television camera zoomed over his shoulder in an effort to find out what he was reading. . . ."

Mr. Warren concluded his separate opinion in these words:

"In summary, television is one of the great inventions of all time and can perform a large and useful role in society. But the television camera, like other technological innovations, is not entitled to pervade the lives of everyone in disregard of constitutionally protected rights. The television industry, like other institutions, has a proper area of activities and limitations beyond which it cannot go with its cameras. That area does not extend into the American courtroom. On entering that hallowed sanctuary, where the lives, liberty and property of people are in jeopardy, television representatives have only the rights of the general public, namely, to be present, to observe the proceedings, and thereafter, if they choose, to report them."

an average rating on Thursday, the launch day, (7 a.m.-4:30 p.m.) of 10.0 with a 38 share, slightly ahead of NBC which had a 9.9 rating and 37 share. ABC-TV had a 2.9 rating and a share of 11. However NBC pointed out that it could claim the largest increase in regular daytime audience for Gemini programming.

On Monday, the day of splash-down, between 11:30 a.m. and 3:30 p.m., CBS-TV had a 15.1 average rating and a 46 share, NBC achieved a 12.0 rating and 37 share, and ABC-TV had a 3.8 rating and a 12 share.

NBC-TV spokesmen confirmed that their coverage costs for the Gemini story had been close to \$1.5 million and that the network had pre-empted 12 of its regular program hours, worth some \$700,000.

NBC reported that on the basis of Arbitron data it had achieved the largest increase in viewing. The network said the three-network Gemini rating covering the 13½ hours of common coverage had been a 28, 70% above the normal 17 for those hours. NBC said it had 54% of the new viewers.

ABC-TV said its Gemini coverage had cost close to \$1.25 million, that 10½ regular hours with a commercial value of approximately \$350,000 had been pre-empted. Portions of the ABC-TV Gemini programming were fed to Telesistema Mexicano in Mexico.

American Research Bureau estimated that 20 million U. S. television homes were viewing at time of splash-down of the space capsule. And ARB said this total represented 3 million more homes than had been tuned in for the liftoff.

'Opry' series set for fall syndication

A new series of 26 video-tape half hours from *Grand Ole Opry* in Nashville will be available for September start.

The series, produced by WSM-TV in that city, will be strictly for syndication, according to Brad Crandall, operations manager of the station, and will feature Roy Acuff, Porter Wagoner, the Wilburn Brothers, Skeeter Davis, Bobby Lord and others of the *Opry* lineup.

WSM-TV for years has produced *Opry* shows on a straight sponsorship basis. Advertisers such as Pet Milk, Chattanooga Medicine and Martha White Mills have been sponsoring video-taped shows in more than a hundred markets, according to Mr. Crandall.

Wire rate cut is asked by SNI

First complaint filed with FCC since Dumont charges made in 1948

Sports Network Inc. has asked the FCC to require American Telephone & Telegraph to lower its costs for transmitting the television programs of networks that require essentially part-time service.

The request was made last week in the form of a complaint which asked the commission to find that the rates AT&T has charged SNI are unjust and discriminatory and to require the carrier to pay SNI damages.

The complaint was said to be the first of its kind since AT&T's rates for transmitting television programs were established in 1948. A hearing was begun that year on the complaint of the old Dumont network, but it was terminated several years later without any resolution. All parties, including Dumont, consented to the termination of the hearing.

Hearing Possible ■ Commission officials indicated there was a strong possibility a hearing would be held on SNI's complaint. "There seems to be enough meat in it to warrant one," a staffer said.

SNI's complaint is based on the fact that AT&T charges, contained in tariffs filed with the commission total \$39.50 per airline mile, based on an eight-hour day per month. But, SNI said, it seldom uses AT&T service more than three hours a day.

AT&T tariffs also provide for occasional use rates—totalling \$1.15 per airline mile for each hour of use. But SNI said these rates are proportionately higher than those for the full-time service. The use of any part of the first hour requires payment for the full hour.

As an example, the contract cost for full eight-hour per day service between Washington and Chicago, a distance of 600 miles, would be \$24,000 per month. Thirty-five occasional uses of one hour or less would cost about the same, \$24,150.

SNI asked the commission to direct AT&T to file tariffs providing for rates that would be three-eighths of the present charge of \$39.50, or about \$14.82 for each airline mile based on three hours a day of service for each month.

It also urged the commission to require new occasional service rates that

would be based on 15 minutes, instead of one hour, with the cost per airline mile "scaled down in an appropriate manner."

Damages ■ SNI asked for damages of \$354,218, which represents five-eighths of the \$566,749 it paid AT&T during the last 12 months for contract relaying of interexchange channels. It also alleged that AT&T employed the facilities SNI contracted for, but didn't use, to earn money from other sources. SNI said such revenues should be considered by the commission in awarding damages.

SNI, which was founded in 1956, last year averaged 150 stations on coast-to-coast lineups with 90% coverage of all TV homes, and 40 midwest and 20 West Coast stations in regional networks.

Its total AT&T costs in the last 12 months were approximately \$7 million. But most of this was for local hookups. Estimates place the total AT&T costs for all three major networks at \$50 million. This figure was used by observers in commenting on ABC's proposal to launch a satellite that would enable the network to bypass AT&T in beaming programs to affiliates (BROADCASTING, May 17).

SNI said the AT&T rates are unreasonable in that they lessen competition by making it difficult for new networks to get started. It also said the rates weaken the chances of independent stations, which need low-cost transmission service, to compete with affiliated stations.

Bailey's Comment ■ Richard E. Bailey Sr., SNI president, told BROADCASTING that the AT&T tariffs now in effect were written primarily for the three major networks and that he hoped to get lower tariffs "for lesser users such as ourselves."

He noted that AT&T offers lower night and weekend rates for its telephone subscribers and said the company should also offer nighttime and weekend reductions for a sports network.

Mr. Bailey noted that SNI's main use of AT&T facilities is at night and on weekends but said that even then SNI seldom uses them for the eight-hour daily minimum.

The major networks in their early days were confronted with SNI's present problem of having to pay for more hours than they used AT&T facilities, he said, but they no longer face that problem because all three now use the facilities far more than the minimum eight hours a day.

Officials of the major networks frequently complain about the size of their AT&T bills, but there were no immediate indications last week that any intended to follow SNI's lead and ask the FCC to intervene.

Fees to record companies, too?

That's what would happen if Capitol Record's Livingston has his way in copyright bill

A proposal that radio and TV stations pay fees for music, not only to music-licensing firms but also to record companies, was offered last week by Alan W. Livingston, a former NBC-TV executive and now president of Capitol Records.



Mr. Livingston

Testifying before a House Judiciary subcommittee on the proposed new copyright bill, Mr. Livingston maintained that payment of fees to the record companies, vocalists and arrangers would protect the performance rights of these people and at the same time aid the public interest.

Performance fees, he said, would mean that "the frantic concentration on teen-age rock 'n' roll in the search for fast and large sales and quick return would stop. . . . Let us be compensated for the use of our records on the air, and we can record, for the benefit of the vast listening audience who want good music, but do not necessarily buy records."

Questioned by Representative Herbert Tenzer (D-N. Y.), Mr. Livingston said his was "a lonely viewpoint" shared by few others in the record industry. He noted that of the three largest record makers—Capitol, Columbia and RCA—only Capitol has no ties with radio and television stations. He added that fees to record companies are not allowed under the present Copyright Act.

For Profit ■ Mr. Livingston said radio and television stations, nightclubs, discotheques and the like "use records and the performance of talented vocalists for profit without restriction or control or cost." Although he did not spell out how the performance fees would be allocated, he said they probably would be divided 50% to the record company and 50% to the vocalist and/or arranger. He likened this split to the fees split by publisher and composer.

The Capitol president said the proposed copyright bill, which would raise the performance rights paid to composers and publishers from two cents to three cents per recording, "misses the point." He called it a "complete inequity of compensation" to increase payment "not to the record company, not to the singer, not to the arranger or

musician—but instead to the song writer and publisher, the already overweighted side of the scale."

Less Pressure ■ The Capitol executive said his plan would "remove the pressure to get records played only on that one station in each market that plays the so-called 'top 40' records, because they represent only the mass teen-age market. . . . We, as record companies, cannot manufacture this music much longer under the present economic situation, for we must deal only with the record buyer in the mass area. . . . Classical music is no longer profitable to record—yet it is constantly on radio, particularly FM, on sponsored programs. And it has a wide listening audience who do not buy records. Why should they? It is cheaper and easier to turn on the radio and get it for nothing."

Mr. Livingston's testimony last Thursday (June 10) came during a day when spokesmen for the record industry repeated over and over that their margins of profit were just thin strings that could be broken by an increase in payments to composers and publishers; that classical music is generally unprofitable but is recorded because it should be, and that the jukebox business is a tiny portion of overall record sales.

The appearances of the National Association of Broadcasters, Association of Maximum Service Telecasters, National Community Television Association and film producers, which had been scheduled for Friday (June 11), were postponed when the House went into recess for the weekend. Those witnesses, with the exception of NAB, will testify on June 24. NAB will appear later.

Radio series sales . . .

Jimmie Fidler in Hollywood News (Jimmie Fidler): KWAY Forest Grove, Ore., and WGHM Skowhegan, Me.

Pepper Young's Family (Modern Drama Productions): WSNO Barre, Vt.; WWSR St. Albans, Vt.; WTWN St. Johnsbury, Vt., and WKTs Sheboygan, Wis.

Big Sister (Modern Drama Productions): WQXL Columbia, S. C.; WSET Glens Falls, N. Y.; WEIF Moundsville, W. Va., and WDEA Ellsworth, Me.

12 Hours of New Year's (Triangle):

WKWK Wheeling, W. Va., and WJMS Ironwood, Mich.

Better Golf with Billy Casper (Tucker Productions): WWGO Erie, and WTRA Latrobe, both Pa.; KALE Pasco, Wash.; KLID Poplar Bluff, Mo.; WKAZ Charleston, W. Va., and WKRC Cincinnati.

Do it Yourself and Sports Special (Tucker Productions): WJOB Hammond, Ind.

Starscope (Tucker Productions): KVIP Redding, Calif.

Film sales . . .

Adventure 26 (Embassy): WTVJ(TV) Miami; WTAR-TV Norfolk, Va.; WFMV-TV Greensboro, N. C.; WDEF-TV Chattanooga, Tenn., and WSAU-TV Wausau, Wis.

Sons of Hercules (Embassy): WSAU-TV Wausau, Wis., and WILX-TV Lansing, Mich.

Dodo—The Kid from Outer Space (Embassy): WNEP-TV Scranton, Pa.

"Divorce—Italian Style" (Embassy): WTVJ(TV) Miami.

Across the Seven Seas (Official Films): KPRC-TV Houston; WBAP-TV Dallas-Ft. Worth; WVUE-TV New Orleans; KCPX-TV Salt Lake City; KTNT-TV Tacoma, Wash.; WBRZ(TV) Baton Rouge, La.; KORK-TV Las Vegas; WPTA(TV) Roanoke, Ind.; WLWC(TV) Columbus; WHIO-TV Dayton, Ohio; WREX-TV Rockford, Ill.; WJTV(TV) Jackson, Miss.; WNEM-TV Flint-Saginaw-Bay City, Mich.; WDAM-TV Hattiesburg, Miss.; KLYD-TV Bakersfield, Calif., and WKZO-TV Kalamazoo, Mich. Now in 26 markets.

Big Sister (Modern Drama Productions): WICY Malone, WCSS Amsterdam, and WIBX Utica, all New York; WCEM Cambridge, Md., and WBEC Pittsfield, Mass.

Triangle First Eleven (Triangle): WBNS-TV Columbus, and WSLs-TV Roanoke, Va.

Cheyenne (Warner Bros.): WSIX-TV Nashville; KSTP-TV Minneapolis-St. Paul; WHBQ-TV Memphis, and WAIL-TV Atlanta.

Dakotas (Warner Bros.): WSIX-TV Nashville; KTBS-TV Shreveport, La., and WLWD(TV) Dayton, Ohio.

Sugarfoot (Warner Bros.): WAIL-TV Atlanta.

Room for One More (Warner Bros.): WTRF-TV Wheeling, W. Va., and WLVA-TV Roanoke, Va.



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Atheist's complaint denied

All seven commissioners favor dismissal, but
Loevinger says FCC lacks jurisdiction

The FCC last week rejected the complaint of atheist Madalyn Murray, who had sought to invoke the fairness doctrine in an effort to obtain radio time to discuss views that are "the total antithesis of religion."

All seven commissioners favored denying Mrs. Murray the relief she sought. But Commissioner Lee Loevinger, who feels the commission should refrain from intruding into religious programming, filed a dissent. He said the commission should have dismissed the complaint for lack of jurisdiction and not gone into the merits.

Four commissioners—Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, and James J. Wadsworth—joined in a majority opinion which held that the licensees involved had acted "reasonably and in good faith" in refusing to make time available to Mrs. Murray.

Chairman E. William Henry, in a concurring statement in which Commissioner Cox joined, went a step farther in contending that the broadcasts on which Mrs. Murray based her demand for time had not raised a controversial issue. He said her complaint that religious programs per se bring the fairness doctrine into play is unreasonable.

In yet another statement, Commissioner Cox filed separate views in which he took issue with a number of points raised by Commissioner Loevinger—including a suggestion that the commission applies the fairness doctrine only when views it favors are denied expression.

Mrs. Murray had gained national attention as the plaintiff in a court suit that resulted in a Supreme Court decision outlawing compulsory reading of the Bible and recitation of the Lord's Prayer in public schools.

Honolulu Stations ■ She filed her complaint against 15 Honolulu stations which declined to make time available to her for a discussion of "free thought," which she describes as "the total antithesis of religion."

Mrs. Murray, president of the Free-thought Society of America Inc. and president of the International Free-thought Society Inc., had asked for prime time at "the preferential rates afforded to religion."

Under the fairness doctrine, broadcasters who present one side of controversial issues of public importance are obliged to make reasonable efforts to present conflicting views. But the commission majority held that the commission, in passing on fairness com-

plaints, should not substitute its judgment for that of the licensee regarding programming decisions. Rather, the majority continued, it should determine whether the licensee acted reasonably and in good faith.

"On the basis of the information submitted both by you and the licensee . . . we conclude that the licensees have acted reasonably and in good faith," the opinion continued.

Prayers Are Noncontroversial ■ Most of the licensees had told the commission that they did not believe that the broadcast of church services or devotionals or prayers constituted the presentation of a controversial issue. Others said that, in their view, free thought was not a controversial issue of public importance. Three licensees said they had granted Mrs. Murray free time but did not intend to make time available on a regular basis.

The commission majority noted that even if a fairness issue were involved, the commission could not order the licensees to afford time specifically to Mrs. Murray and thus substitute its judgments for that of the licensees in determining who would present what viewpoints.

Chairman Henry, stressing that the fairness doctrine relates to issues, not programs, said that if a sermon in a religious broadcast presents a viewpoint on a controversial issue of public importance, such as a bond issue or the nuclear test ban treaty, the requirements of the fairness doctrine must be met.

But, he said, Mrs. Murray did not claim that the broadcasts contained a viewpoint on a controversial issue. "The

UA-TV registers gains in syndication sales

Substantial increases in April-May sales of United Artists Television's syndicated series over the comparable period of 1964 were reported last week by Pierre Weis, vice president and general manager of the syndication division. He noted that 75 station sales were made during the 1965 period.

Pace-setter series were *Outer Limits*, (seven markets); *Hollywood and the Stars* (11) and *Ripcord*, a color series (eight). Other series which have sold briskly, according to Mr. Weis, were *Science Fiction Theater*, *Bat Masterson*, *Stoney Burke*, *Highway Patrol*, *Sea Hunt* and *The Aquanauts*.

matter comes before us simply in the context of the presentation of 'church services, devotionals, prayers'."

He noted that the commission has long held that such programs in themselves do not indicate that one side of a controversial issue of public importance is being aired. "The contrary position urged in effect by the complainant—that every devotional service, per se, is presentation by the licensee of a viewpoint on a controversial issue—is, I think, patently unreasonable."

However, he suggested that Mrs. Murray might have another basis for complaint—the commission's 1960 program policy statement, which calls on broadcasters to seek out and meet their community's programming needs and interests.

He said programming decisions are the licensee's responsibility. But he also noted that parties may file complaints for commission consideration at license-renewal time.

Loevinger's View ■ Commissioner Loevinger based his dissent on his view that the First Amendment to the Constitution, which requires government neutrality in religion, denies the commission authority to pass on religious matters. "The time is long past due for this commission to recognize at last the constitutional limits on its authority," he said.

He said he would dismiss the complaint for lack of jurisdiction—which, he said, is "fundamentally different from rejection of the complaint on an appraisal of its merits." He said he holds no brief for Mrs. Murray. But, he added, "I cannot join in singing hosannas by the cheery light of the fire that burns heretics."

He called into question the fairness of the commission itself in a reference to the commission order approving the transfer of WXUR-AM-FM Media, Pa., to a theological seminary headed by the controversial Rev. Dr. Carl McIntire in March (BROADCASTING, March 22). He said the commission then stated that "the broadcasting by a religious group of its own viewpoint exclusively was not in the public interest and did invoke the fairness doctrine which required the opportunity for the presentation of contrasting viewpoints."

He said the contrast between that decision and the one reached in the Murray case suggests "that the fairness doctrine applies only when viewpoints acceptable to the commission are denied the opportunity for expression."

Commissioner Cox, in separate views that dealt exclusively with Commissioner Loevinger's remarks, denied this. He stressed that in the McIntire case the commission did not say religious programs exclusively would invoke the

fairness doctrine. Rather, he said, the commission had considered charges from the public that Dr. McIntire would not be fair in dealing with "ordinary controversial issues."

But the commission relied on the seminary's representations that it would comply with the fairness doctrine, he added. The results reached in the Murray and McIntire cases, therefore, are consistent, he said.

He also said that "nothing in the narrow action" taken by the commission could be construed as encouraging or discouraging religion. "We have merely ruled that no fairness showing has been made that these programs bring fairness doctrine into play."

The stations involved in the complaint are KPOI, KLEI, KZOO, KPHO, KTRG, KHVH, KGU, KULA, KORL, KGMB, KAHU, KIKI, KAIM and KNDL.

Radio-TV newsmen attend Columbia conference

An experimental five-day study conference to assist TV and radio newsmen in covering news stories concerning urban problems was held at Columbia University in New York, starting last Monday (June 7).

The Columbia conference, said to be the first of its kind in the broadcast field, was attended by 25 newsmen from TV-radio stations across the country. They participated in discussions with Columbia specialists and other experts on urban problems on topics including city politics and government, economic development, civil rights, transportation, public welfare, crime and financing of cities.

Edward W. Barrett, dean of Columbia's school of Journalism, observed the pilot conference was held in response to "the growing number of requests" from leaders in the broadcast field. He said they want to find ways to improve methods of gathering, analyzing and disseminating "the really important news in their communities." He indicated that last week's meeting may lead to a continuing series of similar conferences centering on other basic issues in the flow of news.

Professor William A. Wood, director of the office of radio and television at Columbia, was in charge of the meeting. He was assisted by an industrywide committee including Robert Gamble, WFBM Indianapolis; William Garry, Radio-TV News Directors Association, Chicago; William Hutton, CFRB Toronto; Dr. Harold Niven, assistant to the president of the National Association of Broadcasters, and Bruce Palmer, KWTW (TV) Oklahoma City, who is president of the RTNDA.

BROADCASTING, June 14, 1965

Radio stations of seven types

Los Angeles NAB session closes 1965 radio road show; officials happy

"No radio station today can hope to be successful by being all things to all people," Bob Edell, director of operations, Crowell-Collier Broadcasting Corp., said Thursday (June 10) in Los Angeles at the final radio program clinic in the eight-city series conducted by the National Association of Broadcasters.

The day-and-a-half meeting, with a registration of only 70, could have used some of the 75 midwestern broadcasters turned away from the Chicago meeting two weeks earlier because of the attendance limitation of 125 per clinic.

Mr. Edell put radio stations into seven categories, based on "the sound that goes out over the air," and it is the sound that listeners want.

■ The "modern" or "top 40" station has music "chosen predominantly from the most popular music of the day . . . the pace is usually fast, bright and enthusiastic. The production is tight. There is liberal use of contests, slogans, and other on-the-air promotion. The news is brief with emphasis on headlines. . . . There is a great deal of consistency. You can tune the station in any hour and it's likely to sound the same as it does any other hour."

■ Music on the modern middle-of-the-road station, "while bright and contemporary, is less concerned with the immediate popularity and sales performance of the records. The pace is tight and dynamic but always shows restraint. Promotion leans toward contests with broader general appeal in age groups, more subtle slogans and promotions. The news, while brief, is more comprehensive and more leisurely paced. While the programing is generally consistent throughout the day, there is more emphasis on personalities, less control over conversation and small talk."

■ On the "middle-of-the-road traditional" stations music never includes selections from the popular lists unless they are really sedate. They lean heavily on the older pop and show tunes . . . the pace is more leisurely and deliberate . . . this type station seldom runs a contest . . . its news often goes to in-depth reporting, or emphasizes what management considers to be news of real importance, with an effort to be

dignified, objective, and even institutional. Many network affiliates fall into this category."

■ "Quality music" stations program "mostly lush arrangements of pop and show tunes with emphasis on nostalgic and traditional music and the avoidance of top 40 numbers. The pace is dignified, leisurely . . . many of the promotions are dignified versions of what you might hear on a top 40 station."

■ The "all talk" station has "no music except the music of the commercials in the pure all-talk station . . . the pace is rarely fast—it's conversational. There is very little use of promotional contests and announcements. News is often a quarter-hour in length with in-depth reporting and commentary, amplified by sports, business news, etc. . . . There is little or no use of identification themes or jingles, and almost no production gimmicks."

■ The "classical music station with symphonic, string quartet, chamber music, etc., and perhaps a sprinkling of the most eloquent arrangements of show tunes and old standards is calm and leisurely—often slow. If any promotion is used, it's most restrained. The news is conservative. . . ."

■ The "specialized station" includes "Negro, country and western, jazz, foreign language."

At the next-to-last clinic, held Monday-Tuesday (June 7-8) in Denver, with an attendance of 105, the speakers were the same as in Los Angeles, except that Joseph Drilling, president, Crowell-Collier Broadcasting, gave the modern music report Mr. Edell gave in Los Angeles. Also in Denver, Marianne Campbell, general manager, WJEH Gallipolis, Ohio, joined the small-market session to report on program ideas that had worked for WJEH.

NAB executives who have gone the full clinic circuit reported at its close that the sessions were enthusiastically received in all eight cities. In Los Angeles, the audience response was more than big enough to make up for the lack in numbers," was one comment.

Church to appeal Mississippi renewals

The Office of Communication of the United Church of Christ announced in New York last Thursday (June 10) that it is appealing a 4 to 2 decision of the FCC in which the licenses of WLBT(TV) and WJDX-AM-FM all Jackson, Miss., were renewed for a probationary period of one year (BROADCASTING, May 24).

The Rev. Dr. Everett C. Parker, director of the office, told a news conference that the appeal has been taken

Seven Arts' biggest sale

Seven Arts Associated Corp. announced last week it has sold 555 post-1950 feature films to WWAY-TV Wilmington, N. C., believed to be the largest number of late-vintage features sold to a single station. Donald Klauber, vice president and national sales manager of Seven Arts, said it was the largest number of features ever sold by the company under a single contract.

to the U. S. circuit court of appeals in Washington. Joining in the petition were Aaron Henry and the Rev. Robert L. T. Smith, who are prominent in the civil rights movement in Mississippi, and the United Church of Christ at Tougaloo, Miss.

The church, along with Messrs. Henry and Smith, had asked the commission last year to deny the license renewal applications of both WLBT and WJTV (TV) Jackson because of alleged discrimination against Negroes in their programming, particularly in their news and public affairs shows (BROADCASTING, April 20, 1964).

The commission renewed the license of WJTV for a full three-year term. The license renewal applications of four other Mississippi stations, which had been the object of fairness doctrine complaints, were granted at the same time, but with a warning to pay attention to their community responsibilities (BROADCASTING, May 24).

Dr. Parker stated that the FCC decision was being appealed to the federal court because the commission failed to order a public hearing on the charges of breaches of the Communications Act. He observed that in a dissenting opinion commission Chairman E. William Henry and Commissioner Kenneth A. Cox had asserted that the FCC majority ruling was "a clear abuse of discretion." They held that the United Church of Christ petitioners, as "complaining members of the public," should be granted a hearing.

Dr. Parker also revealed that the Office of Communication of the Church of Christ intends to start an extensive monitoring of television and radio stations in southern states to insure that Negroes and other minorities are "treated fairly on the air."

In reply to a question, Dr. Parker said monitoring is now being conducted in Mississippi, but he declined to specify the areas to which this activity would be extended. From his experience, he added, he felt that monitoring could prove useful in South Carolina, Alabama, Louisiana, Arkansas, Mississippi, and Georgia (not including Atlanta).

Lamar Life seeks ownership of WLBT

The FCC has been asked to approve a change in the ownership of WLBT (TV), the Jackson, Miss., station given a short-term renewal by the commission last month because of alleged discrimination against Negroes in its programming.

Lamar Life Insurance Co., once the parent corporation of the station's licensee, applied for permission to acquire all of the stock in the station. It is the licensee of WJDX-AM-FM, WLBT's sister stations.

The insurance company said it would take steps to comply with all commission fairness doctrine policies and has already begun consultation with community leaders to determine community programming needs.

The transfer application was filed Tuesday (June 8), two days before the United Church of Christ filed an appeal from the commission's order granting the station a one-year renewal. The church said the commission should hold a hearing on the station's license-renewal application (see page 71).

Lamar Life exercised an option to acquire 20% of the stock for \$2,000 two weeks ago, and has options to acquire the remaining 80% for \$8,000 from three individuals: P. K. Lutkens Sr., president, 40%; Maurice Thompson, program director, 20%, and Fred L. Beard, general manager, 20%. Lamar Life acquired the first 20% from W. Calvin Welles III.

According to background provided the commission by WLBT in January, the stock price grows out of the fact that the insurance company had created Lamar Life Broadcasting to apply for channel 3 in 1953 and that the new company had issued 10,000 shares to the parent corporation for \$10,000.

Lamar Life later sold the stock to five of its stockholders and employees (one has since died) when it appeared that Mississippi law would bar it from owning a television station. When the new corporation won the grant for channel 3, Lamar Life agreed to provide operating capital in return for the stock options.

In granting the station a one-year renewal, the commission laid down four conditions—that the station cease "discriminatory programming patterns," abide by the fairness doctrine, observe its representations to the commission (namely, that it present all sides of controversial issues), and consult with community leaders on the area's programming needs.

Lamar Life said it is seeking control of the station to "acquire the power and

authority to implement the commission's decisions." It said:

- It would present a "nondiscriminatory programming pattern consistent with the public interest."

- It had begun reviewing fairness doctrine precedents to "apprise itself of its responsibilities" in that regard.

- It will insure that representations to the commission regarding the presentation of all sides of controversial issues will be honored.

- It has already talked to civil rights workers and others in the community regarding programming needs and plans to hold discussions on that subject.

Stanton wants election overhaul

CBS President Frank Stanton urged last week that current election procedures be overhauled completely and the latest instruments, techniques and methods of science be used to facilitate voting.

Dr. Stanton told a commencement gathering at the California Institute of Technology in Pasadena last Friday (June 11) that the present election process is backward and outdated and makes voting "difficult, vexatious and inconvenient" for the citizens.

He advocated the designation of a national election day as a national holiday and called for a national, uniform 24-hour voting day; automatic, permanent, nationally valid registration of voters and other reforms. He had suggested similar steps after last fall's elections (BROADCASTING, Dec. 14, 1964).

"Technically," Dr. Stanton said, "it is entirely possible for all the polls in this country to be open for 24 hours and for the total result to be known within minutes of closing. And combining the uniform 24-hour voting day with the use of electronic vote-tabulating equipment would permit results to be known clearly and promptly—without turning every election into a cliff-hanger."

Dr. Stanton noted that there have been complaints that the use of modern scientific techniques "would somehow distort the electoral process." He added that there have been claims that early reporting of election returns would influence later voters.

"Despite these claims," Dr. Stanton continued, "independent and authoritative surveys found no indication that voters changed their intentions to vote for one candidate or the other, nor did they find an indication that voters who planned to go to the polls stayed home, as a result of having heard returns on the balloting elsewhere" (BROADCASTING, May 17).

Does your audience think first about calories when buying food?

CALORIE COUNTING has become a major preoccupation among millions of Americans in the 1960's, and catering to the hopes of calorie counters has grown into big business for many groups. Despite constant reminders from competent medical and nutrition authorities that there is no quick and easy magic formula that melts fat away with no struggle, almost every new book or pill or fad diet that offers an "easy way" to weight reduction soon has a strong following. Many millions of dollars are invested each year in these weight control programs which seldom are successful.

Being overweight is generally considered to be unhealthy, but it is also looked upon these days as very unfashionable. Millions upon millions of Americans, of both sexes and all ages, engage in this never-ending battle against fat, but very few people ever win the struggle.

Today there is a growing feeling that the answer to weight control must begin in very early childhood—at the family dining table. Fat children are often likely to become fat adults, and not many medical authorities today agree that a fat child is necessarily a happy or a healthy child. The reverse, in fact, may be true.

CALORIE REQUIREMENTS VARY GREATLY

Much has been said about the importance of eating a diet that is well balanced in terms of providing the variety of foods that will supply essential nutrients—protein, minerals, vitamins, etc. Too little attention is devoted, perhaps, to another important element in the concept of a well balanced diet, and this is the correct proportion of calories to other nutrients in the foods.

Caloric requirements vary greatly. Any parent of an active teen-age boy knows that a "bottomless pit" is a fairly good description of the lad's stomach capacity. On the other hand, very young children oftentimes cannot eat the large portions of food served to them. Older people, too, have usually adopted very sedentary habits and have a constantly decreasing need for calories.

Much too often people seeking to lose weight eliminate foods that provide other important nutrients besides calories. Although it oversimplifies the matter, some people describe calories as being "naked" or "armored." An armored calorie is found in foods that supply other essential nutrients in good proportion to the calories, while a naked calorie is one in a food that furnishes only energy (calories).

WEIGHT REDUCERS STILL NEED A BALANCED DIET

Armored calories, then, are especially important to anyone trying to control or to lose weight. Cutting calories is important in weight control, but the calorie cutting should not result in the elimination of other important nutrients from the daily diet.

Milk and most milk products are excellent examples of foods with armored calories. The chart shows the approximate percentages of the Recommended Dietary Allowances (established by the Food and Nutrition Board, National Academy of Sciences— National Research Council) provided by two or four 8-ounce glasses of milk for each type of person indicated:

	Protein	Calcium	Vitamin A	Riboflavin	Thiamine	Calories
Adult Woman (2 glasses)	30%	72%	14%	64%	18%	16%
Adult Man (2 glasses)	24%	72%	14%	48%	12%	10%
15-18 Year Old Boy (4 glasses)	42%	100%	28%	84%	23%	19%
15-18 Year Old Girl (4 glasses)	62%	100%	28%	100%	35%	28%

The table establishes several important points. There are, of course, calories in milk, but for each calorie milk supplies a very good proportion of other essential nutrients that weight controllers, as well as those more fortunate people who do not have to worry about weight, need to help maintain good health. The protein in milk is very high in quality, providing the amino acids that build and maintain body tissue. Milk's calcium is important to adults as well as to growing children because adults, too, need calcium to maintain strong bones as well as for other purposes. Vitamin A helps to keep mucous membranes healthy and resistant to infection. Riboflavin aids cells in using oxygen and helps to keep the lips, tongue, and skin healthy. Thiamine is required for a healthy nervous system and also aids in reducing irritability.

WEIGHT CONTROLLERS NEED NO SPECIAL FOODS

Parents who are anxious to help their children avoid problems of overweight in later years might well be reminded often that people who have "food problems" often acquire them early in life in the home. Making mealtime a pleasant occasion for all members of the family helps avoid some problems. Providing a good example to the young by eating a well balanced diet should also help, but this diet should be balanced not only in variety of foods but also in total calories.

If the homemakers in your audience are buying foods to help members of their families control weight, you can help them by pointing out how the basic foods contribute to a well balanced diet for all members of the family. A balanced diet should include daily selections from four major food groups: (1) milk and other dairy foods; (2) meats, eggs, poultry, fish; (3) fruits and vegetables; and (4) breads and cereals. Selecting from these groups provides the variety of nutrients required and also offers opportunities to satisfy many different tastes. Weight controllers may eat the same foods as the rest of the family, but the important point is to help those who want to reduce weight to control the intake of total calories.

For more details on weight control and on the Daily Food Guide which provides a simple and effective pattern for the entire family, write for your free copy of "Family Feeding For Fitness And Fun." Send your request to: Public Relations Division, American Dairy Association, 20 N. Wacker Drive, Chicago, Ill. 60606.

a message from dairy farmer members of



american dairy association

'Forget your CATV fears', Loevinger says

Commissioner's eight-point program would call for lighter regulation than his fellows propose

FCC Commissioner Lee Loevinger has called on the government and television broadcasters to forget any fears they might have of community antenna television and adopt a progressive approach to the regulation of CATV and the expansion of television's future.

The greatest contribution government can make to the expansion of television service, he said, is to stimulate all forms of technological development—including CATV—and abstain "from interference with free-market forces." Rigid regulation, he added, is certain to thwart expansion.

The commissioner addressed his remarks to the Colorado Broadcasters Association, in Denver, Friday (June 11), in a speech which continued his controversy with the majority of his fellow commissioners over CATV policy. The speech was an elaboration on and refinement of the eight-point program for CATV regulation that he outlined in testimony before the House Communications Subcommittee last month (BROADCASTING, May 31).

It calls for action by Congress to authorize CATV regulation as well as to lay down policy guidelines for the commission to follow. It would also permit cross CATV-TV ownership and encourage the use of translators to extend stations' service areas. The only requirements it would impose on CATV's would be that they carry the programs of local stations and obtain in advance permission from all stations whose programs they transmit.

Hysteria ■ Commissioner Loevinger, who described the concern of some broadcasters and government officials over CATV as ranging from "mild apprehension to . . . hysterical panic," said his basic disagreement with the commission's approach is that it is "negative and restrictive rather than positive and expansive."

The commission in April adopted rules requiring microwave-fed CATV's to carry the signal of local programs and to refrain from transmitting programs for 15 days before and after the local station broadcasts them. It

also proposed asserting jurisdiction directly (rather than through its authority over microwaves) over all CATV's, regardless of whether they use microwaves, and initiated an inquiry looking to additional restrictions on CATV's (BROADCASTING, April 26).

Commissioner Loevinger said this approach is based on the assumption that limiting one method of transmitting programs will benefit other methods. On the contrary, he stated, limiting the public's access to a product will discourage the public from seeking it.

Consequently, he said, it's "fundamentally erroneous to regard the growth and proliferation of CATV's as an ominous and threatening phenomenon . . . CATV's are simply helping to fill a public demand for television service."

Loevinger Program ■ His own eight-

Does CATV affect radio?

A study to determine the present and potential effect of community antenna television on radio broadcasters is being undertaken by the National Association of Broadcasters. The decision to make the survey came at a meeting of the radio subcommittee of the NAB's Future of Broadcasting Committee on June 4.

Results of a postcard questionnaire, being sent to all AM and FM stations, will be presented to the full committee at its June 21 meeting and then to the NAB radio board on June 24.

The NAB is asking: Is there an operative CATV system within 20 to 30 miles of the station's transmitter? Is there a CATV franchise applied for? Does the operative CATV carry radio signals and if so, which ones? Does it carry a time and weather service and does it sell advertising?

point plan, designed to provide "for a progressive and expansive program for regulation of CATV's and promotion of an expanding future for television," calls for:

1. Congressional action to establish FCC jurisdiction over CATV. He disagrees with the commission majority's view that the agency already has jurisdiction. And, as a practical matter, legislation would prevent drawn-out court tests, he said.

2. Guidance by Congress on how the FCC should exercise its authority. He said the phrase public interest is too vague as a guideline and that Congress should replace it with a directive that the commission secure for the public "the greatest practical diversity of programming and . . . permit the public the greatest possible freedom of choice in the selection of program sources and programs." This is close to a provision in the CATV bill (HR 7715) introduced by Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee.

3. Differentiating between CATV and pay TV. The two are different, he said, and considerations relating to one should not relate to the other.

4. FCC treatment of CATV as a supplementary service. He feels the commission's nonduplication rule implies that CATV is a subordinate service, rather than supplementary or competitive.

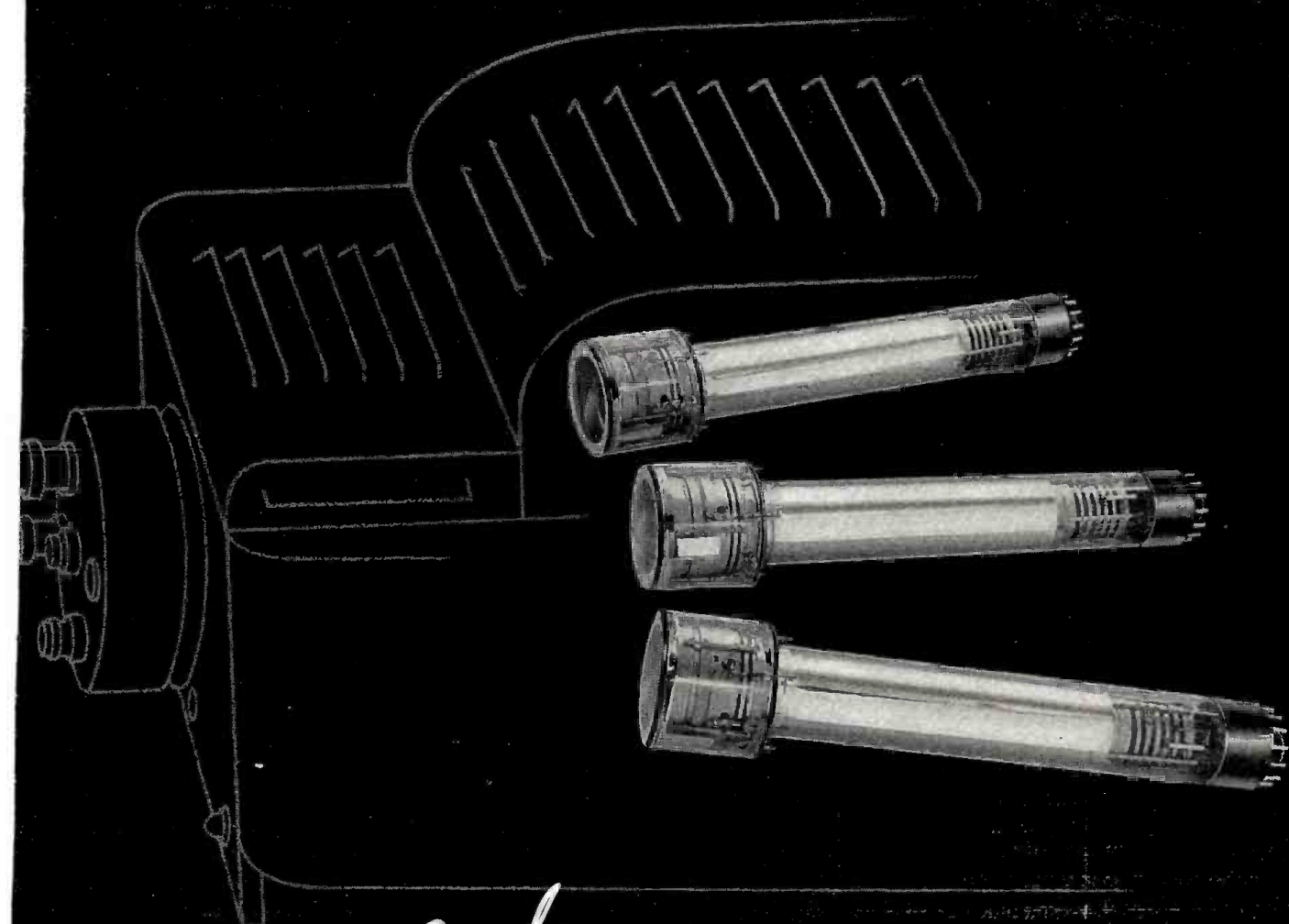
5. A requirement that CATV's carry the programs of all local stations without degradation or alteration.

6. Encouragement of the use of translators to extend stations' service areas and to supplement CATV service. He noted that Dr. Martin H. Seiden, the commission's consultant on CATV, held that part of the present CATV problem stems from the commission's restrictive attitude toward translators.

7. Encouragement of broadcaster ownership of both CATV's and translators, particularly within the service areas of television stations and on the fringes of service areas where service can be extended without technical interference with other stations. This approach, he said, would probably require the commission to take some account of CATV in its multiple-ownership rules.

8. A requirement that CATV's or translators obtain the permission of originating stations before transmitting their programs. He suggested that permission be obtained for a specified period of time, such as one or three years, rather than on a per-program basis.

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sioner Loevinger differs most sharply with his colleagues on the fundamental questions of FCC jurisdiction over CATV and protection of stations against nonduplication. The commission says it has jurisdiction over microwave-fed CATV's through its authority over the common carriers that provide the relay service.

But if this theory is upheld by the courts, he said, "then the commission's authority to regulate the economic activity of business in the United States is almost unlimited [since] every American business is the customer of some common carrier."

The commission also proposes to base its authority over CATV directly on the ground it is part of an interstate transmission of television signals. If this is a valid assumption, he said, the commission can regulate networks as well as manufacturers of receivers.

Yet, he noted, the commission in the past has asked Congress for legislation to regulate networks, to require all-channel capacity in TV sets and to authorize CATV regulation. Congress enacted an all-channel receiver bill three years ago.

He said the commission's nonduplication requirement, which relies on a "complex system of program control," deals with symptoms, not causes, is

wrong in principle and will be ineffective in practice. He said CATV's function is to provide a supplementary service of furnishing television programs without degradation or alteration. Any requirement that they delete programs imposes on CATV's a function "not appropriate to their role," he said.

Furthermore, he added, CATV channel capacity left unused because of program deletions "will stimulate CATV's to engage in program origination in order to avoid blank screens." Thus, he said, the commission rule may produce more competition for local stations, not less.

The commissioner, who has often expressed opposition to commission regulation of programing, had a warning for broadcasters who support commission control over CATV programing. Such support, he said, "will give additional grounds" for commission control of broadcasters' own programing.

Woodland disagrees with NAB CATV policy

A Pennsylvania broadcaster, who is also an applicant for a community antenna television franchise, last week said he did not agree with the National

Association of Broadcasters position favoring FCC regulation of CATV. Cecil Woodland, general manager of WEJL Scranton, Pa., and a member of the NAB radio board, said he feels the FCC should regulate CATV, "but only after guidance from the Congress and a further study of CATV."

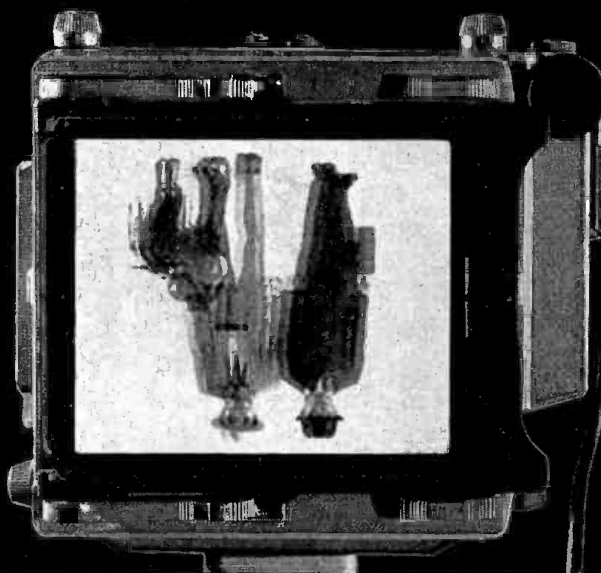
In a letter to Representative Walter Rogers (D-Tex.), whose subcommittee had concluded hearings on a CATV bill June 4 (BROADCASTING, June 7), Mr. Woodland said he disagreed with the NAB that a "proliferation of signals poses a crisis" and in the NAB's quoting its own CATV study, the Fisher report, "but ignoring the important Seiden report," conducted by FCC.

Harris to headline NCTA convention

Representative Oren Harris (D-Ark.) will be the featured speaker at the annual convention of the National Community Television Association in Denver, July 18-23.

Mr. Harris is chairman of the House Commerce Committee, which oversees radio and television legislation and is a key figure in the current congressional deliberations on community antenna TV regulation. He is the author

the Quality touch Brings Th



of HR-7715, the subject of recent hearings (BROADCASTING, June 7, May 31).

The Arkansas Democrat will be the speaker at the July 19 luncheon honoring broadcasters active in CATV. NCTA President Frederick W. Ford, former FCC commissioner, will be the principal luncheon speaker July 20.

A ratings panel will hear Henry Rahmel, A. C. Nielsen Co., and George Dick, American Research Bureau, with Wally Briscoe, NCTA administrative assistant, presiding. A problems and solutions panel will hear E. Stratford Smith, Washington attorney and special NCTA counsel; George B. Storer Jr., Storer Broadcasting Co., and Bruce Merrill, Phoenix, Ariz., CATV group owner and manufacturer of community television equipment, with Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION magazines, as moderator.

Another broadcaster to enter CATV field

A new entry into the community antenna television field is the *South Bend Tribune*, operator of WSBT-AM-TV South Bend, Ind., which last week announced the appointment of Arthur

O'Neil to the new position of assistant to the president for electronic media (see page 98). Mr. O'Neil has been general manager of the broadcast properties.

The *Tribune's* president and editor-publisher, Franklin D. Schurz, said Mr. O'Neil will spend much of his time in the development of CATV services. Mr. O'Neil is on the road starting this week to explore prospective acquisitions. Purchase negotiations already are underway, it was explained.

The Tribune company does not plan to limit its CATV interests to any particular area of the country. The group also owns the *Hagerstown (Md.) Herald and Mail* and has substantial interest in papers in the California markets of Brawley, El Centro and Indio.

Calif. legislature drops CATV bill

Legislation to place community antenna systems under control of the state Public Utilities Commission has been killed in committee of the California state legislature. The bill, introduced last April by Assemblyman William Bagley of Marin county, was with-

drawn by its author because of what was construed as overwhelming opposition.

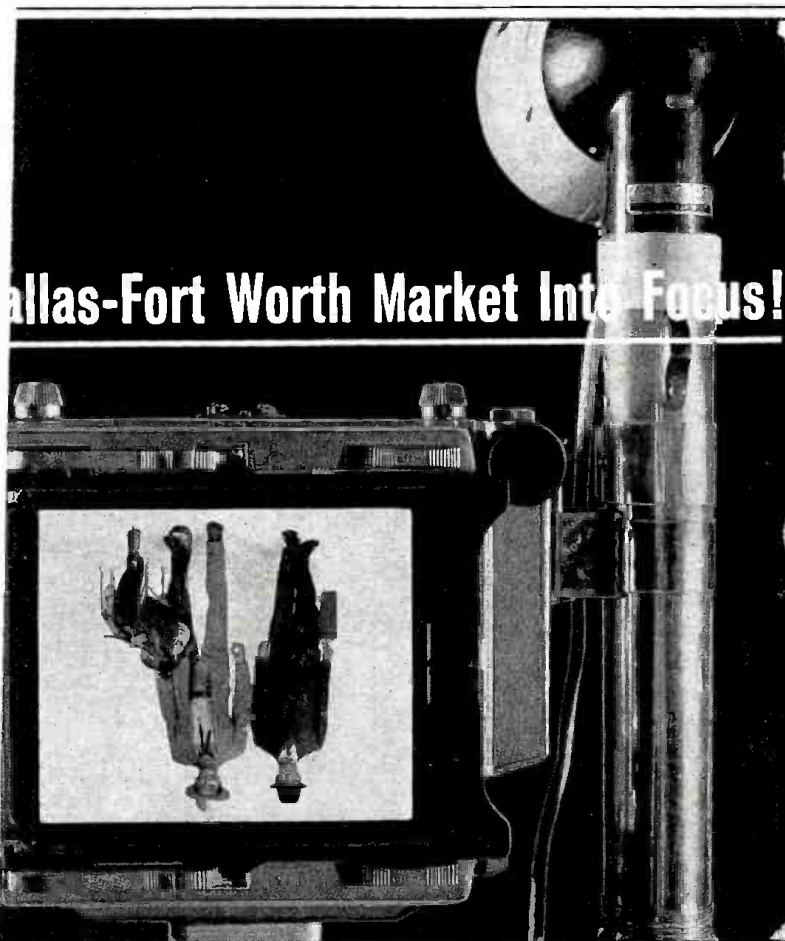
Under California legislative procedures withdrawal of the measure for "interim study" means that it cannot be considered again until the new legislature meets in 1967.

Opposing the measure were the League of California Cities and the Board of Supervisors Association, as well as number of mayors and city executives in areas where CATV's now are in operation.

Court backs shift of WKYR to Cumberland

The FCC's approval to the move of WKYR from Keyser, W. Va., to Cumberland, Md., and its change of facilities from daytime only to fulltime was upheld by the U. S. Court of Appeals in Washington last week. WKYR now is on 1270 kc with 5 kw; it will operate in Cumberland with the same facilities plus 1 kw directional at night.

The commission, through its review board approved the requested change by WKYR last year after a hearing. During the hearing WCUM and WTBO, both Cumberland, asked that the FCC also



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Publisher criticizes print media that applaud TV's troubles

Print media that applaud rather than oppose governmental attacks on the freedom of television were reprimanded by one of their own leaders last week.

Arthur H. (Red) Motley, president and publisher of *Parade* magazine and executive committee chairman and former president of the U. S. Chamber of Commerce, told the Practical Public Relations Conference for Small Business in New York on Tuesday (June 8) that "the obligation of a free press extends to a defense of the freedom of other media."

Mr. Motley said:

"When the then newly appointed head of the FCC, Newton Minow, attacked TV as a 'vast wasteland,' too many in the newspaper business applauded. . . . I believed that Minow was a dedicated, honest, patriotic

public servant. But I also believe that dictation—direct or indirect—by the FCC as to what TV should program was an erosion of freedom and therefore should be attacked by all who believe in freedom. I made no defense of the content of TV.

"I did, and still do, maintain that censorship, if successfully imposed on electronic media, under whatever guise, will inevitably lead to attempts to control all media.

"Minow was followed at the FCC by [E. William] Henry, also an honest, patriotic man. He chose for his reach for more control the problem of overcommercialization of TV. Again, in Washington and elsewhere, I attacked Henry's attempt to limit the freedom of my competitor, TV."

Mr. Motley cited the FCC's present proposals to limit network control over nighttime entertainment

programming.

"It doesn't take an expert," he said, "to figure out what would happen—the advertisers would put on shows that have proven to be the biggest drawing cards, namely westerns and comedies.

"Since the networks would suffer tremendous financial losses, the viewing public would suffer by being faced with a curtailment of public service shows, documentaries, cultural and educational programs, most of which heretofore have been inspired and financed by the networks.

"I don't feel as Henry does about TV commercials. In fact, some of the TV programs I have seen might have been improved if they had been all commercial. I refuse to believe that the American public is too stupid to tune out if they don't like what they see."

consider whether it would not be more efficient to utilize 1270 kc in Keyser nighttime as well as daytime as compared to moving the station to Cumberland. The commission refused to add this issue on the ground that the applicant had asked only to move to Cumberland.

Circuit Judge Charles Fahy, writing for himself and Judges George T. Washington and J. Skelly Wright, held that the FCC had weighed all the issues it was required to consider and was not required to consider hypothetical alternatives.

Atlanta can take either AFL, NFL

**Cox must have stadium
if \$7.5 million deal
for AFL is completed**

The sports-minded city of Atlanta found itself in the enviable position last week of being able to take its pick between a franchise in the American Football League or the National Football League. And Cox Broadcasting Corp., which had been awarded an AFL franchise for \$7.5 million found itself waiting for the city fathers to decide who should play pro football in 1966 in the new multimillion dollar

Atlanta stadium.

Watching all this action from the sidelines are NBC-TV, which begins a \$36 million, five-year contract with the AFL, and CBS-TV, which is now in the second year of its two-year, \$28.2 million agreement with the NFL.

Cox won the AFL franchise at the league's meeting in New Jersey last week. Then the stadium committee, which had informally set a rental price of \$1 a year, learned from Pete Rozelle, NFL commissioner, that his league was interested in putting a team there in 1966. The committee then said it wouldn't decide until July 1 on who would use the stadium or how much it would cost.

J. Leonard Reinsch, Cox president, who has been conducting the negotiations with the league and stadium committees, had to leave in the middle of this imbroglio. He and his wife went to Auckland, New Zealand, where Mrs. Reinsch will undergo heart surgery on June 20.

High Price ■ Although the \$7.5 million franchise price was said to have been considerably higher than Cox had expected, the failure to get immediate approval to play in the stadium appeared to be the major stumbling block. In addition, Cox is not pleased with the prospect of having to pay so much with no prospect of getting any NBC money until the final two years of the contract, 1968 and 1969. At that time, any new teams taken in by the league will receive \$900,000 for each year.

On the plus side of the ledger is the NBC affiliation of Cox's Atlanta sta-

tions, WSB-AM-FM-TV. WSB-TV would be carrying the Atlanta road games from the network and the radio outlets would be originators of a Southeast network for all the team's games.

Generally supporting an NFL franchise is Arthur Montgomery Jr., chairman of the county authority which controls the stadium, and president of the Atlanta Coca-Cola Bottling Co.

If Cox decides the franchise plus stadium price is too high, and cannot find a way to get some of the network money before 1968, or if the stadium committee votes to lease its property to an NFL franchise holder then Atlanta will probably become an NFL city. Although the league's contract with CBS-TV expires this year, it is expected that CBS will try to outbid ABC in gaining NFL games under another two, or probably three-year contract.

Aside from the fact that NFL games on CBS would be in direct competition with AFL games on WSB-TV, Cox Broadcasting cannot apply for the NFL franchise because league rules do not permit corporate franchise holders. This would not prevent James M. Cox Jr., chairman, and other principals in the firm from buying the franchise on their own.

N.Y. consulting group formed

Joseph J. Madden, former vice president and comptroller of Metromedia Inc., has formed a financial consulting company, Broadcast Management Services at 250 Fifth Avenue, New York. Telephone: MU 2-5844.

A REPORT TO THE PUBLIC

The results of the first year of operating freight and yard diesel locomotives without firemen: The men have landed on their feet. The railroads' safety record has been maintained or improved.

American Railroads have just completed 12 months' service under a Federal Arbitration Award that allowed them to begin operating many freight and yard diesel locomotives without firemen. In view of the public interest in this subject, the following report is made to you on the results to date:

The Firemen Have Been Protected

There were 37,235 firemen working in freight and yard service when the Arbitration Award went into effect. Today there are about 21,000. What happened to those who left?

- More than 90% have been given other jobs on the railroads, or have taken some of the biggest severance allowances ever made in American industry and gone on to outside jobs, self-employment, college, or other training.
- Less than 8% are unemployed, according to the Federal Government's Railroad Retirement Board.
- Of the men with more than 10 years' service who keep their jobs until promoted, retired, etc., about 6,300 have already been advanced to engineers' jobs, or removed by natural "attrition."
- More than 5,000 with less than two years' service received severance pay that averaged *more than \$1,000 each*.
- 2,250 part-time firemen had their choice of rights to available jobs or severance pay. Almost 1,000 took severance pay averaging \$2,200 each.
- Working firemen with two to ten years' service keep their jobs until offered comparable positions with no loss in pay for five years. Of the 5,400 offered such jobs, 83% chose instead to take severance pay which averaged *\$5,600 each*.
- In total, the railroads have paid out \$30,000,000 in severance pay to the firemen.

Safety Has Been Maintained

The railroads have continued — and in most respects improved — their record as America's safest form of

transportation. This fact is stressed by the latest available statistics from the Interstate Commerce Commission covering the first 11 months since the Arbitration Award went into effect.

- Safety records show that the fatality rate *dropped 1.3%* below the same period of the previous year.
- The overall casualty rate *dropped 2.8%*.
- A marked increase in safety took place in both categories in the last six months of the period, when the fewest firemen were on engines.

Even after the fireman's removal, two men remain on the job in locomotives of all road freight trains — the engineer and head-end brakeman. And passenger trains with two men in the cab were not affected by the Award.

The Goal: Better Service to the Public

Railroad management set out to modernize steam-age work rules to bring job manning and pay practices into line with advanced technology and *end pay for work not done or not needed* — a bill ultimately paid by the railroad-using public. The objective was, and is, a strengthened industry, better transportation service for the nation, and better jobs for needed employees. The record on this effort:

- Raises for railroad employees have boosted their average annual earnings 55% in 10 years — from \$4,560 in 1954 to \$7,064 last year.
- Railroad capital spending for plant improvements promises to total \$1.6 billion this year — *double* that of three years ago.
- Average railroad freight charges have been reduced each year for six years and are now 13% *below* the 1958 level (by contrast, consumer prices *rose* 7% in the same period).
- Railroad earnings, meanwhile, continued to average slightly over 3% on net investment — less than *one-half* the profit rate of industry generally.

ASSOCIATION OF
AMERICAN RAILROADS

Washington, D. C.

A plea to beef up PR work at NAB

Schroeder will call for more money, bigger staff but no change now in NAB's arrangement with TIO

Plans for major budgetary and staff expansions of the public relations department of the National Association of Broadcasters to make NAB a recognized, authoritative public relations source for the industry, will be presented to the association's joint board at its June 22-26 meeting in Buck Hill Falls, Pa.

The plan, originally formulated by John Couric, NAB vice president for public relations, but modified in some detail by Willard Schroeder, board chairman, is expected to propose a \$200,000-\$400,000 budget and call for doubling the staff from its present five members. In addition, the plan would call for consideration of retaining a pub-

lic relations firm to aid in placing material in news magazines and other periodicals.

The present program, which Mr. Schroeder has said needs more money and manpower (BROADCASTING, May 24), operates on \$57,000, allocated only for salaries. There is no permanent budget for public relations projects; all such funds come from periodic allocations, such as those for radio month, radio-TV code promotion and \$50,000 for a film promoting radio. The latter amount was never spent.

Mr. Schroeder is expected to urge the board to give NAB President Vincent T. Wasilewski the authority to name a public relations committee which

would work with Mr. Couric in setting up the actual objectives and projects of the department. This committee, along with the finance committee, would also help set the budget.

Place for TIO • The proposal is believed to make no mention of the Television Information Office to which NAB contributes \$75,000 a year. However, Mr. Schroeder, vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., is expected to tell the board he favors continuing NAB support of TIO at this time. Although elimination of TIO would probably simplify organizational problems and reduce need for NAB to back up TIO, it is known that it would cost NAB far more than \$75,000 to duplicate TIO's work (TIO's overall budget is said to be about \$550,000 a year), and it is felt that TIO's status with opinion makers is a worthwhile asset.

With continued NAB support of TIO, the chairman's feeling is said to be that TIO would have the opportunity to find answers to some of its problems, while the expanded public relations department of the NAB gets on its feet. Under such a policy, the NAB and TIO staffs might also be urged to better cooperation and coordination and the relationship of the two may prove successful,

NBC lambastes newspaper 'research' on TV

A newspaper poll soliciting readers' opinions of television was blasted by NBC last week for its "emotion-laden copy," "loaded questions" and for letting respondents "self-select themselves."

The poll, conducted on a continuing basis by the North American Newspaper Alliance and the TV Time Service, has been running in subscribing newspapers since early this year (BROADCASTING, Feb. 8, 22).

The blast came from Dr. Thomas E. Coffin, NBC research vice president, in a letter to Jack Boyle, a co-author of the columns in which poll results are reported, who had sought to interest NBC in special tabulations from the findings.

"We have no interest in special tabulations from the poll," Dr. Coffin wrote, "for we have no confidence in results from a project which has been so improperly conceived and executed. . . . In our judgment these studies are seriously biased and present a highly misleading picture of public attitudes toward television."

Letting respondents "self-select themselves" (that is, relying upon returns from readers interested enough to fill in the blanks and send them in) is quite different, Dr. Coffin

noted, from the practice of objective researchers. The latter, he said, takes sample selection "out of the hands of respondents in order to be sure that the results represent the views of all types of people, including those who will not normally take the trouble to write in to a poll."

People who have selected themselves, he continued, "are hardly likely to constitute a representative sample of the American public—a basic requirement for any valid opinion study."

Loaded Questions • Dr. Coffin cited this question from one of the polls: "President Johnson stated last week that he would like to discourage crime thriller programs and other violence on TV. How do you feel? . . ."

"This," Dr. Coffin said, "is virtually a textbook example of a loaded question."

To the poll's claims that thousands of replies are received in each survey, he replied: "When a sample is inherently biased, the results will be unrepresentative no matter how large the sample. The classic case is the *Literary Digest* survey during the 1936 election. . . ."

Dr. Coffin said the serious biases

in the newspaper poll results "are further documented when compared with findings from other studies," such as the TV-attitudes study conducted by Professor Gary Steiner and the Bureau of Applied Social Research of Columbia University. The Steiner study used "a proper national sample," he said, and found that people are preponderantly positive toward television, whereas the newspaper results showed them preponderantly negative or neutral.

The Home Testing Institute's TVQ studies corroborate the Steiner findings, not the newspaper findings, Dr. Coffin continued.

He told Mr. Boyle: "I know that you have been professionally associated with research for many years and I am frankly surprised and disappointed that you allow 'studies' of this kind to come out under your name. . . ."

"There is no doubt that there is a need for serious research on public attitudes toward the mass media. However, the kind of biased approach which these newspaper polls have taken and the sensational manner in which the results have been reported can only do a disservice to the cause of serious research."

Some plain talk from Kodak about tape:

Print-through and sound brilliance

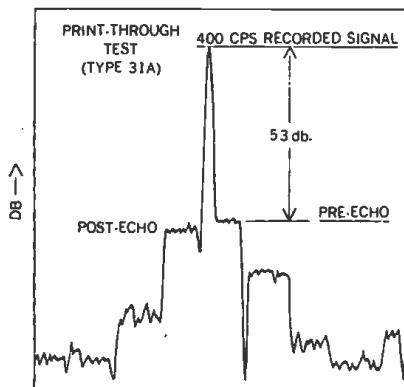
Put a magnet near a piece of iron and the iron will in turn become magnetized. That's print-through. With sound recording tape, it's simply the transfer of magnetism radiating from the recorded signal to adjacent layers on the wound roll. Print-through shows up on playback as a series of pre- and post-echoes.

All agreed. Print-through is a problem. There are some steps you can take to minimize it. You can control the environment in which you keep your tapes, for example. Store them at moderate temperatures and at no more than 50% relative humidity. Also store them "tails out" and periodically take them out for "exercising" by winding and rewinding them. What fun! If worse comes to worse, you can even interleave the layers with a non-magnetic material such as paper. Any volunteers? A better way, however, is to start with a tape that doesn't print much to begin with . . . which leads to low output problems if you don't make the oxide coating substantially more efficient.

And this is Kodak's solution. It's not simple, but it works, and it works well! It starts with the selection of the iron oxide. In order to achieve low print-through, the oxide needles must have the proper crystalline structure. Kodak's oxide needles have that structure . . . offering the highest potential of any oxide currently available. But oxide alone doesn't make a low-print tape.

Milling the oxide ingredients, for example, is very critical. If you mill for too long a time, the needles will be broken up and print-through will be drastically increased. Too short, and the dispersion will be lumpy. But other factors in the milling process are equally important. Like the speed at which the ball mill turns. It can't be rotated too fast, otherwise the needles will be broken up, and broken needles, you

know, exhibit horrible print-through behavior. If you rotate the mill too slowly, the oxide and other ingredients will not be blended uniformly. Other factors such as temperature and the composition and viscosity of the in-



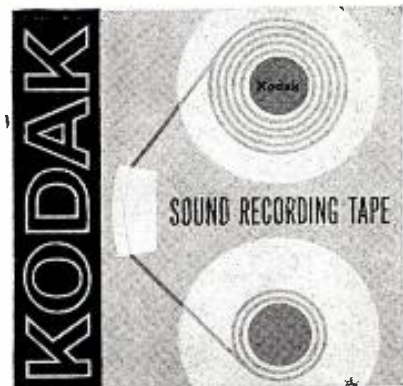
redients must also be critically controlled. One more thing. You've got to make sure all the needles end up the same size (.1 x .8 microns) if print-through is to be kept down.

A very important contributor to low print-through is the binder that holds the oxide particles in suspension. The *chemical composition* of a binder contributes nothing magnetically to the print-through ratio. What a binder *should* do is completely coat each individual oxide needle, thus preventing the particles from making electrical contact. And that is just what our "R-type" binder does. The final step is to take this superb brew and coat it on the base. The coating mustn't be too thick, for print-through increases . . . or too thin, for then output suffers. For best results, extreme uniformity is the word. Here's where our film-making experience really pays off.

Print-through tests are a million laughs. We record a series of tone bursts . . . saturation, of course. We then cook the tape for 4 hours at 65°C. and then

measure the amplitude of the loudest pre- or post-echo. The spread between the basic signal and the print-through is called the signal-to-print-through ratio. The higher the number, the better the results. Most of the general-purpose tapes you'll find have a ratio of 46-50 db. Low-print tapes average about 52 db. You can see from the graph that our general-purpose tape tests out at 53 db., so it functions as both a general-purpose tape and a low-print tape—and at no extra cost. High-output tapes with their thicker coatings have pretty awful print-through ratios—generally below 46 db. Kodak's high-output tape (Type 34A) has something special here, too. A ratio of 49 db—equal to most general-purpose tapes.

KODAK Sound Recording Tapes are available at all normal tape outlets: electronic supply stores, specialty shops, department stores, camera stores . . . everywhere.



FREE! New comprehensive booklet covers the entire field of tape performance. Entitled "Some Plain Talk from Kodak about Sound Recording Tape," it's yours free on request when you write Department 8, Eastman Kodak Company, Rochester, New York, 14650. © Eastman Kodak Company, MCMLXI

EASTMAN KODAK COMPANY, Rochester, N. Y.

although awkward.

The Couric proposal, said to be illustrative only, is expected to note that NAB has been slow in acting in some decision-making areas because it lacked necessary information. The enlarged public relations department would be able to compile reports, particularly in the areas of religion, public welfare and education, that would aid in determining policy, predicting regulatory and legislative trends, and preparing speeches and articles.

The basic philosophy of the expanded program is said to be aimed at influencing specific publics in detailed ways and providing NAB with the means for continued effective action. Special emphasis would be aimed at business leaders, civic and public service organizations and students.

Under the new plan the NAB's PR operation would undertake to:

- Prepare six yearly situation papers to give radio-TV editors and editorial writers background material.
- Arrange telephone interviews with the NAB president and columnists in selected markets.
- Install a Teletype system to feed stories directly to major newspapers and other publications.
- Begin a project to promote importance and responsibility of radio among

business leaders and attempt to place stories in business publications such as the *Wall Street Journal* and *Fortune*.

- Distribute tapes and films to audio and visual news services and seek network and local radio-TV appearances for the NAB president.

- Build a professional studio in Washington for production of NAB promotion material.

- Feed highlights of speeches by the NAB president to phone exchanges in key cities for pickups by local stations.

In the area of on-air promotion by local stations:

- Create a dignified audio symbol for member stations.

- Create a distinctive musical theme for the radio code.

- Distribute special promotional material for programs aimed at business executives.

- Package written spots and records to build radio campaign.

- Produce spots, copy and slides for TV promotion similar to build radio campaign.

- Produce filmed promotional spots for TV code emphasizing soft-sell effect.

- Continue expanding radio month activities.

In the area of national organizations:

- Erect public relations exhibits at

Hypnosis code board topic

Hypnotism and research are items on the agenda of the TV code board of the National Association of Broadcasters when it meets in Washington Thursday and Friday (June 17-18).

The subject of hypnosis on TV will come up in a proposed amendment that is designed to protect the public from hypnotism that might have an adverse effect on the audience.

Howard Bell, code director, will bring the board up to date on the status of the research study designed to tell the code how the TV audience reacts to various types of commercial placement.

A general review of problems encountered in the area of time standards, a report on monitoring, the status of cigarette advertising legislation and a report on toy advertising will also be on the agenda.

selected conventions and meetings.

- Place articles in organization journals.

- Revise and expand the Speakers Bureau Directory.

- Use direct mail.

In the high school and college area:

- Offer special kits to guidance counselors.

- Produce new speech texts on careers in radio-TV.

- Work with the Association for Professional Broadcasting Education for close ties with college students.

To aid local public relations efforts by stations NAB would:

- Run periodic public relations clinics for managers.

- Produce a community action guide for station employees.

- Publish annual guide of public relations suggestions for local use.

- Produce yearly kit of 12 letters as suggested local mailings.

Changing hands

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

- KVEN-AM-FM Ventura, Calif.: Sold by Carroll Hauser, John Hearne, Sidney M. Held and associates to Ira E. Laufer, Robert L. Fox and Greater California Capital Corp., for \$500,000. KVEN broadcasts fulltime on 1450 kc with 1 kw day and 250 w night, while KVEN-FM is on 100.7 mc with 39 kw. Broker: Blackburn and Co.

- WREB Holyoke, Mass.: Sold by Don-

“...it sounds good but let's see what they say at Blackburn”

The element of risk as well as opportunity is present in every transaction. Our reputation for reliability, knowledge of markets and past sales and insight that comes from years of experience will serve you well when you want the facts you need to do business. Consult Blackburn.

BLACKBURN & Company, Inc.

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Colin M. Selph
G. Bennett Larson
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ald T. Hancock and associates to Donald H. Kingsley and associates, for \$200,000. WREB broadcasts daytime with 500 w on 930 kw. Broker: Hamilton-Landis and Associates.

▪ WGLI-FM Babylon, N. Y.: Sold by Friendly Frost appliances to Peter A. Bordes and associates, for \$90,000. Mr. Bordes and associates own WGSM Huntington, N. Y., and plan to call station WGSM-FM. WGLI-FM broadcasts on 94.3 mc with 1 kw.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 100)*

▪ WMDD-AM-FM Fajardo, P. R.: Sold by Jose R. Madrazo to Richard J., Samuel E. and Lauren Friedman, for \$400,000 and agreement not to compete. Mr. S. E. Friedman is an attorney. WMDD is fulltimer on 1480 kc with 5 kw while WMDD-FM is recently granted construction permit for 96.5 mc with 5.4 kw.

▪ KREW Sunnyside, Wash.: Sold by Cole E. Wylie, to Don G. Bennett, for \$125,000. Mr. Bennett is manager of KREW which broadcasts fulltime on 1230 kc with 1 kw day and 250 w night.

New TV stations

As of June 10 there were 115 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 66 were commercial UHF's, 7 were educational VHF's and 23 were educational UHF's.

Court upholds TBC decision

The Texas supreme court last week upheld an earlier decision by a Texas appeals court which dismissed a suit filed by former employes of Texas Broadcasting Co.'s KRGV-TV Weslaco, Tex. TBC sold the Weslaco station in 1961. The employes were seeking payments from a pension fund set up by TBC for the station's personnel (BROADCASTING, March 1).

The majority of TBC's stock is held in trust for the family of President Johnson.

Connecticut votes ETV funds

More than \$800,000 in capital and operating funds for the Connecticut Educational Television Corp. has been voted by the Connecticut general assembly. The nonprofit corporation operates WEDH(TV) Hartford and holds a construction permit for a translator on channel 71 at New Haven.

The great swap takes place June 19

WESTINGHOUSE, NBC RETURN TO ORIGINAL PROPERTIES

NBC plans to close down its broadcast operations in Philadelphia after sign-off the night of June 18 and resume on June 19 in Cleveland. Westinghouse Broadcasting Co., meanwhile, similarly would be closing off in Cleveland and opening up on the morning of June 19 in Philadelphia.

Both NBC and Westinghouse officials last week prepared for this exchange of radio and TV operations in the two cities in accordance with settlement of the long-running Philadelphia channel 3 fight. The swap was made possible when RKO General Inc. withdrew its court appeal from an FCC decision (BROADCASTING, June 7).

The FCC had directed in effect that NBC swap back its Philadelphia stations WRCV-AM-TV, for Westinghouse's KYW-AM-FM-TV Cleveland (BROADCASTING, Aug. 3, 1964.)

NBC sources indicated their top management teams will be maintained, but Westinghouse has announced a change in the general managership of the radio station it will now operate in Philadelphia.

Westinghouse said its Philadelphia call letters will be KYW-AM-TV. NBC

authorities said the network expects its new calls for Cleveland will be WKYC-AM-FM-TV as the nearest it can get, with the least confusion, to the old KYW identity.

Raymond W. Welpott, executive vice president and general manager of WRCV-AM-TV and executive vice president of NBC-Owned Stations and Spot Sales, will continue to supervise operations of all NBC-owned stations. Arthur A. Watson, since last February general manager of the Philadelphia stations, moves to Cleveland as general manager there.

Changes ▪ WBC announced that Frank Tooke, for the past six years area vice president in Cleveland, will move to Philadelphia in the same position. Fred E. Walker, named last March as general manager of KYW-TV, also will move to Philadelphia in that post.

The new general manager of KYW-AM in Philadelphia for Westinghouse will be Richard Harris who has been serving as general manager of WBC's WBZ Boston. He exchanges positions with Perry Bascom who moves from Cleveland to Boston as general manager of WBZ.

EXCLUSIVE BROADCAST PROPERTIES!

SUNNY WESTERN STATE

—The only 50,000 watt radio station serving one of the West's largest and fastest growing markets. This excellently equipped daytimer's owner is retiring and present billing should triple under aggressive management. Priced at \$495,000 with 29% down and balance over seven years. **Contact—John F. Hardesty in our San Francisco office.**

ROCKY MOUNTAIN AREA

—Non-directional daytimer serving expanding single station market. Excellently equipped. Definitely an owner-operator situation. Total price of \$89,500 with 29% down. **Contact—John F. Meagher in our Washington office.**

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SAN FRANCISCO
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RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers

Bird speeds business calls

ITT and RCA tests show Early Bird's versatility; saves time for agencies

Key to the Communications Satellite Corp.'s financial future may be found in the use of its satellites for handling business traffic, J. R. McNitt, president of ITT World Communications Inc., said last week.

"Much has been written about international television by satellite," he said. "But the best hope of bread-and-butter income for Comsat, as a carriers' carrier, is the established business traffic of the international record and voice carriers."

Mr. McNitt spoke at the opening of two days of Early Bird tests in which record and voice carriers, including ITT and RCA communications, participated. The tests were conducted Wednesday and Thursday in cooperation with Comsat and various European government administrations.

Two U. S. advertising agencies took part in the tests, which also included the relaying of radio news programs from overseas correspondents of NBC and ABC as well as transmissions by various high-speed data systems.

One of the developments tested was ITT's Videx slow-scan television system, which transmits live images or photographs and other flat copy over an ordinary voice-grade channel. The system, tested on the West Coast a few weeks ago, was described as useful in international communications for "conference calls" to revise advertising copy and layouts, for checking of sketches by designers, for verification of signatures and documents and for frame-by-



Graham Rohrer, Needham, Harper and Steers vice president and account supervisor (l) and Moe Lebowitz, art director, study a proposed ad transmitted by Early Bird.

frame transmission of newsreels.

For last week's Videx test through Early Bird, Needham, Harper & Steers, New York, the corporate advertising agency for ITT's parent company, International Telephone & Telegraph Corp., prepared an ad to be placed in European media through Brockie-Haslam, London, agency handling part of an ITT English subsidiary's account.

Five-Minute Conference ■ Layouts were transmitted back and forth between the New York and London agencies. NH&S authorities said they developed and reached agreement on the final ad within five minutes, as compared to five days normally required to get agreement by air mail and overseas telephone. Graham Rohrer, NH&S vice president and ITT account supervisor, and Moe Lebowitz, art director, handled the New York end of the conference.

ITT authorities indicated they plan to charge \$4 for one minute and require a minimum purchase of three minutes when Early Bird goes into commercial use. They said this was the same as the charge for transmission by cable.

As part of RCA's tests, Early Bird's ability to handle the RCA Telex service was demonstrated in an exchange of greetings between David C. Stewart, president of Kenyon & Eckhardt, and Giancarlo Rossini, K & E International vice president, both in New York, and A. N. C. Varley, chairman of K & E's London partner, Colman, Prentis & Varley.

FANFARE

Rep firm head calls for more promotion

Television stations as well as networks had better gear up for intense promotion for the 1965-66 TV season, Lloyd George Venard, president of Venard, Torbet & McConnell, said in a bulletin issued last week to stations represented by his firm.

He predicted that the three TV networks will again be close in ratings, with many week-to-week changes occurring in the ratings reports. Accordingly, he said, promotion at both station and network levels will be more important than ever before.

Station promotion, he noted, can take several forms. Reminding stations that CBS-TV had carried on-air promotion of ratings reports indicating CBS-TV had the largest audience during the re-

cent Gemini-Titan space flight, he said:

"Local stations have always been remiss in promoting their own services to their viewers. They do not have to emphasize ratings, but they should emphasize local scoops and advantages, as exemplified by the network promotion. . . . It is a simple procedure to have a newscaster's copy read 'as announced at 8 a.m. on this station' to emphasize that a news scoop had been generated by the station."

Mr. Venard said stations will be called upon "to do more promotion under the term of 'merchandising.'" And he also urged them to "use trade paper advertising with more frequency than they have in the past."

He continued: "Agencies and clients will want to know sales statistics in each area, and the stations that make these reports regularly are naturally in a better position for renewals and for new business." He added that "when a station puts a message in a trade paper and

the message is repeated by the representative salesman and by the sales manager of the station, greater believability and reaction result."

Drumbeats . . .

Agency named ■ Dawson, Turner & Jenkins, Portland, Ore., has been appointed advertising and public relations counsel for KATU(TV) (ch. 2), ABC affiliate in that city. Roger A. Bachman, agency vice president, will be account executive, according to William J. Hubbach, vice president and general manager of KATU.

Educational fund ■ An educational fund has been created in the name of Bruce Davies, KFAB Omaha farm director who died recently while undergoing heart surgery in Omaha (BROADCASTING, May 31). The fund will provide for the education of his two young sons.

Trading Stamps



Dr. Eugene R. Beem, economist of The Sperry and Hutchinson Company, served on the faculties of the University of California, Kalamazoo College and the University of Pennsylvania's Wharton School of Commerce before joining S&H seven years ago. He is a vice-president and heads the S&H Research and Development Department. Here are his answers to three questions you may have heard—or asked—recently about trading stamps.

Some questions and answers.

Q. **Dr. Beem, a few food stores have dropped stamps recently. Why is this happening?**

A. It's quite natural. Some stores drop, while others adopt a stamp program. It's the natural result of the continuous striving of food merchants, in their highly competitive field, to find the most effective formula for attracting customers.

A store must match up well with its competitors on many points—price, quality, parking, advertising, and so on. Like all forms of promotion, trading stamps are subject to continuous scrutiny and testing.

I look for increased activity by food chains in testing the ways a store spends its promotion dollar. But, on balance, I foresee the continued growth of the stamp industry. Our first quarter sales are up 5.5% over last year. This compares to a predicted increase of 3.5% overall for the national economy.

Q. **What is the effect of stamps on prices?**

A. Minimal. Despite many attempts to show that in some unique way trading stamps and higher prices go together, no one has been able to produce a reliable study establishing this as a fact.

The U.S. Department of Agriculture produced a most exhaustive and authoritative study in 1958,

covering food prices over a three-year period. It found a tiny price gap of six-tenths of one per cent opening up in favor of non-stamp supermarkets. But, the report pointed out, even that tiny difference "may have been caused in part by the non-stamp stores lowering the food prices to meet the competition of stores adding stamps."

A special series of studies by Verne A. Bunn of the University of Wichita, compares prices in areas where stamps are restricted, and in areas where stamps are freely used.

Bunn's latest study, completed this spring, confirms earlier findings that there is "no evidence that stamp use leads to higher retail food prices."

Q. **How do trading stamps affect local retail advertising?**

A. They usually tend to increase it, in two ways. Trading stamps are a stimulant to free competition, and experience has shown that one result after stamps are introduced in an area is an increase in ad lineage. Stamps are an attraction with which a merchant hopes to increase his business. As such, they are something to be advertised—not a substitute for advertising. In addition, the response from non-stamp merchants usually is more lineage about their attractions.

An American Way of Thrift Since 1896



A flexible UHF assignment plan

'Unsaturated' table and scheme for low-power stations in smaller communities would replace present table which has 1,600 assignments

The FCC last week issued two documents aimed at injecting new flexibility into its UHF television allocations policy.

One is a new "unsaturated" table of UHF assignments, developed with the commission's Univac III computer. The other is a proposed rulemaking to reserve channels 70-83 for exclusive use by new community-type, low-power television stations in small and medium sized cities.

Both documents, approved at a meeting June 4 (BROADCASTING, June 7), are designed to enable the commission to pay more attention to local demand and economic realities than it can at present.

The table, which replaces one containing some 1,600 UHF assignments, lists 1,080 assignments in 784 cities

(the table is reproduced beginning below). The assignments are divided about equally between commercial and educational frequencies. The present table has some 230 ETV assignments.

Except where stations are already authorized or where applications are pending, commercial assignments have not been made in cities of less than 25,000. Missing from the table also are new assignments involving channels 70 to 83.

This will enable the commission to make commercial and educational assignments to smaller communities where and as demand for them develops. And if it decides against adopting the proposal for low-power community-type stations, the commission said it will add

assignments involving channels 70 to 83 to the plan.

Channels for Future ■ The commission said it decided to leave channels available for future assignment because of its experience with allocations tables in which many small communities were selected simply because they were the largest in a limited area where an assignment could be made.

This led to situations in which would-be broadcasters in one of the other communities where the channel would fit petition for a rulemaking to move the facility. And this, in turn, the commission noted, often produced objections from individuals and civic leaders in the community where the channel was originally assigned who were "in-

Where the FCC would put TV stations

NOTE: Offset designators for UHF channels are not shown in the table below but will be added in a subsequent order. The appropriate offset will be shown on any construction permit or license which may be issued prior thereto.

*Denotes educational reservation

ALABAMA

Andalusia, *2—
Anniston, 40
Birmingham, 6—, *10—, 13—, 21, 42, *62, 68
Decatur, 23
Demopolis, *14
Dothan, 4, 18, 35, *41
Florence, 15, 36, *57
Gadsden, 29, 50
Huntsville, 19, *25, 31
Mobile, 5+, 10+, 19, 25, *31, *42
Montgomery, 12, 20, *26, 32, 38
Munford, *7—, *52
Selma, 8—, 43
Tuscaloosa, 33, 39, *45
Tuscumbia, 47

ALASKA

Anchorage, 2—, *7—, 11, 13—
Fairbanks, 2+, 4+, 7+, *9+, 11+, 13+
Juneau, *3, 8, 10
Ketchikan, 2, 4, *9
Seward, 4—, 9—
Sitka, 13

ARIZONA

Ajo, *36

Douglas, 3, *36
Flagstaff, 9, 13, *24
Globe, *14
Holbrook, *25
Kingman, 6—, *14
McNary, *22
Mesa, 12—
Nogales, 11, *32
Page, *14
Parker, *28
Phoenix, 3+, 5—, *8+, 10—, 21, 27, 33, *39
Prescott, 7, *29
Safford, *35
Tucson, 4—, *6+, 9—, 13—, *28, 34, 40
Yuma, 11—, 13+, *22

ARKANSAS

Arkadelphia, *27
Batesville, *29
El Dorado, 10—, 17, *30
Fayetteville, *13—
Fort Smith, 5—, 31
Harrison, *14
Hot Springs, 9+, *43, 56
Jonesboro, 8—, *34
Little Rock, *2—, 4, 7—, 11+, 16, *35
Pine Bluff, 19, 25
Russellville, *22

CALIFORNIA

Alturas, 13+
Bakersfield, 17, 23, 29, *39
Barstow, *36
Bishop, *14

Blythe, *34
Brawley, *26
Chico, 12—, *28
Coalinga, *40
Corona, 52
Cotati, *16
El Centro, 7+, 9+
Eureka, 3—, 6—, 13—
Fallbrook, *56
Fort Bragg, *21
Fresno, 24, 30, 47, 53, *59
Hanford, 21
Indio, *31
Los Angeles, 2, 4, 5, 7, 9, 11, 13, 22, *28, 34, *64
Modesto, 17, *58
Pittsburg, 42
Redding, 7, *9, 18
Ridgecrest, *42
Riverside, 40, 46
Sacramento, 3, *6, 10, 29, 56
Salinas-Monterey, 8+, 15, 25, *31
San Bernardino, *24, 30, 58
San Diego, 8, 10, *15, 39, 51
San Francisco, 2+, 4—, 5+, 7—, *9+, 20, 26, 32, 38, 44, *60
San Jose, 11+ 36, 48, *54
San Luis Obispo, 6+, *38
San Mateo, *14
Santa Barbara, 3—, 14, *31
Santa Cruz, *64
Santa Maria, 12+
Santa Rosa, 50, *62
Stockton, 13+, 19, 66
Susanville, *14
Visalia, 43
Watsonville, *52
Yreka City, *29

COLORADO

Alamosa, 3—, *25
Boulder, *12, 36

Colorado Springs, 11, 13, 38
Craig, *22
Denver, 2, 4—, *6—, 7, 9—, 14, 20, *30
Durango, 6+, *29
Fort Collins, 24
Glenwood Springs, *21
Grand Junction, 5—, *14
Gunnison, *31
La Junta, *24
Lamar, 12—
Leadville, *23
Montrose, 10+, *18
Pueblo, 5, *8, 22, 28
Salida, *15
Sterling, 3, *21
Trinidad, *29

CONNECTICUT

Bridgeport, 43, *71
Hartford, 3+, 18, *24, 61
New Britain, 30
New Haven, 8+, 59, *65
New London, 26
Norwich, *63
Stamford, 49
Waterbury, 20

DELAWARE

Seaford, *38
Wilmington, 12, *52, 73

DISTRICT OF COLUMBIA

Washington, 4—, 5—, 7+, 9, 14, 20, *26, 50

FLORIDA

Boca Raton, *14
Bradenton, *27
Clearwater, 22
Cocoa, *15, 41
Daytona Beach, 2—, 40
Fort Lauderdale, 51
Fort Myers, 11+, *30

Fort Pierce, 34, *59
Gainesville, *5—, 36
Jacksonville, 4+, *7, 12—, 17, 30, 54, *60
Key West, 26, 32
Lake City, *34
Lakeland, 46
Leesburg, *44
Madison, *43
Marianna, *30
Melbourne, 25, 31
Miami, *2, 4, 6, 7—, 10+, *17, 23, 33, 39, 45
New Smyrna Beach, *53
Ocala, *32
Orlando, 6—, 9, *24, 35
Palatka, *28
Panama City, 7+, 13, 28, *40
Pensacola, 3—, 15, 21, *47
St. Petersburg, 10—, 38, 68
Sarasota, 47
Sebring, *29
Tallahassee, *11—, 27, 33
Tampa, *3, 8—, 13—, *16, 49
West Palm Beach, 5, 12, *43, 56, 62

GEORGIA

Albany, 10, 19, 53
Ashburn, *42
Athens, *8, 64
Atlanta, 2, 5—, 11+, *30, 36, 46, *56, 66
Augusta, 6+ 12+, 14, 51
Chatsworth, *18
Cochran, *15
Columbus, 3, 9+, *28, 44, 57
Dawson, *25
Draketown, *24
Macon, 13+, 17, 34, *47
Pelham, *14
Rome, *48
Savannah, 3+, *9—, 11, 24
Thomasville, 6

spired by civic pride or vague speculation about the future" rather than by firm plans for use of the facility.

The overall objective, the commission said, is to provide an equitable distribution of facilities among the nation's states and communities. If implemented, the plan will permit a multiple choice of services in all areas of the country, the commission said.

Including the 658 VHF assignments, which are not affected, the commission has now allocated a total of 1,738 assignments. The UHF assignments are divided between 572 commercial and 508 educational channels; the VHF, 556 commercial and 102 educational assignments.

Distribution ■ The commission said that, with minor exceptions, commercial assignments (VHF and UHF combined) are distributed as follows: each of the top 25 markets, six or more (assignments); markets 26-75, five or more; markets 76-100, four or more; and markets 101-150, three or more. Below the 150th market level most assignments are made on the basis of one or two per market, the commission said, adding:

"If the assignments in these markets are taken up, it is estimated conservatively that over 90% of all TV homes should have access to three or more television services."

The community-type stations, which

would operate on maximum power of 10 kw with an antenna limited to 300 feet, would be tailored to meet the needs of small and medium-sized communities for both commercial and educational television service, the commission said. Comments are due July 20, replies by Aug. 5.

Channels for the stations would not be assigned to any communities in advance. Rather, the commission said, they would be available on application where the assignment could meet minimum separation requirements.

Reserving Block ■ The commission said it is proposing to reserve a block of channels as a means of reducing co-channel spacing requirements and limiting the impact of the "taboos." The low power and shortened antennas contemplated would permit substantial reductions in mileage separations.

The separation requirements proposed for community-type stations follows: co-channel, 50 miles; plus or minus one channel (e.g., station on channel 73 would have to be separated from stations on channels 72 and 74), 20 miles; plus or minus two, three, four and eight channels (e.g., station on channel 74 would have to be separated from stations on channels 72 and 76) 12 miles; and plus or minus seven, 14, and 15 channels, 25 miles.

The separation requirements proposed between community-type stations and

maximum-facility stations: plus or minus 1 channel, 40 miles; plus or minus 2, 3, 4, 5 and 8 channels, 20 miles; plus or minus 7 channels, 40 miles; plus or minus 14 and 15 channels, 50 miles.

The proposed rule marks a sharp departure from commission policy of basing TV assignment plans on maximum-facility stations. But the commission said that many existing assignments are in communities where there is little chance full-powered stations of 5 megawatts will be built.

The proposal was initiated by the commission staff, which began studying its possibilities about a year ago. In part, the idea was sparked by the Midwest Program for Airborne Television Instruction which, in its request for six UHF channels, had argued that many assignments for full-powered UHF stations were in small towns where they would probably never be used. The idea also has precedent in the Class A FM stations, which are low power community stations.

Present Problems ■ The commission said that present policy has led to situations in which channels assigned to outlying areas have been leapfrogged in toward large cities under the 15-mile rule, which permits a licensee to move his transmitter 15 miles without a rule-making, and then moved in even

Valdosta, *39, 45
Vidalia, *32
Warm Springs, *22
Waycross, *8+
Wrens, *20

HAWAII

Hilo, Hawaii, 2, *4, 9, 11, 13
Honolulu, Oahu, 2+, 4-, 9-, *11+, 13-
Lihue, Kauai, 3+, *8-, 10+, 12-
Wailuku, Maui, 3, 7, *10, 12

IDAHO

Boise, 2, *4+, 7, 14
Burley, *28
Caldwell, 9-
Coeur d'Alene, *22
Grangeville, *24
Idaho Falls, 3, 8+, 29, *35
Filer, *32
Lewiston, 3-
Moscow, *12-
Nampa, 6, 12+
Preston, *22
Pocatello, 6-, 10, *27, 33, 39
Sandpoint, *32
Twin Falls, 11, 13-
Weiser, *17

ILLINOIS

Aurora, 60
Bloomington, 43
Carbondale, *8
Champaign, 3+, 33
Chicago, 2-, 5, 7, 9+, *11, *20, 26, 32, 44, 50
Danville, 24
Decatur, 17, 23
De Kalb, *52
Edwardsville, *18
Freeport, 23, *49
Galesburg, 42
Harrisburg, 3
Kankakee, *66

La Salle, 35
Macomb, *14
Moline, 8, *30
Olney, *45
Peoria, 19, 25, 31, 53, *59
Quincy, 10-, 33, *45
Rockford, 13, 17, 39
Rock Island, 4+
Springfield, 20, 49, 55, *65
Streator, *41
Urbana, *12-
Vandalia, *28

INDIANA

Anderson, 23
Bloomington, 4, *30, 42
Elkhart, 28
Evansville, 7, *9+, 14, 25, 50
Fort Wayne, 15, 21, 33, *39, 55
Gary, *38
Hammond, 62
Indianapolis, 6, 8-, 13-, *20, 40, 53, *59
Kokomo, 51
Lafayette, 18, *29
Madison, *38
Marion, 31
Muncie, 43, 49, *61
South Bend, 16, 22, *34, 56
Terre Haute, 2+, 10, *36, 46
Vincennes, *34

IOWA

Ames, 5, 23, *33
Burlington, 34, *58
Carroll, *29
Cedar Rapids, 2, 9-, 38
Council Bluffs, *51
Davenport, 6+, 18, 24, *36
Decorah, *31
Des Moines, 8-, *11+, 13-, 15, 25, *43, 49
Dubuque, *29, 57, 66
Estherville, *34

Fort Dodge, 21
Iowa City, *12+, 28
Mason City, 3+, *42
Ottumwa, 22, *44
Red Oak, *28
Sioux City, 4-, 9, *27, 36
Waterloo, 7+, 14, *32

KANSAS

Chanute, *29
Columbus, *39
Dodge City, 6+, *35
Emporia, *27
Garden City, 11+, 13-
Goodland, 10
Great Bend, 2
Hays, 7-, *36
Hutchinson, *8, 12, 21
Lakin, *3
Lincoln Center, *9
Manhattan, *22
Oakley, *14
Phillipsburg, *20
Pittsburg, 7+
Pratt, *41
Salina, 25, 34, 44
Sedan, *26
Topeka, *11, 13+, 48, 58
Wichita, 3-, 10-, *18, 24, 43, *55

KENTUCKY

Ashland, 33, *61
Bowling Green, 13, 28, *65
Covington, *26
Elizabethtown, *57
Hazard, *40
Lexington, 18, 27, *46, 62
Louisville, 3-, 11+, *15, 21, 32, 41, *60
Madisonville, *23
Morehead, *64
Murray, *35
Owensboro, 31, 44
Paducah, 6+, 29
Pikeville, *28
Somerset, *29

LOUISIANA

Alexandria, 5, 25, 31, *42

Baton Rouge, 2, 9-, *27, 43
De Ridder, *34
Houma, 11
Lafayette, 3, 10, *30, 51
Lake Charles, 7-, 29, *38
Monroe, 8+, *13, 26, 39
Morgan City, *22
Natchitoches, *23
New Iberia, 24
New Orleans, 4+, 6+, *8, 12, *14, 20, 26
Shreveport, 3-, 12, *24, 33
Tallulah, *22

MAINE

Augusta, *10-
Bangor, 2-, 5+, 7-
Calais, *13-
Fort Kent, *46
Fryeburg, *39
Houlton, *24
Kittery, *33
Lewiston, 8-, 51
Millinocket, *32
Orono, *12-
Portland, 6-, 13+, 43, *61
Presque Isle, 8, *10+
Rumford, *20

MARYLAND

Baltimore, 2+, 11-, 13+, 24, 45, 63, *69
Cumberland, *36, 52, 58
Frederick, *66
Hagerstown, 31, 49, *55
Salisbury, 16, *44
Waldorf, *42

MASSACHUSETTS

Amherst, *58
Boston, *2+, 4-, 5-, 7+, 25, 38, *44, 56, 62
Fitchburg, 60

Greenfield, 32
New Bedford, 6+, 21, *46
North Adams, 19, *42
Pittsfield, 52
Springfield, 22, 40
Worcester, 14, *50, 66

MICHIGAN

Alpena, *6, 11
Ann Arbor, *58
Bad Axe, *43
Battle Creek, 65
Bay City, 5-, *19, 35
Cadillac, 9, *33
Calumet, 5, *32
Cheboygan, 4+
Detroit, 2+, 4, 7-, 20, 50, *56, 62
East Lansing, 23, *61
Escanaba, 3+
Flint, 12-, *31
Grand Rapids, 8+, 13+, 27, *49
Iron Mountain, 8-, *15
Ironwood, *23
Jackson, 42
Kalamazoo, 3-, *40
Lansing, 6-, 36, 67
Manistee, *30
Manistique, *29
Marquette, 6-, 13, *31
Mount Pleasant, *14
Muskegon, 43
Parma, 10-
Potoskey, *23
Pontiac, 78
Saginaw, 25, 41
Sault Ste. Marie, 8, 10+, *28
Traverse City, 7+, 20
West Branch, *17

MINNESOTA

Alexandria, 7, *23
Appleton, *10-
Austin, 6-, *44
Bemidji, 9, *32
Brainerd, *31

closer through rulemaking proceedings.

The proposed rule would prohibit that kind of activity by community-type stations. Their transmitter sites would not be permitted within 25 miles of the main post office of the principal city of an urbanized area, or within 10 miles of the urbanized area's boundary, whichever is less restrictive.

Each community would be limited to one commercial and one educational community-type station. Any city with a post office within 10 miles of an existing community-type station would be ineligible for an assignment. There would be no ban on community-type stations in areas outside of census-defined urbanized areas even where there are regular TV assignments or authorizations.

Community stations would be permitted to serve more than one principal city only if they were able to provide a signal intensity of 80 millivolts, equal to the city-grade signal strength of a UHF station, over the main post office of each of the cities.

The commission said it would continue to authorize UHF translators on channels 70 through 83. However, the use of those channels by translators would be secondary to the use by TV broadcast stations.

Computer's Importance ■ An important factor in the commission's decision to operate with an unsaturated table of allocations is its new computer, which permits the commission to determine much more swiftly than it otherwise could the impact of one possible channel assignment on another. The commission said the computer can devise in 10 hours a nationwide assignment plan

that two engineers, working manually, would require a year to produce.

Originally, the commission had intended to saturate the table to prevent the "gravitation" of available assignments to large cities. When proposed as a rulemaking on Oct. 25, 1963, the table contained almost 2,000 assignments (BROADCASTING, Oct. 28, 1963). But, the commission said, the computer indicated that this precaution was unnecessary since few large metropolitan centers can accommodate any more assignments.

And in considering the addition of channels in large cities where they would fit, the commission said, it has "a tool in the electronic computer which can quickly assess the impact of such additional assignments on channel availabilities in surrounding areas."

The commission added that requests for rulemaking to add channels to the table or to add new cities should contain an engineering study showing that the channel requested was selected as having the least impact on other available assignments. The computer will be used to verify such studies.

The new table grew out of a request by the National Association of Educational Broadcasters for a substantial increase in the number of ETV channels. NAEB subsequently submitted a proposed table which it had developed with the use of a computer (BROADCASTING, Nov. 11, 1963).

Valuable Contribution ■ The commission said the NAEB computer study "made another valuable contribution to the development of channel allocations." But the commission did not give the educators what they had requested.

The NAEB table contained a total of 2,600 assignments, 900 of them reserved for education.

Educational assignments were not made in all communities proposed by the NAEB, and no community was granted more than two ETV assignments, as the educators had requested. In fact, the new table contains fewer ETV assignments than the table previously proposed by the commission (610 compared with 695).

However, the commission said its table provides each state with at least one statewide ETV service and assigns two ETV channels to 45 cities. Only 16 cities now have two such assignments.

The commission said it imposed a two-assignment maximum because of the availability of the new instructional fixed TV service on 2500 mc. It also said that by adopting an unsaturated table and opening the possibility of community-type stations on channels 70 to 83, the "future needs of the educational service will be better served."

The report adopting the table terminates six rulemaking proceedings concerning channel assignments. The commission rejected the assignment of channel 18 to Gaithersburg, Md.; assigned 25 to Evansville, Ind.; retained 49 in Akron and assigned 45 to Dayton, both Ohio; and assigned educational reserved channels 6 to Sacramento, 9 and 60 to San Francisco, 31 to Santa Barbara, 52 to Watsonville, all California, 48 to Keene and 59 to Littleton, both New Hampshire, 18 to Atlantic City, N. J., 35 to Athens and 38 to Chattanooga, both Tennessee, and 61 to Ashland, Ky.

Crookston, *33
Duluth, 3, *8, 10+, 22, 28
Ely, *33
Fairmont, *24
Hibbing, 13-, *24
International Falls, 11, *35
Mankato, 12, *28
Marshall, *14
Minneapolis-St. Paul, *2-, 4, 5-, 9+, 11-, *17, 29, 39
Rochester, 10, 22
St. Cloud, 21, *27, 50
Thief River Falls, 10
Wadena, *34
Walker, 12-
Willmar, *33
Winona, *43
Worthington, *30

MISSISSIPPI

Biloxi, 13+, *23, 36
Booneville, *38
Bude, *21
Cleveland, *31
Columbia, *33
Columbus, 4-
Greenville, 14, 36
Greenwood, 6, *23
Hattiesburg, 29, *41
Jackson, 3+, 12+, 16, *28, 34
Laurel, 7, 35
Meridian, 11-, 30, 40, *46
Senatobia, *42
State College, *2+
Tupelo, 9-
Vicksburg, 38
Yazoo City, *32

MISSOURI

Birchtree, *23
Bowling Green, *29
Cape Girardeau, 12, 27, *38
Carrollton, *14
Columbia, 8+, 31
Flat River, *19
Hannibal, 7-
Jefferson City, 13, 25, *43
Joplin 12+, *21, 33
Kansas City 4, 5+, 9+, *19, 30, 36, *42, 54
King City *20
Kirksville 3-
La Plata *35
Lowry City *28
Poplar Bluff 15, *33
Rolla *22
St. Joseph 2-, 32, 38
St. Louis 2, 4-, 5-, *9, 11-, 24, 30, *41
Sedalia 6-
Springfield 3+, 10, *20, 41

MONTANA

Anaconda 2+
Billings 2, 8, *11, 14, 20
Bozeman *9
Butte 4, 6+, *7-, 32, 38
Cut Bank *14
Dillon *14
Glendive 5+, *22
Great Falls 3+, 5+, 18, 24, *35
Hardin 4+
Havre 9+, 11+, *29
Helena 10+, 12, *28
Kalispell 9-, *29

Lewistown 13
Miles City 3-, *6, 10
Missoula 8-, *11-, 13-, 20, 31
Wolf Point *32

NEBRASKA

Albion 8+, *21
Alliance *13-
Bassett *7-
Grand Island 11-, 29
Hastings 5-
Hayes Center 6
Hay Springs 4+
Kearney 13
Lexington *3+
Lincoln 10+, *12-, 14, 35
McCook 8-
North Platte 2-, *9+
Omaha 3, 6+, 7, *26, 39, 45, *57
Scottsbluff 10-
Superior 4+

NEVADA

Boulder City 4+
Elko 10-, *18
Ely 3-, 6+
Fallon *21
Goldfield 5-
Las Vegas 2-, 8-, *10+, 13-, 21
McGill 8+
Reno 2, 4, *5, 8, 23, 43
Tonopah 9-, *22
Winnemucca 7+, *22
Yerington *31

NEW HAMPSHIRE

Berlin *47
Concord 36
Durham *11
Hanover *28, 57
Keene *48
Littleton *59
Manchester 9-, 27, 68
Portsmouth 64

NEW JERSEY

Atlantic City *18, 46
Burlington 48
Glen Ridge *77
Newark 13-
New Brunswick *19, 47
Paterson 41
Trenton *57
Vineland 65
Wildwood 40

NEW MEXICO

Alamogordo *30
Albuquerque 4+, *5+, 7+, 13+, 14, 20, *28
Carlsbad 5-, *21, 27
Clayton *23
Clovis 12+
Deming *33
Farmington 12+, *23
Gallup 3, *8-, 10
Hatch *12
Hobbs 22
Las Cruces 22
Lovington *32
Portales *3+
Raton *35
Roswell 8, 10-, 23, 29,

*35
Santa Fe 2+, *9+, 11-, 22
Silver City 6, *10+
Socorro *25
Tucumcari *30

NEW YORK

Albany-Schenectady 6, 10-, 13, *17, 23, *29
Amsterdam *39, 55
Binghamton 12-, 34, 40, *46
Buffalo 2, 4-, 7+, *17, *23, 29, 76
Carthage 7-
Corning *42
Elmira 18
Glens Falls *51
Ithaca *14, 52
Jamestown 48, *54
Lake Placid 5, *33
Massena *20
New York 2, 4, 5+, 7, 9+, 11+, *25, 31
Oneonta *36
Patchogue 67
Plattsburg *49
Poughkeepsie 53, 69
Riverhead 55
Rochester 8, 10+, 13-, *21, 33, 62
Syracuse 3-, 5-, 9-, *24, 30, *43
Utica 2-, 27, 47, *59
Watertown *50, 67

NORTH CAROLINA

Asheville 13-, 21, *33, 62
Burlington 57

(continued on page 90)

BROADCASTING, June 14, 1965



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Magnetic Products Division



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(Continued from page 88)

Chapel Hill *4+
Charlotte 3, 9+, 18, 36,
*42
Columbia *2
Concord *58
Durham 11+, 44
Fayetteville 33, 46
Franklin *23
Goldsboro 51
Greensboro 2-, 16, 40
Greenville 9-, 18, *30
High Point 8-, *66
Kannapolis 64
Linville *17
Morganton 54
New Bern 12+
Raleigh 5, 28, *38
Rocky Mount 56
Washington 7
Wilmington 3-, 6, 21, *27
Wilson 34
Winston-Salem 12, *32

NORTH DAKOTA

Bismarck *3, 5, 12-, 26,
32
Devils Lake 8+, *22
Dickinson 2+, *4
Ellendale *28
Fargo 6, 11+, *13, 30
Grand Forks *2, 14, 27
Jamestown 7-, *29
Minot *6+, 10-, 13-, 14,
24
Pembina 12
Valley City 4-
Williston 8-, 11-, *28

OHIO

Akron 49, *55, 67
Ashtabula 15
Athens *20
Bowling Green *70
Bryan *64
Canton 17, 23
Chillicothe 53
Cincinnati 5-, 9, 12, *48,
54, *65, 74
Cleveland 3, 5+, 8, 19,
*25, 61
Columbus 4-, 6+, 10+,
*34, 47, *63
Dayton 2, 7+, 16, 22, *45
Hillsboro *24
Lima 35, 44, *68
Lorain 43
Mansfield *59
Marion 38
Newark *28, 50
Oxford *14
Portsmouth 30, 36, *42
Sandusky 51
Springfield *57, 66
Steubenville *56
Toledo 11-, 13, 24, *30,
54, 60
Woodsfield *64
Youngstown 21, 27, 33, 45,
*65
Zanesville 18

OKLAHOMA

Ada 10+, *33
Altus *30
Ardmore 12-, *15
Bartlesville 35
Elk City 8+, *38
Enid 22, *31
Guymon *22
Hugo *21

Lawton 7+, 28, *41
McAlester *30
Miami *45
Muskogee 36
Oklahoma City 4-, 5,
9-, *13, 14, 25
Tulsa 2+, 6, 8-, *11-,
23, *32, 44, 56
Woodward *29

OREGON

Astoria *14
Bend *27
Brookings 8+, *14
Burns *24
Corvallis *7-
Eugene 9+, 13, 28, *38
Klamath Falls 2-, *31
La Grande 13+, *32
Medford 5, 10+, *23
North Bend 11, *21
Portland 2, 6+, 8-, *10,
12, 36, *42
Roseburg 4-
Salem 3+, *34, 40
The Dalles *43

PENNSYLVANIA

Allentown *39, 60
Altoona 10-, 25, 41, *57
Bethlehem 51
Clearfield *3+
Erie 12, 24, 35, *46, 66
Greensburg 14
Harrisburg 21, 27, *33
Johnstown 6, 19, *47
Lancaster 8-, 15
Lebanon 62
Lock Haven 32
Philadelphia 3, 6-, 10,
17, 23, 29, *35, *68
Pittsburgh 2-, 4+, 11,
*13-, *16, 22, 53
Reading 56
Scranton 16, 22, 38, 44,
*64
State College *30
Wilkes Barre 28
Williamsport 67
York 43, 53

RHODE ISLAND

Providence 10+, 12+, 16,
*34, 54

SOUTH CAROLINA

Aiken *31
Allendale *33
Anderson 40
Beaufort *28
Charleston 2+, 4, 5+,
*7-
Columbia 10-, 19, 25,
*35, 56
Conway *49
Florence 13+, 23, 39, *55
Georgetown *29
Greenville 4-, *29, 57
Greenwood *27
Rock Hill 30, *48
Spartanburg 7+, 24
Sumter *43

SOUTH DAKOTA

Aberdeen 9-, *24
Brookings *8
Huron 12+
Lead 5-, 11+

Mitchell 5+
Pierre *10+
Rapid City 3+, 7+, *9,
16, 22
Reliance 6-
Seneca *2-
Sioux Falls 11, 13+, *22,
32, 43
Vermillion *2+
Watertown 3-

TENNESSEE

Athens *35
Chattanooga 3+, 9, 12-,
*38, 51
Cookeville *42
Crossville *39
Fayetteville *41
Greeneville 15
Jackson 7+, 14, *32
Johnson City 11-, *44
Kingsport 63
Knoxville 6, 10+, 14, 26,
*47
Lexington *11
Memphis 3-, 5+, *10+,
13+, 24, 30, *40
Murfreesboro 33
Nashville *2-, 4+, 5, 8+,
24, 30, *48
Sneedville *2+

TEXAS

Abilene 9+, *26, 32, 38
Alpine 12-
Amarillo *2-, 4, 7, 10, 14
Austin 7+, *14, 24, 33, 42
Bay City *31
Beaumont 6-, 12-, 40,
*46
Big Spring 4-, *14
Boquillas 8-
Brady 13
Bryan 3+, *30
Childress *33
Corpus Christi 3-, 6+,
10-, *16, 22
Dallas 4+, 8, *13+, 29
Del Rio 10, *52
Denton *2
El Paso 4, *7, 9, 13, 14,
26, *38
Fort Stockton 5+
Fort Worth 5+, 11-,
*31, 40
Galveston 18, *28
Harlingen 4+, *17, 23
Houston 2-, *8-, 11+,
13-, 20, 26, 39, *48
Laredo 8, 13, 15, *27
Longview 14
Lubbock *5-, 11, 13-,
28, 34
Lufkin 9
McAllen 20
Marfa 3
Marshall *20, 36
Midland 2+, 18
Monahans 9-
Nacogdoches 19, *32
Odessa 7-, 24, 30, *36
Port Arthur 4-
Presidio 7+
Richardson 23
Rosenberg 58
San Angelo 3-, 6+, 8+,
*31
San Antonio 4, 5, *9-,
12+, *23, 32, 41
Sherman 26, *39
Sonora 11+

Sweetwater 12
Temple 6, 22
Texarkana 6+, *28, 41
Tyler 7, 16, *44
Victoria 19, 25
Waco 10+, 18, 28, *34
Weslaco 5-
Wichita Falls 3, 6-, *24,
36

UTAH

Cedar City 5, *18
Logan 12-, *34
Moab *25
Monticello *22
Ogden *9+, *18, 24, 30
Price 6, *29
Provo *11+, 23
Richfield 13+, *21
Salt Lake City 2-, 4-,
5+, *7-, 14, 26, *36
St. George *22
Vernal 3+, *28

VERMONT

Burlington 3, *24, 62
Rutland *45
St. Johnsbury *65
Windsor *15

VIRGINIA

Blacksburg *52
Bluefield *35
Bristol 5+, *38
Charlottesville 29, *51, 64
Courtland *31
Danville 14, 24, *49
Fredericksburg *59
Front Royal *39
Hampton *15
Harrisonburg 3-
Kenbridge *19
Lynchburg 13, 45, *55
Norfolk-Portsmouth-
Newport News 3+,
10+, 13-, 27, 33, 39, *52
Norton *34
Onancock *49
Petersburg 8
Richmond 6+, 12-, *23,
35, *41, 47
Roanoke 7-, 10, 27, *43
West Point *43

WASHINGTON

Bellingham 12+, 18, 34,
*64
Centralia *44
Everett 58
Pasco 19
Pullman *10-
Richland 25, *31
Seattle 4, 5+, 7, *9, *32,
38
Spokane 2-, 4-, 6-,
*7+, 28, 38
Tacoma 11+, 13-, 50, *56,
*62
Vancouver *30
Walla Walla 14
Wenatchee *39
Yakima 23, 29, 35, *47

WEST VIRGINIA

Beckley 4
Bluefield 6-, 19
Charleston 8+, 14, 49,
*59

Clarksburg 12+, 38
Fairmont 48
Grandview *9-
Huntington 3+, 13+, *55
Martinsburg *61
Morgantown *35
Parkersburg 15, 31, *60
Weirton *62
Weston 5
Wheeling-Steubenville,
Ohio 7, 9+, 26, 44
Williamson *57

WISCONSIN

Appleton 44
Colfax *36
Eau Claire 13+, 30
Fond du Lac 34
Green Bay 2+, 5+, 11+,
26, *32
Janesville 58
La Crosse 8+, 25, *35, 41
Madison 3, 15, *21, 27, 45
Manitowoc 38
Milwaukee 4-, 6, *10+,
12, 18, 24, *36, 55
Oshkosh 22
Racine 42
Rhinelander 12+
Sheboygan 28
Superior 6+, 16
Wausau 7-, 9, *14, 20

WYOMING

Casper 2+, 6+, 20, *36
Cheyenne 5+, *16, 29, 35
Lander 4
Laramie *8+
Rawlins 11-
Riverton 10+
Rock Springs 13
Sheridan 7, 12+

U. S. Territories and Possessions

GUAM

Agana 8, 10

PUERTO RICO

Aguadilla *32, 44
Arecibo-Aguadilla 12+
Arecibo 54, 80
Bayamon 36
Caguas 11-, *58
Carolina 52
Cayey 76
Fajardo 13+, *40
Guayama 46
Humacao 68
Mayaguez *3+, 5-, 16,
22
Ponce 7+, 9-, 14, 20, *26,
48
San Juan 2+, 4-, *6+,
18, 24, 30, *74
San Sebastian 38
Utuaedo *70
Vega Baja 64
Yauco 42

VIRGIN ISLANDS

Charlotte Amalie 10-,
17, *23, 34
Christiansted 6+, 15, *21,
27

Deadline extended

The FCC last week granted a 30-day extension, to July 14, for comments on its proposed rulemaking, issued early last month, looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services (BROADCASTING, May 17).

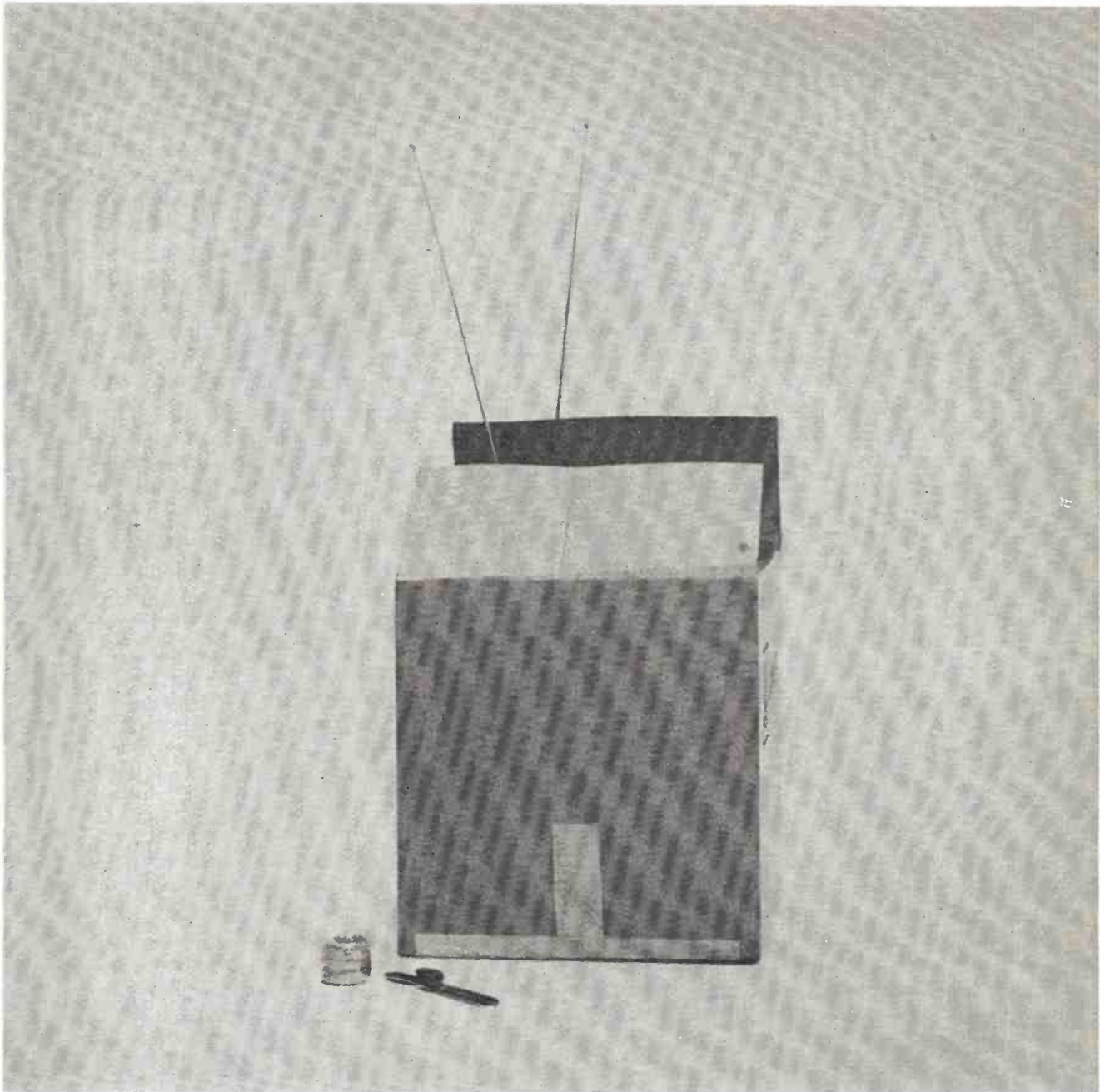
The delay was requested by the Association of Federal Communications Consulting Engineers and the Association of Maximum Service Telecasters.

Seeking an extension the day following the commission's action was the National Association of Broadcasters, which asked that the comment deadline be advanced to Dec. 14.

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Know Anyone Who Stores His TV in the Summer?

It just doesn't happen. Sure, summer audiences are unusual. With new programs and different schedules, it's only natural for viewers to develop distinct summer viewing habits. But, the audience is still there. They still watch. They still buy.

And if you want proof, take a look at the successful television advertisers who regularly combat summer slumps in product sales

by buying extensive summer schedules. For an even more meaningful evaluation, measure a summer audience. An ARB Overnight Survey on almost any program in any market you choose can be scheduled on short notice . . . an inexpensive and reliable method for obtaining summer estimates — and you get the survey results the very next day!

Summer is short, so plan now

to profit in the months ahead by calling your ARB representative. Buying or selling, do it with confidence this summer . . . do it with ARB telephone coincidental surveys.



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Sony to start delivery of home TV recorders in 8 weeks

Sony Corp. of America has entered a serious bid for the home TV tape recorder market and expects to be selling its Videocorder at a rate of a "couple of thousand a month."

The new recorder was shown in this country for the first time last week at a demonstration in New York, and, according to Sony's timetable, the machine should be ready for delivery in quantity in about eight weeks.

The machine, which includes the recording unit and a 9-inch TV re-

ceiver, is priced at \$995. A walnut cabinet model with a time clock that automatically presets recording of a program while the owner is away from home sells for \$1,250. A camera-microphone kit for use with the recorder also is available at \$350.

The machine parts and assembly are Japanese though the walnut cabinets are made in this country along with the final assembly. Sony last November introduced a home recorder in Japan that is packaged differently—the TV set and recording unit are separated physically—but

has yet to deliver them to Japanese consumers. Sony officials said that the company is timing the sale in both countries for about the same period. The Japanese version sells for about \$750.

Several models were shown in operation at Sony's Fifth Avenue display center. The playback of both pictures taken by the live camera attachment and those telecast by local stations on regular channels appeared to be of acceptable quality for home viewing.

The recorder uses a revolving head in a slow-speed system. The one-inch wide tape has a speed of 7½ inches per second and the recorder uses 7-inch reels for an hour of continuous recording. A 30-inch tape reel is priced at \$21.95, and a one-hour tape reel at \$39.95. Sony manufactures the tapes which can be erased, spliced and edited.

Sony noted that its equipment can record any picture shown on the TV screen and that a color picture will be recorded in black-and-white. "Home movies" are possible with the use of the camera kit. The recording, of course, can be played back immediately. This feature is conventional with home video recorders either already announced or in development.

Though the two-head rotary recording system uses principles similar to those in professional machines, the Sony home recorder is not designed for in-studio use by broadcasters.



FCC fines WKLW (FM)

WKLW(FM) Grand Rapids, Mich., was notified by the FCC last week that it had incurred an apparent liability

of \$500 for numerous and repeated rule violations. The infractions charged by the agency include failure to employ a first-class operator, have an operator on duty at the transmitter, post an op-

erator's license, and have daily inspection of the station's transmitting equipment.

Deadline for land mobile comments extended

The FCC has been urged to permit field tests to determine once and for all the propriety of land mobile radio services sharing both adjacent and co-channels with TV and FM broadcasting services.

The recommendations, filed June 4 in response to the commission's inquiry into the feasibility of interservice sharing of spectrum space, were submitted by AT&T, the Special Industrial Radio Service Association, and the National Committee for Utilities Radio (BROADCASTING, May 17 et seq.).

The three organizations, in separately

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Building, phone 622-3336



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mine move upstairs with me!"*

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YOU ARE THERE selling by helping people buy

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 Another exclusive exposure opportunity for Service-Ads in
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filed petitions, said that "only through the availability of additional spectrum space on an exclusive basis" can further advances and the elimination of frequency congestion in the land mobile services be achieved.

In a separate action, the FCC extended the comment deadline on the inquiry from June 3 to July 15.

Three stations order RCA color gear

Kaiser Broadcasting Stations has purchased from RCA more than \$1 million worth of studio and transmitting equipment for both color and black-and-white transmission for its WKBS(TV)

(ch. 48), Burlington, N. J., which is scheduled to go on the air Sept. 1.

Equipment includes a color mobile studio that has two transistorized live color cameras and a color TV tape recorder, also employing transistors; a 55-kw UHF transmitter and the RCA pylon-type broadcasting antenna that will be erected on a 1,100-foot tower permitting 1 million watts of effective radiated power. The equipment also includes four compact recorders, additional black-and-white studio cameras, a color film chain and a switching system as well as portable microwave systems. The station's studios are in Philadelphia.

Also last week:

KFDX-TV (ch. 3) Wichita Falls, Tex.,

announced it had placed an order for nearly \$250,000 for live studio cameras and other color equipment from RCA.

The move to make KFDX-TV 100% color will be in stages: equipping the station's two video tape recorders by August; replacing present color film and slide equipment with more modern versions, expected by November; installation of two highly advanced live studio cameras (\$75,000 each) in the first quarter of 1966, and conversion of station's mobile unit to color by the fall of 1966.

WITN-TV (ch. 7) Greenville-Washington, N. C., has ordered more than \$100,000 in new local color equipment from RCA. WITN-TV's present equipment is to be replaced later this year.

FINANCIAL REPORTS

Doyle Dane Bernbach billing up 23.6%

Doyle Dane Bernbach Inc., New York, last week reported record billing of \$60,729,358 in its semi-annual report for the period ended April 30. The total represented a 23.6% increase over the

billing figure for the same period last year.

Net income, the company reported, climbed 22.9%. The growth in billing was attributed to new clients, new products and increased advertising appropriations from existing clients.

For the period ended April 30:

	1965	1964
Net income per share	\$1.06	\$0.87
Net income	1,066,832	868,095
Gross billings	60,729,358	49,117,673

Color TV will set new records for Zenith

Even though the sales and earnings records of Zenith Radio Corp. have been beaten repeatedly each year now for several years, they will tumble once again for 1965 thanks in large part to the success of color TV, Zenith President Joseph S. Wright told the Investment Analysts Society of Chicago last week. He predicted records once again for the year's second quarter and the first six months.

Mr. Wright said Zenith expects to sell a combined total of 2 million color and monochrome TV sets this year and make another "all-time record for any company in our business." The industry as a whole will sell 2.25 million color sets in 1965, he estimated, providing the color tube shortage isn't too severe.

H&B American's income up but profit slips

H&B American Corp. said last week that revenue increased \$591,728 or 17% during the first nine months of fiscal 1965 ending April 30. Harold R. Sugerman, vice president of finance and treasurer of the community antenna television operator, said that net income was down \$58,610 from the same period last year. He added that depreciation, amortization and interest principally on the long term debt rose by \$210,841.

For the first nine months ended April 30:

	1965	1964
Earnings per share	\$0.06	\$0.09
Revenue	4,136,050	3,544,322
Net income	167,883*	257,935
Shares outstanding	2,582,192	2,582,192

*No provision for federal income taxes required because of operating loss carried forward.

Triangle revises Conn. CATV financial data

New Haven TV Cable Co. submitted a new 10-year financial projection as the cross-examination phase of Connecticut Public Utility Commission's community antenna TV hearing resumed in Hartford on June 7. The firm, a wholly owned subsidiary of Triangle Publications Inc., hopes to serve the metropolitan New Haven area.

Charles A. Andrews, Triangle controller, explained the differences in the new projection as compared to one submitted earlier. He said that the primary adjustments were made in anticipated income figures, down about 30% from the original overly optimistic estimates; in the connection charge which first was to be charged as an expense but under the new plan is to be capitalized, and in the depreciation figures.

Mr. Andrews also pointed out that the new projection reflects a cost per mile of about \$4,000, revised downward from the original estimate of \$4,750.

John L. Collins, counsel for Community Television Systems Inc., another New Haven area applicant, challenged both the practice of capitalizing connection costs and the \$4,000 per mile construction figure.

WORLD'S BEST AUTOMATIC TAPE BROADCASTING UNIT

MARK II CAROUSEL

None like it. True automatic advance programming. Plays 24 cartridges. Random or sequence.

MARK II RECORD CENTER

Tapes cues and messages with highest quality. Reliable; dependable.

MARK II PLAYBACK UNITS

Instantaneous airing of top quality messages. Completely dependable.

Write or call:



FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Kleid

James E. Kleid, VP, member of account team, named VP, management supervisor on Liggett & Myers Tobacco Co. account at J. Walter Thompson, New York.

Don Forbes, producer-director for Benton & Bowles, Los Angeles, named west coast director of TV programing for Gardner Advertising Co., Los Angeles.

Wynn Cannon, VP and co-owner of Feltis, Dove, Cannon Inc., Seattle advertising agency, named assistant general sales manager of KIRO-TV, that city. Mr. Cannon had previously been co-owner and commercial manager of KUEN Wenatchee, Wash., until joining agency in 1960.

William D. Magnes, executive VP of Robert M. Gamble Jr. Inc., Washington advertising agency, and former account executive at Doherty, Clifford, Steers & Shenfield Inc., New York, opens William Magnes Advertising Inc. at 1741 DeSales Street, N. W. Washington.

Eric Johnson, with WATL-TV Atlanta, for seven years, named account executive at WSB-AM-FM, that city. It was erroneously reported that Mr. Johnson joined WSB-TV (BROADCASTING, June 7).

Vera Brennan, formerly in broadcast media department at Sullivan, Stauffer, Colwell & Bayles, New York, named media buyer at Doyle Dane Bernbach, same city.

Pat Moekle, with Fuller & Smith & Ross, Los Angeles, joins Guild Bascom & Bonfigli Inc., that city, as account executive. **Mrs. Ronnie Schuler**, television production traffic and network coordinator at Young & Rubicam, Los Angeles, joins GB&B as traffic manager and office administrator. **Selwyn Touber**, former director of *Tennessee Ernie Ford Show*, named broadcast commercial producer at GB&B, Los Angeles.

C. William Watts, member of sales staff of WSAZ-TV Huntington, W. Va., named manager of station's newly opened sales office in Columbus, Ohio.

Gene Duckwall, VP, Foote, Cone & Belding, Los Angeles, named VP in charge of western office of American Association of Advertising Agencies, Beverly Hills, Calif., effective July 1. He replaces **Thomas V. Mahlman**, assistant VP, who resigned May 15 to join Corporate Communications Co., Los Angeles, as account executive (BROADCASTING, May 10).

Bob Sande, head of his own commercial production firm, Robert Sande Inc., has joined Hixson & Jorgensen, Los Angeles, in newly created post of executive broadcast producer.

George H. Hartman Jr., formerly with MacManus, John & Adams, Chicago, joins Earle Ludgin & Co. there as account executive.



Mr. Geoffroy



Mr. Gellert



Mr. Harrington

Charles H. Geoffroy, **Edward B. Gellert** and **Roby Harrington III**, account supervisors, have been named VP's of Young & Rubicam, New York.

Del Nodine joins Rose-Magwood Productions of California as commercial producer.

Tom Maples, sales representative at KYW-TV Cleveland, named to similar post at KPX(TV) San Francisco.

Prem Kapur, assistant sales manager of special projects at H-R Television Inc., New York, named assistant sales manager of eastern stations, that city.

Barbara King Van Horn, formerly sales presentation writer at ABC-TV New York, named sales promotion specialist at WRUL New York, international short wave broadcasting station.

R. D. Aikins, formerly with Foote, Cone & Belding, joins Clinton E. Frank Inc., Chicago, as copywriter and client contact.

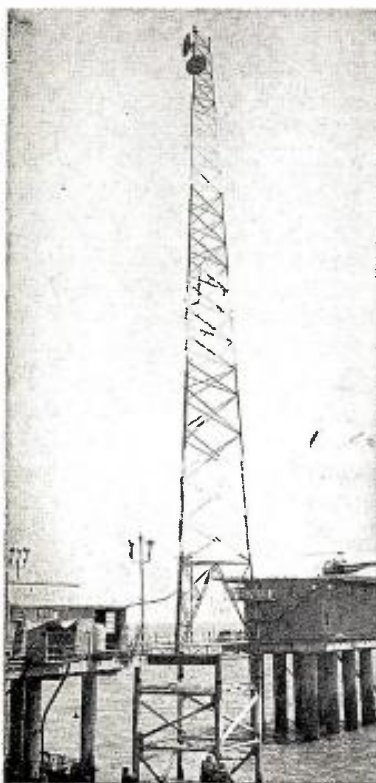
Jerome Lansner, senior editor in New York and Washington offices of National Association of Broadcasters Code Authority, named manager of Washington office of TV code.



Mr. Lansner

T. Norman Trevvett, on TV code monitoring staff, named supervisor of monitoring. Mr. Lansner joined code in April 1963 after three years as commercial and program editor in broadcast standards department of NBC. Mr. Trevvett joined monitoring staff in October 1963.

Ernest R. Ham Jr., account executive, Kenyon & Eckhardt, New York, named account executive, Chirurg & Cairns,



ROHN TOWERS "STAND UP" to Hurricane Hilda!

A series of ROHN micro-wave towers, used on Shell Oil Company offshore platforms near the Louisiana coast, took on the full fury of "Hurricane Hilda" and withstood the test!

Designed for 50 pound windload per square foot, these towers stood up to winds known to have been well in excess of this.

For towers proved in design, engineering and construction, specify ROHN. Complete tower, lighting kit, microwave reflector, and tower accessory catalogs and specifications available on request. Representatives world-wide.

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Boston. **William F. Burnham**, production manager, Zimmer-McClaskey-Lewis, Louisville, Ky., named production manager, C&C Hartford, Conn.

Jan Tangdelius and **John Kemper** become VP's of Geyer, Morey & Ballard, Chicago, with merger of Fulton, Morrissey Co., there, with Geyer. Mr. Tangdelius has been president and Mr. Kemper was VP of Fulton whose accounts and staff move to Geyer office at 645 North Michigan.

William Ogilvie, president, Mead Johnson (Puerto Rico) Inc., and general manager for Caribbean area of Mead Johnson International, named general manager and executive VP of Vladimir, Norman, Craig & Kummel Inc., Puerto Rico. He succeeds **Andrew N. Vladimir**, VP and stockholder of parent firm, who takes international supervisory post at Norman, Craig & Kummel Inc., New York.

Walter C. McGovern, in creative and contact work at Fuller & Smith & Ross and Hockaday Associates, both New York, named VP and account supervisor at The Zakin Co., that city.

Wesley C. Cameron, advertising manager, Ingram Paper Co., elected president of Advertising Club of Los Angeles for 1965-66. Other officers: 1st VP, **Vance Stickwell**, *Los Angeles Times*; 2nd VP, **Lionel Ormsby**, Hammer & Ormsby Advertising; treasurer, **Emerson M. Johnson**, Bank of America, and secretary, **Nancy Fritz**, MacManus, John & Adams.

Gerald E. Eggert, marketing manager, Holmes and Harver, Los Angeles engineering and construction firm, joins Hal Stebbins Inc., Los Angeles, as account supervisor.

James Leiker, writer-producer at Anderson-McConnell Advertising Agency, Los Angeles, joins Hollywood office of BBDO as commercial producer and program supervisor.



Mr. Olesen

Walter L. Olesen, director of marketing for Pharmacia Laboratories Division of Johnson & Johnson, New Brunswick, N. J., named director of advertising and sales promotion operations for corporate advertising division of Xerox Corp., Rochester, N. Y. **Thomas L. Saffen** and **William N. Hesketh** named managers of sales promotion department and advertising services department respectively.

Bernie Baker and **John Stewart**, both formerly with Jam Handy Organization, Detroit, open their own TV-radio and film commercial packaging firm in Chicago at 156 E. Superior; phone: DE 7-1015.

Cameron A. Higgins, account executive, elected VP and named to new post of data processing coordinator at Ted Bates, New York.

Rudolph Maffei, media director in New York office of Gardner Advertising since January 1964, promoted to VP for media there. In new post he will coordinate media operations of agency's New York and St. Louis offices. **Earl B. Hotze** continues as media director of Gardner at St. Louis. **Don Forbes**, for 10 years producer-director with Hollywood office of Benton & Bowles, joins Gardner's Hollywood office as program director.



Mr. Maffei



Mr. Shem



Mr. Gorey



Miss Colbert



Mr. Roach

New Chicago agency

Formation of Erwin Wasey-Chicago Inc., new four-person Midwest creative, problem-solving agency group similar to Interpublic's Jack Tinker and Partners in New York, was announced last week (see page 39). Company will comprise **Carl Shem**, executive VP in charge, and **Tom Gorey**, **June Colbert** and **William Roach**, VP's. **Jack McComb** was named office manager in charge of administration.

Mr. Shem was VP-account supervisor at Needham, Harper & Steers, Chicago. Mr. Gorey was VP and executive art director at NH&S. Miss Colbert was director of new products for Helene Curtis Industries and earlier creative supervisor on Alberto-Culver for BBDO. Mr. Roach was VP-research director, central division Erwin Wasey, now part of Interpublic. New firm will be located at 919 N. Michigan Avenue.

Warren B. Beardow, salesman, WBBM-TV Chicago, named radio sales manager, Adam Young Inc., Chicago. **Cornelius Kennedy**, salesman with Continental Broadcasting, New York, joins Adam Young's New York sales staff. **Robert L. Young**, account executive, KPAT Berkeley, Calif., joins TV sales staff, Adam Young, San Francisco.

Donald M. Smith Jr., marketing consultant, named VP in planning division, McCann-Erickson, New York.

James Russell, VP in charge of marketing for Bernard M. Kahn Management Consultant Co., named merchandising director and account supervisor for Bauer-Tripp-Foley Inc., Philadelphia advertising and public relations firm.

Donald A. Schindel, controller-treasurer and a director at Pride Papers-Aaronson Bros., wholesaler and converter of papers, named to accounting department at Peters, Griffin, Woodward, New York.

Nadeen Peterson, VP and group creative director at Tatham-Laird Inc., New York, named copy supervisor for new line of Clairol cosmetics at Foote, Cone & Belding, that city.

Walter W. Dorrell Jr., account executive for Blair Television in St. Louis and Boston, named to similar post at H-R Television Inc., New York.

Frank Hovore, promotion manager at KFVB Los Angeles, named account executive at Harvey Pool Advertising, that city.

Robert Poller, sales manager of WALT Tampa, Fla., named commercial manager of WSKP Miami.

Bob Doud, commercial film producer for Wilding-Fedderson Inc., Hollywood, named VP and manager of newly opened New York office of WFI.



Mr. Kuffel



Mr. Arend

Thomas E. Arend, director of commercial production, and **Wilton C. Kuffel**, director of research in San Francisco office of Foote, Cone & Belding, named VP's.

Peter Geer, executive VP, elected president of Geer, DuBois & Co., New York agency, succeeding Solon Geer, named chairman of board.

William H. Buckman, account executive at Earl Ludgin & Co., Chicago, named account executive at Young & Rubicam, that city.

Joe Franzgrote, account executive at WTVO(TV) Rockford, Ill., named sales manager of WCEE(TV) Freeport-Rockford.

Bill Revy, account executive at Gill-Perna Inc., New York, joins Continental Broadcasting, that city, in similar capacity.

Edward G. White, account executive at Henry J. Kaufman & Associates, Washington, named VP and senior account executive at George T. Petsche Advertising, that city.

Douglas M. Auerbach, with sales department of S. C. Johnson & Co., named business manager of Ohio Stations Representatives Inc., Cleveland.

Jerry Samuelsohn, radio-TV producer at Wermen & Schorr, New York, named senior producer of radio-TV at Daniel & Charles Inc., that city.

Fred Grebstadt, with Detroit office of J. Walter Thompson, joins CBS Radio Spot Sales as account executive there.

Charles N. Blakemore, VP and assistant creative director at Compton Advertising, New York, named creative director.

Milton K. Harkrader Jr., product manager for Code 10 hair tonic at Colgate-Palmolive Co., New York, and **Peter R. Watts**, account representative at J. Walter Thompson, New York, named account executives at Foote, Cone & Belding for General Foods and Menley & James accounts, respectively.

Joseph L. Tully, director of radio-TV for John C. Dowd Inc., Boston, named VP and account executive at Hicks, Greist & O'Brien Inc., that city.

Jerry Velona, eastern sales manager of KBLA Burbank, Calif., promoted to general sales manager.

MEDIA

William A. Musser, assistant to VP, Susquehanna Broadcasting Co. (WSBA-AM-FM-TV York, Pa.), named general manager of WGBB Freeport, N. Y. **Aaren L. Osipow**, sales manager, WPAC-AM-FM Patchogue, N. Y., named local

NBC News appointments

In major changes at NBC News announced last week: **Robert Northshield**, general manager, NBC News, named executive producer of *The Huntley-Brinkley Report*; **Donald Meaney**, director of news programs succeeds Mr. Northshield, and **Reuven Frank**, executive producer of *Huntley-Brinkley Report*, will produce actuality programs for NBC News.

Deputy director named

David S. Pollen, associate since 1960 with management consulting firm of Booz, Allen & Hamilton, appointed FCC's deputy executive director, post he helped create in late 1961 when FCC commissioned BA&H to reorganize operations (BROADCASTING, Feb. 5, 1962). Mr. Pollen, 36, served at BA&H as senior institutional consultant specializing in organization and administration of governmental, educational and public service agencies.

sales manager at WGBB and **Murray C. Evans**, formerly sales manager, named assistant general manager, WGBB.

Ed Sheppard, program manager of WSIX-TV Nashville, named general manager of WWGM, that city.

William Lynch, with ABC Sports, named assistant general manager of WLWT(TV) Cincinnati.

Hugh E. Johnston, general sales manager of WLUK-TV Green Bay, Wis., named station manager of WDUZ, that city.



Mr. Huston

Robert H. Huston, director of public relations and advertising, Ameco. Phoenix-based community antenna television manufacturer and franchise owner, has resigned to become director of corporate relations of Cox Broadcasting Corp. at Atlanta headquarters. Appointment is at corporate level of diversified Cox operations, including broadcasting, CATV operations and microwave systems.

Victor C. Diehm, president and general manager, WAZL Hazleton, Pa., re-elected to ninth one-year term as chairman of Mutual Affiliates Advisory Council. **Ed Breen**, president, KVFD Fort Dodge, Iowa, elected vice chairman; **Keith Munger**, president and general manager, KCOK Tulare, Calif., secretary, and **William A. Lee**, president, WCFL Chicago, treasurer.

Ian W. Wheeler, educational television specialist in Department of Health, Education and Welfare, Washington, named station manager of Washburn University ETV, channel 11 in Topeka, Kan.

Al Laval, manager of KXEL-AM-FM Waterloo, Iowa, named VP of KXEL Broadcasting Co.

Charles Drew, with National Association of Broadcasters' station relations staff since October 1962, resigns as field

representative in Southeast. His future plans have not been announced.

Raymond J. Cheney, sales manager of WSNY Schenectady, N. Y., named VP and general manager of WALE Fall River, Mass., succeeding **Milton E. Mitter**, former president and general manager, recalled to U. S. Air Force.

Sheldon P. Siegel, station manager of KAET(TV) Phoenix noncommercial, named general manager of WLVT(TV) Allentown, Pa., noncommercial.

Charles J. Carr, with accounting firm of Lybrand, Ross Bros. & Montgomery, Boston, named assistant to controller of WNAC-AM-TV, that city. **Bernhard Axner**, plant manager of Holton Products in Stamford, Conn., named personnel and office administrator of WNAC-AM-TV.

PROGRAMING



Mr. Cordic

Rege Cordic, for past 11 years morning man at KDKA Pittsburgh and whose promotions and zany stunts have attracted national attention, is to be morning man at KNX Los Angeles. He will succeed **Bob Crane**, who relinquishes post after eight



New 224-page hard-bound catalog covers Gates advanced SSB and communication transmitters recently introduced to the world market. Write today on your company letterhead.

GATES

GATES RADIO COMPANY
A Subsidiary of Harris-Intertype Corporation
123 Hampshire Street • Quincy, Illinois 62302, U.S.A.

WSBT stations make personnel changes

Arthur O'Neil, general manager of WSBT-AM-TV South Bend, Ind., promoted to newly created position of electronic media assistant to Franklin D. Schurz, president of stations' parent firm, *South Bend Tribune*. Mr. O'Neil will concentrate on group's entry into field. Warren G. Wheeler Jr. becomes acting general manager of WSBT stations in addition to present duties as *Tribune* general manager. Wilbur Darch, WSBT commercial sales manager, becomes assistant general manager of



Mr. O'Neil

stations. Jerome Bleck was named national sales manager for radio-TV while Robert McDermott becomes regional sales manager and James Freeman becomes local commercial manager. Norbert (Skip) Gassen-smith, promotion manager, was named program director, replacing Walter A. Sweitzer who becomes public services director. Justin R. Meacham, production director, succeeds Mr. Gassen-smith as promotion manager. Other WSBT station appointments: Roland A. Kelly, news director, and Joe Pate, sports director. Mr. Kelly succeeds Robert W. Hoyt who joins WISH Indianapolis and Mr. Pate replaces Donald L. Criqui who joins WCBS-TV New York.

years to assume lead role in *Hogan's Heroes* on CBS-TV this fall. Date of Mr. Cordic's change to KNX is unsettled due to contractual arrangement with Westinghouse Broadcasting Co. (KDKA).

William C. Ross, radio operations manager of WAVY Portsmouth, Va., named program director.



Mr. Miller

Carl Miller, with Seven Arts Associated, named western division manager, Warner Bros. TV division, San Francisco. He succeeds William P. Andrews, resigned.

Perry C. Cooper, formerly music librarian and producer-director, WINS New York, named disk jockey, WKOP Binghamton, N. Y.

Julio Fernandez, with WCKT-TV Miami and associated with Sports Network Inc. in sports originations, joins TV producer-director staff of WFBM-TV Indianapolis.

George Logan, farm service director at WLW Cincinnati, named farm director at WIBM-AM-FM-TV Topeka, Kan., replacing Wilbur Levering, named assistant VP for agricultural services at Merchants National Bank of Topeka. Charles Ross, associate farm director of WIBW stations, named manager of news, farm and sports information.



Mr. Conway

Phil Conway, eastern division manager, ABC Films, New York, joins sales department MCA-TV Ltd., Cleveland, to work in sales area from Detroit to Albany, N. Y.

S. Charles Snyder, floor director and producer-director at KING-TV Seattle, named program operations manager.

Hal March and Howard Duff, radio-TV actors, named alternating directors of *Camp Runamuck*, now in production for NBC-TV's fall season.

Joe Wilson, announcer for *Championship Bowling*, named sports director for WFLD-TV Chicago, scheduled to go on air in late summer or early fall.

Ralph Phillips, program director of WFBR Baltimore, named to similar post at WBAL, that city.

John T. Dugan has been signed by NBC productions to write pilot script for new TV series about West in post-Civil War era.

Bob Kaufman is developing comedy series, *Officer, You Dropped Your Purse*, for Jay Ward Productions, planned for 1966-67 season.

Ben Bard, actor, drama coach and head of drama speech studio in Beverly Hills, Calif., has formed Bar-Mer-Mar Productions, to produce TV series, *These—Our Heroes*.

Gerard J. Kelly Jr., field representative in broadcast division of Associated Press, named assistant to VP for domestic syndication at ABC Films, New York.

Paul Pearson, manager of station clearance for ABC Radio, named regional manager of station relations. Gerald Sommer, member of station clearance department, replaces Mr. Pearson. Both will have offices in New York.

Charles R. Allen, operations manager for KAET-TV Phoenix, noncommercial, named program director and executive producer at WLVT-TV Allentown, Pa., noncommercial, not yet on air.

Yvonne Daniels, former late night disk jockey on WYNR Chicago (now WNUS), joins WCFL there as post-midnight personality.

James O. Marlowe, program director and station manager of WRLP-TV Greenfield, Mass.-Burlington, Vt.—Keene, N. H., named program director of WWLP-TV Springfield, Mass., both Springfield Broadcasting stations.

Art Simmons, announcer-newscaster at WTVL Waterville, Me., named announcer and continuity director at WEMJ Laconia, N. H.

Chuck Barris, director of daytime programming for ABC-TV's western division, has formed Chuck Barris Productions to create, develop and package TV properties both for network and syndication. CBP is at 9507 Santa Monica Boulevard, Beverly Hills, Calif. Telephone: Crestview 4-6705.

Pam Polifroni, in charge of casting live shows and pilot films at ABC-TV Hollywood, appointed associate casting director at CBS-TV Studio Center, Hollywood.

Joe D'Agosta, casting director formerly with CBS-TV and MGM-TV,

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joins MGM-TV as casting director for *Voyage to the Bottom of the Sea*, which in fall begins its second season on ABC-TV, and *Lost in Space*, premiering on CBS-TV. Irwin Allen, executive producer of both series, has also named George Swink as post-production supervisor of *Lost in Space*, in addition to continuing in same capacity for *Voyage*.

Mel Stuart, producer-director of *The Making of the President 1964* for Wolper Productions and Xerox Corp., named executive producer of WP's *3M Specials*, series of hour contemporary documentaries to be shown on ABC-TV.

NEWS

Thomas R. Curran, VP of United Press International since 1946, named assistant general manager. Mr. Curran, manager for Europe, Mideast and Africa, for last nine years, with offices in London, will remain there. Roderick W. Beaton, VP and general business manager, succeeds Mr. Curran. Frank Tremaine, VP and manager of UPI Newspictures and UPI Newsfilm Inc., succeeds Mr. Beaton as business manager. Cliff McDowell, Pacific Coast division Newspictures manager, succeeds Mr. Tremaine as general manager of UPI Newspictures.

Neil Boggs, Chicago NBC News correspondent, joins news staff of NBC's WRC-TV Washington.

Allen Stout, news and sports announcer for 12 years at WLW Cincinnati, named to news staff of WCKY, that city.

David H. Vance, with sports staff of Louisville (Ky.) *Herald*, joins Louisville bureau of Associated Press.

George Zuckerhas, with Indiana bureau of Associated Press, Indianapolis, named broadcast editor of that bureau,



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succeeding Jim Polk, who moves to Milwaukee bureau as writer.

Ken Beckley, chief news editor at WTHI-TV Terre Haute, Ind., named reporter-editor at WLOS-TV Asheville, N. C.-Greenville-Spartanburg, S. C.

Barney Miller, director of news operations at KNX Los Angeles, named chairman of California Associated Press Television and Radio Association. Jess Marlow, with KNTV(TV) San Jose, named vice chairman.

Ed Silverman, assistant director of basic news for ABC-TV named director of news and special events for WABC-TV New York. Mr. Silverman replaces David Sheffrin, who said he resigned because of "differences with station management" over the concept of coverage of television news.

EQUIPMENT & ENGINEERING



Mr. Antonisse

Hendrik J. Antonisse, director of international operations at Cherry-Burrell Corp., Chicago, named sales manager of Visual Electronics International, division of Visual Electronics Corp., New York. Mr. Antonisse was manager of Visual's international sales staff from 1961 to 1964 when he joined Cherry-Burrell.

Richard McKenney, engineer at KYW-TV Cleveland, named technical operations supervisor at station, succeeding Robert Fields, who becomes technical supervisor for *The Mike Douglas Show*.

Jerry A. Richards, chief engineer at WGTE-TV Toledo, Ohio, noncommercial, named to similar post at WLVT(TV) Allentown, Pa., noncommercial.

Cy Harley, chief engineer and operations manager of KRRG Sherman, Tex., joins KMSC Houston.

Howard C. Gronberg, with engineering staff of NBC-TV, named manager of network transmission.

Harold E. (Bill) Rosson, supervisor of new construction at Studio Center, Hollywood, for CBS-TV, named plant manager of CBS Studio Center.

F. Joseph Van Popplen Jr., VP for marketing at Sigtics Corp., Sunnyvale, Calif., named president of ITT semi-conductors, division of International Telephone & Telegraph Corp., New York.

ALLIED FIELDS

Henry B. Plitt, president of ABC Films, New York, succeeds David B. Wallerstein as president of Balaban & Katz Corp., Chicago, motion picture

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theater subsidiary of American Broadcasting-Paramount Theaters. Mr. Plitt's appointment becomes effective with Mr. Wallerstein's retirement in January 1966. Mr. Wallerstein joined B&K in 1926 and was named president in 1957. Mr. Plitt continues as president of ABC Films until successor is named.

Annette E. Hutterly, chief of FCC's minutes and rules division since 1951 and government employe for more than 44 years, retired June 4. Mrs. Hutterly, 68, joined Federal Radio Commission (predecessor of FCC) in 1927 as secretary to late commissioner and chairman, Judge Eugene O. Sykes. Mrs. Hutterly is succeeded temporarily by **George Boerckel**, also of minutes and rules division.

FANFARE

Martin A. Grove, with WMCA New York, as public relations writer since 1962, named manager of public relations for The Straus Broadcasting Group (WMCA; WALL Middletown, N. Y., and Radio Press International).

Harold Dunn Jr., promotion director at WGMS-AM-FM Bethesda, Md.-Washington, named to similar position at KLZ Denver.

David Gordon, director of public relations for WNEW-TV New York, named director of public relations for United Artists TV, that city.

Nan Riley, with public relations department of Eastern Air Lines, New York, named head of women's interests department of Carl Byoir & Associates Inc., New York.

Stan Pakula, public affairs director,

WHLI Hempstead, N. Y., resigns June 28 to become relations director of Oyster Bay town board.

INTERNATIONAL

Allan Waters, Vancouver lawyer, named president of CJOR Vancouver, B. C., succeeding **Mrs. Marie Chandler**, who has sold majority interest in station which her late husband, George Chandler, founded in 1926. She now owns 49% of outstanding shares, having sold 5% to Mr. Williams. **Alex Young**, recently hired news director, elected to board of directors of CJOR Ltd., owners of station.

Reuben Hamm, with CHFM-FM Calgary, Alberta, named sales manager of CHQR, that city.

Frederick Sarrell, account executive at Western Ontario Broadcasters, Toronto, named sales executive for new RKO General National Sales office in that city.

Barry Nicholls, formerly account executive at Cockfield, Brown, Toronto, named manager of promotion and sales development at CTV Television Network, that city.

Patrick Kearns, executive at Coleman, Prentis & Varley, Bridgetown, Barbados, West Indies, named manager of new branch office of Lindo, Norman, Craig & Kummel (Trinidad) serving clients throughout West Indies.

DEATHS

James Lamb Free, 59, founder of Free & Peters Inc., Chicago, which represented radio stations and is now Peters,

Griffin, Woodward, New York, died June 8 in hospital in Santa Barbara, Calif. Mr. Free was realtor-developer. He retired from representation business in 1946 and moved to California. Mr. Free formed Free & Steining, predecessor of Free & Peters, with **Cliff Steining** on May 15, 1932. He is survived by his wife former Julia Scarritt of Kansas City, two sons and daughter.

Gordon Alderman, 49, director of programing, news and public affairs at WHEN-TV Syracuse, N. Y., died June 7 following heart attack while attending meeting in Washington.

Merrill F. Sproul Jr., 33, executive VP of Thomas & Sproul, New York commercial producer, died in automobile accident near Bedford, N. Y., June 5. He is survived by his wife, Gloria, son and two daughters.

Theophilis A. Nickles, 55, engineer at WQXR New York, died June 6, following heart attack while at work. Mr. Nickles joined station in 1947. He is survived by his wife, Meta, and his brother.

Ben Feiner Jr., 60, producer of *Winston Churchill—the Valiant Years* and *F. D. R.* for ABC-TV, and VP of Lynn Farnol Group Inc., New York public relations firm, died June 7 following short illness. Mr. Feiner was signed by CBS in 1947 as television producer and sent to Hollywood. After stints with MGM, there, he returned to CBS as executive producer. Later he worked for 20th Century-Fox TV and Screen Gems. He is survived by his wife, Wilhelmina, two daughters and his sister.

FOR THE RECORD


STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 3 through June 9 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup

of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

	<h1>EDWIN TORNBERG</h1> <h2>& COMPANY, INC.</h2>
	<p style="text-align: center;">Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>

New TV stations

ACTIONS BY FCC

Beverly Hills, Calif.—Monte Mar Broadcasting Inc. Granted CP for new TV on UHF channel 26 (542-548 mc); ERP 19.6 kw vis., 3.89 kw aur. Ant. height above average terrain 2,460, above ground 80 feet. P.O. address 8530 Wilshire Boulevard, Beverly Hills. Estimated construction cost \$335,000; first year operating cost \$300,000; revenue \$360,000. Studio and trans. locations both Santa Barbara, Calif. Geographic coordinates 34° 29' 16" north latitude, 119° 41' 22" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-30J. Legal counsel Welch

and Morgan, consulting engineer George C. Davis and Associates, both Washington. Principals: Al Lapin Jr., Jerome M. Lapin, Irving Al Lapin (each 30%), Daniel Harrison and Irving A. Bernstein (each 5%). Principals through Jall Broadcasting Inc., are applicants for channel 26 in San Francisco, and through Marbro Broadcasting Inc., are applicants for channel 18 in San Bernardino, Calif. Action May 26.

Jacksonville, Fla.—Duval Television Corp. Granted CP for new TV on UHF channel 30 (566-572 mc); ERP 280 kw vis., 50 kw aur. Ant. height above average terrain 98 feet, above ground 129 feet. P.O. address 1005 Florida Title building, Jacksonville. Estimated construction cost \$418,000; first year operating cost \$300,000; revenue \$360,000. Studio and trans. locations both Jacksonville. Geographic coordinates 30° 19' 20" north latitude, 81° 40' 17" west longitude. Type trans. RCA TTU-10A, type ant. RCA TTU-30J. Legal counsel Welch and Morgan, consulting engineer George C. Davis, both Washington. Principals: Scott I. Peek (20%), Alvin Leitman (13.35%), Henry Kramer, David A. Watts, H. George Carrison, Norman P. Freedman and Gilbert C. Palmer (each 13.33%). Principals have various nonbroadcast business interests in Jacksonville and vicinity. Action June 8.

West Lebanon, N. H.—Upper Valley Television Broadcasters Inc. Granted CP for new TV on UHF channel 49 (680-686 mc); ERP 0.912 kw vis., 0.092 kw aur. Ant. height above average terrain 269 feet, above ground 149 feet. P.O. address 14 Main Street, West Lebanon. Estimated construction cost \$53,900; first year operating cost \$14,848; revenue \$18,000. Studio and trans. locations both West Lebanon. Geographic coordinates 43° 39' 19" north latitude, 72° 17' 43" west longitude. Type trans. GE TT-24A, type ant. Coel CO-10SW. Legal counsel Martin E. Firestone, Washington; consulting engineer Townsend Associates, Springfield, Mass. Principals: Nelson A. Crawford (40%), Donald L. Muller (40%) and Helen E. Crawford (1%). Mr. Muller is owner of electronic supply company in White River Junction, Vt. Action June 9.

Existing TV stations

ACTION BY FCC

By memorandum opinion and order, commission denied petitions by Chronicle Publishing Co. and Crocker Land Co. for reconsideration of Feb. 10 action which reconsidered and granted without hearing, but with condition, application by American Broadcasting-Paramount Theaters Inc. to increase height of ant. on Mt. Sutro of KGO-TV San Francisco. Crocker Land Co. owns land on Mt. San Bruno on which Chronicle Publishing Co. proposes to increase ant. height of latter's KRON-TV San Francisco. Action June 4.

NEW CALL LETTERS ASSIGNED

- *WUSF-TV Tampa, Fla.—University of South Florida.
- *WACS-TV Dawson, Ga.—Georgia State Board of Education.
- *WABW-TV Pelham, Ga.—Georgia State Board of Education.
- WLVT-TV Allentown, Pa.—Lehigh Valley Educational Television Corp.

Existing AM stations

ACTIONS BY FCC

KBOA-AM-FM Kennett, Mo.—Granted renewal of licenses. Commissioner Cox dissented. Action June 9.

WAAT Trenton, N. J.—Waived Sec. 1.534 (b) of rules and accepted and granted application to increase power on 1300 kc from 250 w, D, to 5 kw, DA, D. Replaces expired permit. Action June 9.

Commission designated for hearing application by Big Four Broadcasting for license renewal of KMRE Anderson, Calif. Issues include determination of unauthorized transfer of control; misrepresentations; failure to file reports, etc.; operating violations, including unauthorized silence; and lack of proper supervision and control. Action June 2.

NEW CALL LETTERS ASSIGNED

- WLOV Washington, Ga.—Better Broadcasting Inc. Changed from WKLE.
- KVISI Montpelier, Idaho — Glacus G. Merrill.
- KNLV Ord, Neb.—Loup Valley Broadcasting Co.
- WYBG Massena, N. Y.—Visual Asso-

ciates Ltd. Changed from WSTS.

- WHYZ Greenville, S. C.—Fleet Enterprises.
- KDOX Marshall, Tex.—Gemini Enterprises.

New FM stations

ACTIONS BY FCC

Spencer, Iowa—Iowa Great Lakes Broadcasting Co. Granted CP for new FM on 107.7 mc, channel 299, 100 kw. Ant. height above average terrain 311.5 feet. P.O. address Box 631, Spencer. Estimated construction cost

ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Tacoma, Wash.—Tacoma School District No. 10, \$110,434 to expand facilities of KTPS-TV Tacoma; total project cost \$147,245.

■ Pullman, Wash.—Washington State University, \$88,253 to expand facilities of KWSC-TV Pullman; total project cost \$117,671.

■ Lincoln, Neb.—Nebraska Educational Television Commission, \$100,000 to activate channel 16 in Omaha; total project cost \$215,949.

\$42,983; first year operating cost \$15,000; revenue \$20,000. Principals: Ben B. Sanders (80.4%), William R. Sanders, Charles B. Sanders and Louise C. Sanders (each 6.25%). Iowa Great Lakes is licensee of KICD Spencer. Action June 7.

Maysville, Ky.—Standard Tobacco Co. Granted CP for new FM on 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 211 feet. P.O. address Radio Station WFTM Maysville. Estimated construction cost \$13,837; first year operating cost \$5,000; revenue \$7,000. Principals: Charles P. Clarke and James M. Finch Jr. (each 50%). Standard Tobacco is licensee of WFTM Maysville. Action June 7.

La Place, La.—222 Corp. Granted CP for new FM on 92.3 mc, channel 222, 100 kw. Ant. height above average terrain 426.5 feet. P.O. address c/o Sidney J. Levet, Drawer B, Garyville, La. Estimated construction cost \$51,312; first year operating cost \$48,000; revenue \$50,000. Principals: Sidney J. Levet III, Loren M. Levet, Lester J. Millet Jr., Judy B. Millet, Michael R. Monica and Nancy B. Monica (each 16.66%). Mr. Levet is engineer employed by E. I. du Pont, Mr. Millet is tax assessor and Mr. Monica owns Monica Amusement Co. Action June 4.

Pontotoc, Miss.—Pontotoc Broadcasting Co. Granted CP for new FM on 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 240, Pontotoc. Estimated construction cost \$15,257; first year operating cost \$8,000; revenue \$10,000. Principals: Lee H. Thompson (55%) and W. S. Bridges (45%). Pontotoc Broadcasting owns WSEL Pontotoc. Action June 7.

Rhineland, Wis.—Oneida Broadcasting Co. Granted CP for new FM on 107.9 mc, channel 300, 25.1 kw. Ant. height above average terrain 300 feet. P.O. address Box 738, Rhineland. Estimated construction cost \$29,224; first year operating cost \$4,870; revenue \$15,600. Principals: James Cleary and Clyde Estabrook (each 50%). Oneida Broadcasting is licensee of WOBT Rhineland. Action June 8.

Richland Center, Wis.—Richland Broadcasting Corp. Granted CP for new FM on 100.9 mc, channel 285, 3 kw. Ant. height above average terrain 241 feet. P.O. address 2111 Bohman Drive, Richland Center. Estimated construction cost \$16,100; first year operating cost \$1,000; revenue \$1,000. Principal: Hala D. Peebles (100%). Richland Broadcasting is licensee of WRCO Richland Center. Action June 7.

Existing FM stations

NEW CALL LETTERS ASSIGNED

- WCNH-FM Quincy, Fla.—Big Bend Broadcasting Corp.
- *WNDY(FM) Crawfordsville, Ind.—Wabash College Radio Inc. Changed from WBBS(FM).
- KUWS-FM Newton, Iowa—Charles L. and Mildred B. Hamilton.
- WMKY-FM Morehead, Ky.—Morehead State College.
- WJML(FM) Petroskey, Mich.—John Harrington.
- KBFL(FM) Buffalo, Mo.—School District No. 1 Dallas county.
- WEHH Elmira, N. Y.—Elmira Heights-Horseheads Broadcasting Co.
- WSRC-FM Durham, N. C.—Carolina Radio of Durham Inc.
- WFSC-FM Franklin, N. C.—Radio Station WFSC Inc.
- WLGK-FM Logan, Ohio—Logan Broadcasting Co.
- WOYE-FM Mayaguez, P. R.—Ultra High Fidelity Corp.

Ownership changes

ACTIONS BY FCC

KLOC Ceres, and KLOC-TV Modesto, both California—Granted assignment of license from Corbett Pierce and Chester Smith d/b as Redchester Broadcasting Co., to KLOC Broadcasting Inc., owned by Messrs. Smith and Pierce. No financial consideration. Contingent on grant of above procedure, transfer of control will be sought of licensee corporation, KLOC Broadcasting Inc., from Messrs. Smith and Pierce (each 50% before) to Mr. Smith (51% after) and Mr. Pierce (5% after). Consideration \$135,000. Action June 7.

WVUE(TV) New Orleans—Granted transfer of control of licensee corporation, New Orleans Television Corp., from Joseph A. Paretti, Frank B. Ellis, William G. Aly, Richard J. Carrere, George E. Martin, John E. Pottharst Jr. (each 6.67%) and others, to Screen Gems Broadcasting Inc., owned by Screen Gems Inc., A. Schneider, president. Consideration \$4.8 million. Columbia Pictures Corp. owns 89% of Screen Gems Inc., which owns Screen Gems Broadcasting Corp., licensee of KCPX-AM-FM-TV Salt



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Lake City, and WAPA-TV San Juan, P. R. WAPA-TV Broadcasting Corp., licensee of WAPA-TV owns 33½ interest in Western Broadcasting Corp., licensee of WOLE-TV Aguadilla, P. R. Action June 2.

WCME-AM-FM Brunswick, Me.—Granted acquisition of negative control of licensee corporation, Central Maine Broadcasting System Inc., by Roland G. Fortin (36% before, 50% after) and Maurice L. Goulet (24% before, 50% after) through sale of stock by John J. Pineau and Gerald R. Pineau (each 20% before, none after) to licensee corporation. Consideration \$8,000. Action June 4.

WRLM(FM) North Attleboro, Mass.—Granted assignment of CP from North Attleboro Broadcasting Co., owned by Joseph A. and Rose L. Morin (each 50%), to Audio-Air Inc., owned by Howard B. Baker (25.5%), John F. McCarthy (12.75%), Lucy A. McCarthy (12.75%), Robert F. Nealy (13.4%), O. Arthur Nereo (13.3%), Theodore R. Trayer (13.3%) and Edmund J. Brennan (9.6%). Consideration \$5,000. Mr. Brennan is attorney. Action June 4.

WFMO Fairmont, N. C.—Granted transfer of control of licensee corporation, Carolinas Broadcasting Inc., from Cutlar Moore, deceased (85%), to Ruth N. Moore (none before, 85% after). No financial consideration. Action June 4.

WZUM Carnegie, Pa.—Granted assignment of license from Hoyt C. Murphy (66½%) and G. Russell Chambers (33½%) d/b as Carnegie Broadcasting Co. to Messrs. Murphy (61½% after), Chambers and James D. Pshoulis (each 5% after) d/b as Carnegie Broadcasting Co. Consideration \$5,000 for 5% interest. Mr. Pshoulis is general manager of WZUM. Action June 4.

WMDD-AM-FM Fajardo, P. R.—Granted assignment of license from WMDD Inc., owned by Jose R. Madrazo (100%), to Pan Caribbean Broadcasting Corp., owned by Richard J. Friedman (38.875%), Samuel E. Friedman (38.875%) and Samuel E. Friedman as custodian for Lauren Friedman (22.25%). Consideration \$400,000. Mr. S. E. Friedman is attorney. Action June 7.

KFTV Paris, Tex.—Granted transfer of control of licensee corporation, Lamar Broadcasting Co., from James F. Hendrix, deceased, to Dorothy M. Hendrix, executrix of estate of James F. Hendrix. No financial consideration. Action June 7.

KTXN-FM Victoria, Tex.—Granted relinquishment of positive control of licensee corporation, Cosmopolitan Enterprises of Victoria Inc., by John J. Tibiletti (66½% before, 34% after) and Phillip J. Tibiletti (33½% before, 17% after), through sale of stock to Lester A. Meis, Mark W. Hagedorn, Christopher di Stefano, Thomas L. Martin and Thomas S. McMurry (each 9.8% after). Consideration \$8,500. Action June 4.

WEKZ-AM-FM Monroe, Wis.—Granted assignment of license from Kenneth W. Stuart, Willard R. Schuetze, Doran R. Zwygart and Edwin W. Schuetze (each 25%) d/b as Green County Broadcasting Co., to Green County Broadcasting Co., (a corporation) owned by same individuals at same interest. No financial consideration. Action June 7.

KREW Sunnyside, Wash.—Granted assignment of license from Cole E. Wylie to Don G. Bennett. Consideration \$125,000. Mr. Bennett is manager of KREW. Action June 8.

WTOS(FM) Wauwatosa, Wis.—Granted acquisition of positive control of licensee corporation, Broadcast Inc., by Robert H. Perthel (50% before, 55% after), through acquisition of stock from Russell H. Leitch (50% before, none after). Morton Gollin acquires 40% interest and E. Walter Clare acquires 5%. Consideration \$4,000 for Mr. Gollin's stock and remaining 10% for past services performed by Messrs. Clare and Perthel. Action June 7.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of WCHS-AM-TV Corp. for new FM on channel 241 (96.1 mc), ERP 15.8 kw, ant. height 800 feet, in Charleston, W. Va. Action June 8.

DESIGNATED FOR HEARING

■ Commission designated for hearing application by Continental Broadcasting Inc., for renewal of license of WNJR Newark, N. J. Issues involve time-broker contracts with Celebrity Consultants, New York, for program *Celebrity Time*. On Jan. 22, 1964, commission notified station of apparent liability of \$1,000 for related rule violations, which was paid June 24 thereafter. Hearing issues include determination of indicated falsification and misrepresentation in matter. Commissioner Hyde not participating. Action June 9.

Capital Broadcasting Corp. and Capital News Inc., Frankfort, Ky.—Designated for consolidated hearing applications for new FM on channel 285 (104.9 mc)—Capital Broadcasting with ERP 3 kw, ant. height 58.1 feet and Capital News with ERP 2.96 kw, ant. height 212.37 feet. Action June 8.

Eastern Long Island Broadcasters Inc., Sag Harbor, N. Y., and Reunion Broadcasting Corp., East Hampton, N. Y.—Designated for consolidated hearing applications for new FM's in Sag Harbor and East Hampton, respectively, on channel 221 (92.1 mc); ERP 3 kw; ant. height 300 feet; made Federal Aviation Agency party to proceeding. Action June 8.

OTHER ACTIONS

■ By order, commission dismissed motion by Orange Radio Inc. to stay proceedings until 30 days after commission disposes of application for review of May 24 action by review board which added issues as to application in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752 et al. Dismissal is based upon fact that request for continuance is now before hearing examiner who, commission believes should exercise discretion in matter. Action June 7.

■ By fourth report and order in Doc. 14229, commission adopted revised table of assignments for UHF television channels. UHF assignments in new table are limited to channels between 14 and 69 inclusive in all but seven cities. Channels 70 through 83 inclusive are proposed to be reserved for new class of low power, community TV broadcast station, which is subject of separate public notice issued June 7. Action June 4.

■ Commission invited comments to further notice of proposed rulemaking looking toward reserving UHF channels 70 to 83 for exclusive use by new community-type class of TV's with power limited to 10 kw and ant. height of 300 feet, with closer spacings, to meet needs of medium and small communities for both commercial and educational local TV operation. Trans. site could not be located less than 25 miles from post office of principal city of urbanized area defined in U. S. census, which is listed in

table of assignments, or not less than 10 miles from nearest boundary of such urbanized area, whichever is least restrictive. No specific channels would be assigned in advance to any community, but would be available upon specific application where assignments would comply with minimum separation requirements. No more than one commercial and one educational community TV would be authorized to single city, and no city having post office located within 10 miles of existing community TV would be eligible for assignment. There would be no prohibition against authorizing community station in cities outside census-defined urbanized areas even though regular TV assignments or authorizations have been made in such cities. Community TV's would be authorized to serve more than one principal city only if trans. provides field strength of 80 dbu over main post office in each such city. Commission would continue to authorize UHF translators on channels between 70 and 83 and existing translators would be permitted to continue operation. However, use of these channels by translators would continue to be secondary to use by TV's. Action June 4.

■ Policy designed to insure operation of TV translators in public interest in interim period and to maintain flexibility for taking appropriate action upon conclusion of CATV proceeding in Doc. 15971 was enunciated by commission in memorandum opinion and order granting applications of Lee Co. TV Inc. for new UHF-TV translators on channels 70, 73, 77 and 79 to serve Fort Myers, Immokalee and Lehigh Acres, Fla., by rebroadcasting programs of WKCT-TV (ch. 7) and WLBW-TV (ch. 10) both Miami; conditioned to program non-duplication requirement and outcome of Doc. 15971 proceeding. Action June 2.

■ Commission also granted applications of Hubbard Broadcasting Inc. for five new UHF-TV translators to rebroadcast programs of KSTP-TV (ch. 5) St. Paul—on channel 70 to serve New Ulm and Mankato; on channel 77 to serve Fairmont; on channel 78 to serve Blue Earth, and on channel 79 to serve Wabasha, all Minnesota; conditioned to program non-duplication requirement and, further, to outcome of proceeding in Doc. 15971. Commissioners Bartley and Loevinger concurred in grants but dissented to both conditions, latter's views being reflected in statement in memorandum opinion and order noted previously. Action June 2.

■ Commission waived sec. 74.732(e) of rules and granted Midnight Sun Broadcasting Inc. application for new VHF-TV translator on channel 9 to serve Sutton, Alaska, by rebroadcasting programs of KENI-TV (ch. 2) Anchorage; subject to outcome of proceeding in Doc. 15971. Commissioner Bartley concurred but dissented to condition. Action June 2.

■ By notice of proposed rulemaking and notice of inquiry, commission invited comments by Sept. 3 to proposed amendment to part 73 of TV broadcast rules to provide, in general, that where affiliated station does not provide clearance of program, network must in good faith undertake to place program on another station in market; also to give network non-affiliates more adequate notice and opportunity to get network programs. Latter would be done by network (a) "Notice of Non-Clearance," to be given by August 15 for programs beginning with fall season, and (b) "Notice and Offer," to be given by Sept. 15 for such programs if no clearance arrangements have been reached by that time. Comments were invited by Oct. 5 to inquiry as to whether more specific standards can be evolved to make programming available to stations in small markets without doing violence to reasonable network and advertiser interest in non-duplication of circulation. Procedure arose from Feb. 18, 1964, petition by WXIX Inc., licensee of WUHF-TV, channel 18, Milwaukee, for rulemaking to modify "territorial exclusivity" rule to make more readily available to other stations network programs not taken by regular affiliate. Action June 2.

■ By memorandum opinion and order, commission denied petition by Meriden-Wallingford Radio Inc. (WMMW), Meriden, Conn., for reconsideration and modification of order designating for hearing application of Southington Broadcasters for new AM on 990 kc in Southington, Conn., to provide for 30-day period within which applications may be filed for facilities formerly licensed to Pioneer States Broadcasters Inc. (whose application for renewal of license of WBZY on 990 kc in Torrington, Conn., had been designated for consolidated hearing with Southington application but was later dis-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 9

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,037		31	75	437
FM	1,315		22	237	287
TV	551 ¹		42	108	204

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 9

	VHF	UHF	TV
Commercial	509 ²	165	674
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1965

	AM	FM	TV
Licensed (all on air)	3,984	1,251	558
CP's on air (new stations)	34	57	28
CP's not on air (new stations)	70	208	84
Total authorized stations	4,088	1,516	670
Applications for new stations (not in hearing)	192	187	73
Applications for new stations (in hearing)	78	47	59
Total applications for new stations	270	234	132
Applications for major changes (not in hearing)	208	46	24
Applications for major changes (in hearing)	31	3	10
Total applications for major changes	239	49	34
Licenses deleted	0	0	0
CP's deleted	0	0	3

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

missed and station deleted at licensee's request; also denied Southington's petition for extension of time to oppose WMMW petition. Commissioner Cox dissented. Action June 2.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau to extend time to June 28 to file responsive pleadings to motion by Midwest Television Inc. to modify issue in proceeding on application for new UHF-TV on channel 26 in Springfield, Ill. Action June 9.

■ Granted motion by WHOO Radio Inc. (WHOO), Orlando, Fla., to extend time to June 23 to file oppositions to petition by Clarke Broadcasting Corp. to enlarge issues in proceeding on WHOO application. Action June 9.

■ By memorandum opinion and order in proceeding on applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Inc. (KMMJ), Grand Island, both Nebraska, in Doc. 15812-3, granted in part petition by KRVN and enlarged issues to include contingent comparative issue to determine, in event that choice between applicants is not made on consideration relating to section 307(b), (a) background and experience of each having bearing on applicant's ability to own and

operate proposed station; (b) proposals of each of applicants with respect to management and operation of stations; and (c) programming services proposed by applicants. Member Nelson not participating. Action June 8.

■ By memorandum opinion and order in proceeding on AM applications of Copper County Broadcasting Co. (WMPL), Hancock, and Upper Michigan Broadcasting Co. (WHDF), Houghton, Mich., denied untimely filed petition by Copper County to enlarge issues as to application of Upper Michigan. Member Berkemeyer not participating. Action June 7.

■ By memorandum opinion and order in proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WEXM Broadcasting Inc., Springfield, Va., denied petition by WGAY Inc. to enlarge issues. Members Nelson and Pincock abstained from voting. Action June 7.

■ Granted petition by Vaughn-Hanssen Co., Melbourne, Fla., and Cape Canaveral Broadcasters Inc., Eau Gallie, Fla., to extend time to June 18 to file replies to Broadcast Bureau's opposition to joint petition for approval of merger and for other relief in proceeding on AM applications. Action June 7.

■ Members Berkemeyer, Nelson and Pincock, adopted decision granting application of Central Broadcasting Co. to increase

daytime power of WCGC Belmont, N. C., to 1270 kc, DA-N, from 1 kw to 5 kw, continued nighttime operation with 500 w; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419. May 11, 1964, initial decision looked toward denying application. Action June 3.

■ By memorandum opinion and order granted joint petition by United Artists Broadcasting Inc. and Ohio Radio Inc., applicants for new TV on channel 31 in Lorain, Ohio, for approval of agreement whereby latter's application would be dismissed in return for opportunity to invest in new corporation; dismissed Ohio's application; and retained in hearing status United Artists'. Action June 3.

■ By memorandum opinion and order in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752 et al., denied petitions by Pasadena Broadcasting Co. and Bible Institute of Los Angeles Inc. to enlarge issues as to application of California Regional Broadcasting Corp.; granted in part motion by California Regional to strike joint reply to oppositions and struck in part Bible Institute and Pasadena Broadcasting joint reply to oppositions. Member Nelson not participating. Action June 2.

■ Scheduled oral argument for July 1 in following AM proceedings: Southern Radio and Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, Fla., and Mid-Utah Broadcasting Co. (KEYY), Provo, Utah. Action June 2.

ACTIONS ON MOTIONS

By commission

■ Commission granted requests by Association of Federal Communications Consulting Engineers and Association of Maximum Service Telecasters Inc. to extend time from June 14 to July 14 to file comments and from June 25 to July 26 for replies in matter of proposed new field strength curves for FM's and TV's in Doc. 16004. Action June 7.

■ In matter of rulemaking on number of FM proposals commission granted petition by Ray R. Paul, counsel for petitioners in RM-740 (Elizabethton, Tenn.), RM-675 (Copperhill, Tenn.) and RM-751 (Crossville, Tenn.) to extend time in these portions of proceeding from June 7 to June 14 to file comments and from June 18 to June 25 for replies; and extended same time to petitioners in RM-745 (Clinton, Tenn.). Action June 7.

■ Commission granted joint petition by twenty-two broadcast licensees to extend time from June 14 to Aug. 2 to file comments and from July 12 to Aug. 31 for replies in matter of amendment of sections 73.35, 73.240 and 73.636 of rules relating to multiple ownership of AM's, FM's and TV's. Action June 3.

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner Isadore A. Honig to preside at hearings in proceeding on AM application of Storz Broadcasting Co. (WTIX), New Orleans; scheduled prehearing conference for July 8 and hearing for July 29. Action June 7.

■ Designated Examiner Thomas H. Donahue to preside at hearings in proceeding on applications of Campbell and Sheftall and Fort Campbell Broadcasting Co. for new FM's in Clarksville, Tenn., and Fort Campbell, Ky., respectively; scheduled prehearing conference for July 9 and hearing for Sept. 9. Action June 7.

■ Designated Examiner Basil P. Cooper to preside at hearings in proceeding on applications of Fine Music Broadcasts Inc. and Belk Broadcasting Co. of Florida Inc., for new FM in Jacksonville, Fla.; scheduled prehearing conference for July 2 and hearing for Sept. 14. Action June 7.

■ Because of illness of presiding hearing examiner, continued June 3 hearing to date in near future to be specified by presiding hearing examiner in Henderson-Boulder City, Nev., TV channel 4 proceeding. Action June 2.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of St. Albans-Nitro Broadcasting Co. and WCHS-AM-TV Corp. for new FM's in St. Albans and Charleston, W. Va., respectively, granted St. Albans' petition and supplement for leave to amend application to specify channel 286 (105.1 mc) in lieu of channel 241 (96.1 mc), and removed amended application from hearing and returned it to processing line. Action June 8.

■ In proceeding on application of South Norfolk Broadcasting Co. for new AM in

Continued on page 111

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Help Wanted—Management

Radio Station Manager in a market just under 200,000 in the deep south. Prefer a man with small market experience who has proven sales background, is promotion minded and is good with collections and has aptitude for details. You will be part of a group operation. Starting salary \$10,000 plus expense account and percentage override on sales. Write giving complete details, on management and sales experience. Box F-61, BROADCASTING.

General Manager for prosperous single station market in the southwest. A real producer can grow with an expanding organization. Salary plus incentive will lead to bright future. Send complete details to Box F-109, BROADCASTING.

If you are aggressive competitor, experienced administration, sales, promotion and production, there is golden opportunity associated multiple ownership operating combined radio & television stations with network affiliations in progressive community located upper midwest. Prefer family man as general manager. Salary open. Send resume and pic to Box F-110, BROADCASTING.

Managers, announcers, salesmen. combo man needed for expanding 4 station chain. Unlimited opportunity in both AM and FM operations in Florida, Georgia and Louisiana. Send complete details first letter to Gene Milsteen, WDLR Radio, Panama City, Florida.

Sales

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-300, BROADCASTING.

Detroit—Good creative salesman. Managing or capable of managing. Immediate opening with multiple group. Box F-94, BROADCASTING.

Career opportunity for young creative type salesman on way up. Midwest group adding station seeks salesman to promote within year to sales manager. Stock interest available. Box F-129, BROADCASTING.

Wanted, experienced radio time salesman for Midwestern full time stereo station, market area approximately 100,000 people. Presently grossing around \$50,000 per year. Excellent opportunity. Must have good references. Box F-142, BROADCASTING.

Need experienced radio salesman, or man with radio schooling. Good pay and working conditions. Good future. Contact Ed Carell, WGAD, Gadsden, Alabama.

Salesman who has experience and proof of ability. Excellent opportunity for producer to make money and advance with aggressive, successful multiple owner. Send complete details to: Joe Fife, WVJS, Owensboro, Kentucky.

Radio-television sales campaign organization with A-1 references, in business 26 years. needs two good salesmen to work sales campaigns for radio and TV stations throughout U.S.A. Liberal commission, fast promotion to right parties. Single man or man and wife. Must have car and be free to travel. Now covering North and South Carolina Atlantic seaboard summer vacation area. Give qualifications, age, telephone number and address. . . . P.O. Box 9547, Treasure Island, Fla.

Sales—(Cont'd)

Pacific northwest. Offers salesmen, sales managers, excellent opportunity. Salary plus. Let's talk. 503-772-8600. Phil Holman, Mgr.

Announcers

Morning man—bright, fast paced for tight middle of road format. Medium market with nations leading broadcast chain. Must have at least two years college, be willing to work hard and take directions well. Excellent advancement opportunity. Send complete resume, references, photo, tape, salary requirements. Box F-7, BROADCASTING.

Florida East coast, adult programed station needs immediately. mature, dependable, morning man. Experience necessary. Good working conditions, and benefits. Send tape, resume, and references to Box F-27, BROADCASTING.

New Jersey—Experienced announcer—newsman for adult music station. Interview required. Salary commensurate with ability. Send tape & resume. Box F-36, BROADCASTING.

Wanted: An announcer or a combo announcer, engineer with 1st ticket for a small town operation. Small staff but congenial and cooperative. No hot shots that think they are better than the best, but just haven't gotten the breaks. I need a good dependable announcer who is willing to do as he is instructed for good salary. Must have at least a fairly good voice and enough experience to do a good commercial. Send tape and resume and salary requirements first reply, Box F-41, BROADCASTING.

Announcer-salesman wanted for well established medium market eastern station. Experience is a must. You will work a board shift and sell. \$125.00 per week. This is a permanent position for a mature individual, definitely not for floaters. Box F-65, BROADCASTING.

N.Y.C. FM looking for part-time announcers with 3rd Class-broadcast endorsement, experienced in commercial classical music combo operation. Box F-88, BROADCASTING.

Need a swingin' first ticket man for nighttime slot in Southwest market. Top 40 format. Send tape, resume, and photo to Box F-128, BROADCASTING.

Northern Arizona AM and FM station needs announcer with good news delivery and third class license. Good straight radio. No "personalities." KVVM, Show Low, Arizona.

Five thousand watt fulltimer needs experienced announcer. Send tapes and resume to KWEW, Hobbs, New Mexico.

Announcer—experienced to replace man who went to NBC, Philadelphia. Must be reliable for middle of the road daytime board shift. Good pay, some talent. Fringe benefits. WCOJ, Coatesville, Pa., 215-384-2100.

Do you have a farm background? A reasonably good voice and a 1st class ticket? Do you have a real interest in broadcast electronics? If so we suggest you see WCUB's, ad in this issue under Help Wanted Technical.

Two men needed by end of August. One newsman; one announcer, preferably with ticket. Talented beginners OK. Pleasant working conditions. Long hours. Call Manager, WCWC-AM-FM, Ripon, Wisconsin. 414-748-5111.

Announcers—(Cont'd)

Morning personalities: The city's only fifty kilowatt station seeks a breezy, bright, adult sounding, typical "kook". (Kook on the air, a dedicated, non-temperamental idea, production and music man the rest of the day). If you like a format approach but a better brand of music, can handle a heavy spot load, work around long newscasts, but still maintain, and gain ratings, we'd like to hear your aircheck. . . Please tell all, first letter. Rush to: Wally Beethoven WIBC, Indianapolis, Indiana.

Wanted: Experienced announcer dj for middle-of-the-road station in western North Carolina. Must be family man. No drifters or drunks need apply. Top pay for top man. Contact Manager, WPTL, Canton, North Carolina.

Combination man wanted immediately Top 40 announcer who is an experienced engineer. Must be capable of maintenance on all broadcast equipment as well as directional. Send tape and complete resume to T. C. Hooper, WQOK Radio, Box 10007, Greenville, S. C. 29603.

Top flite announcer—1st phone necessary, for #1 Pulse rated station in Illinois' 2nd largest city. Forward complete resume, "air-check," recent photo and salary requirements to: John Speciale General manager, WRRR, Rockford, Illinois, 113 South Court St.

Indiana daytimer and FM needs first phone for some AM and night FM announcing, no maintenance. Phone 317-664-7396.

Wanted: Radio salesman and announcer. Resort area. One station market. Northern Wisconsin. Experience necessary. Write Box 352, Rice Lake, Wisconsin.

Wanted: announcer for variety pre-programed station. Experience helpful but voice quality more essential. P.O. Box 606, Clearwater, Fla.

"Morning man with 3rd class broadcast endorsed ticket. Prefer dependable man with at least one year experience in middle-of-road programming. Send tape, resume & references to: Ralph L. Hager, Box 471, Bath, New York."

Help Wanted: Modern country music DJ with first class ticket and engineering ability for exclusive country music outlet in New Orleans, Louisiana. Send tape and resume to Chuck McPherson, 637 Common St.

Opening now for announcer-salesman. Contact Morris Shufflebarger 606-474-5144.

Opening now for announcer. Will consider beginners. Contact Morris Shufflebarger 606-474-5144.

Combo man with 1st class ticket. Middle of the road operation. Mid Atlantic area. Rush tape, resume & salary requirement. R. A. Walter, 70 Tanner St., Hoddenfield, New Jersey.

Technical

5000 watt, KLMR radio and related microwave cable Co., needs a top engineer ready to take over the chief position immediately. I'm leaving after 3½ years to manage another radio station. A good engineer will be paid well and be responsible for maintaining good radio and CATV equipment. My experience proves this is an alert alive organization. I recommend it. If you have technical ability and can manage your own time well. Box F-71, BROADCASTING.

Technical—(Cont'd)

Ohio AM-FM in major market offers excellent opportunity for experienced engineer with ability and initiative. Minimum \$750.00 plus company vehicle. Send complete resume in confidence Box E-20, BROADCASTING.

B.S.E.E.—1st phone-AM experience, energetic young engineer looking for staff position with progressive TV and/or AM-FM station located near major university. Send for resume. Box F-90, BROADCASTING.

Engineer-announcer. Northern California FM needs experienced 1st class licensed man. \$500/month to start. Box F-101, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box F-118, BROADCASTING.

Needed chief engineer. KENN, Farmington, New Mexico. Must be capable of good maintenance and do some announcing. \$115.00 weekly plus.

Chief engineer for Wisconsin AM station . . . Soon to be AM-FM combination. Facility in excellent shape with mostly new equipment, spacious workshop with complete tools and test gear. Several mobile units in operation. Some air work required but emphasis on maintenance. You'll like lakeshore living and will work with alert, friendly, stable staff. You must be sober, industrious, and a self starter with a reasonably pleasant airvoice. We'll pay well for right individual. Present chief leaving to join Motorola July 1st. Send resume and salary requirements to Jack Severson, WCUB, Manitowoc, Wisconsin.

Immediate opening for engineer first class ticket. Strong on maintenance FM-sterero single station operation. Salary open. WFMK-FM, Houston. Call 713-JA 6-4764.

Engineer able to keep 250 watt daytimer on air and handle maintenance. Some board work required. Car needed. Send resume and requirements to Manager. WMBT radio, Shannendoah, Penna.

Chief engineer going on vacation, 250 watt station, weeks July 11 and July 18. Need first phone on hand to meet FCC requirements. Eastern Virginia. Very little work. Call Dean Loudy, WNNT, Warsaw, Virginia 10 A.M. to 12 noon weekdays 703-333-6900.

WWIZ Lorain, Ohio—Engineer, full or part time. announcing not required.

NEWS

Indiana AM-FM needs experienced newsman . . . strong local-area coverage. Box E-364, BROADCASTING.

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

Need at once—newsman: Gather—write—air—local & area news. Contact Charles Riley, WBRN, Big Rapids, Michigan.

News oriented station with consistent AP awards over nine years looking for capable newsman. College graduate . . . some experience local coverage desirable. Contact Bill Miller, WTAX, Springfield, Illinois.

Production—Programing, Others

Immediate opening for program director. "Middle of the road" format. Pennsylvania. Box E-376, BROADCASTING.

Management opportunity with expanding group operation for program manager. If you are college grad. Approximately 28-32 with 5 years announcing or production experience, can produce award winning public affairs programing, direct operations, control music policy, supervise aggressive news operation, prepare editorials and are eager to do the job better than required so you'll get more responsibility you are our man! Salary open. Box F-144, BROADCASTING.

Production—Programing, Others

Continued

Program director needed for Northern California FM jazz station. Must be experienced announcer. \$500/month. Box F-102, BROADCASTING.

Situations Wanted—Management

Experienced, reliable, married, hard-worker. Over 15 years experience in radio, including managership 5 years. Interested in adult programed station in medium or large market. Box F-37, BROADCASTING.

Present Mid-Atlantic general manager commercial manager, college graduate, radio-TV major, seeks managerial position, family. Box F-53, BROADCASTING.

General manager with 20 years know-how, including ownership. Available now for personal interview. Under 40, Medium to majors only. Take complete charge for five figures. Box F-75, BROADCASTING.

Young, ambitious, alert team. Professionally excellent in administration, sales programing and production. Looking for radio station to operate with eventual purchase. Perfect for group or absentee ownership, owner-manager desiring retirement. Box F-99, BROADCASTING.

Young, energetic man with 8 years experience in financial management with network and stations seeks position as business manager with top market station. Qualified for this position excellent references. Min. salary \$12,500. Box F-108, BROADCASTING.

Management . . . prefer within 400 miles of Memphis. Sales, production, play by play. Married, vet. Excellent references, good record. At present job past 6 years as asst. to GM-VP. Box F-119, BROADCASTING.

My more than 20 years in radio & television management, sales, and audience promotion were acquired in two stations in the top ten markets. Ready to move to station or agency where those qualities are a must. Box F-120, BROADCASTING.

Sales

Major market announcer wants to break into sales-eventually management. Box F-114, BROADCASTING.

Situations Wanted

Announcers

Ten years in radio announcing. Experienced disc-jockey, smooth commercial delivery; good news. New Jersey. New England need apply. Box E-402, BROADCASTING.

Announcer, authoritative newscaster, all phases of broadcasting. Married, mature, money no object, experience, future is 100 miles New York, First phone. Box E-408, BROADCASTING.

Bright sound—bright looks—seeking brighter future. College grad., married, 27, creative radio and TV personality. Authoritative news, 3rd ticket. Box F-10, BROADCASTING.

Top notch morning man! Complete with "Cast of Characters" routines, strong, believable commercial delivery. Excellent production. Seeking permanent position. Air check and resume available. Box F-22, BROADCASTING.

Professional top references 16 years radio & TV 1st phone. Announcer pd manage. Looking for solid operation in California, Arizona, Nevada. Box F-30, BROADCASTING.

Majors: One of country's leading format personalities in afternoon drive is looking. Major markets only. Box F-74, BROADCASTING.

Acknowledged top announcer pd, manager. 15 years radio, 1st phone, quality references. Desire professional station in California, Arizona, Nevada. Box F-76, BROADCASTING.

Creative production top 40, competent first phone. College. Four years radio. 22. Military completed. \$125 plus sales. Box F-78, BROADCASTING.

Announcers—(Cont'd)

Still at first job. 6 years experience/schooling. First phone maintenance engineer/announcer. Married. Midwest. Box F-81, BROADCASTING.

Looking for permanent Florida position with morning show plus sales. 35. 1st phone. Box F-84, BROADCASTING.

Good music announcer. Top rated locally. Eight years, 50 kw, fifteen years experience, news, programing, production. Extra voices. Tape, resume available. Fifteen thousand per year. Box F-86, BROADCASTING.

DJ, good—board, solid news, commercials, happy sound. Box F-87, BROADCASTING.

For sale—first phone. Friendly, happy top 40 personality on NW 5KW. Experienced in remotes, hops, PAs, and copy-writing. 23, vet, happily married. Ratings and references both high. Tell me what is wanted and offered. Box F-92, BROADCASTING.

Good music stations! Employed, 700,000 market, 7 years experience, ticket, married, vet. Box F-97, BROADCASTING.

"Experienced, college, tight, bright, sales 3rd phone, California DJ will relocate for same climate." Box F-100, BROADCASTING.

Creative, dynamic comic dj for your major market, middle-road afternoon drive-time slot. Box F-103, BROADCASTING.

9 yrs. C&W dj . . . news sounds . . . smooth operation . . . tight board. Good production . . . not "Hickey" . . . Sales on air and street . . . family, but will relocate. Box F-104, BROADCASTING.

Engineer, morning air personality in major market, wants permanency in small station in East as chief engineer, PD, etc. College, eight years experience. \$140 week minimum. Prefer Penn. Box F-106, BROADCASTING.

Experienced R&B jock, married, responsible, socko personality delivery, strongly creative, wants good job. Box F-113, BROADCASTING.

Announcer, authoritative, newscasting. Single, dependable dj personality. Run tight board. Not a prima donna or floater. Box F-132, BROADCASTING.

Negro dj-newscaster. 3rd class FCC. Will relocate, Box F-134, BROADCASTING.

Young dj, bright sound. Will relocate. 3rd phone. Box F-135, BROADCASTING.

Program director . . . production . . . sports play-by-play college, vet, married, 7 years experience. Box F-136, BROADCASTING.

Eastern shore, first phone combo, graduate of top N.Y.C. announcing school, audio and transmitter engineering experience in N.Y.C. Radio and acting background, good commercials and top references. Prefer middle of road. Box F-137, BROADCASTING.

New York, New Jersey, Long Island, first phone, engineering, announcing, news, humor dj, 30 years old, ten years experience in broadcasting, now working 5 day week in NY city. wish part time or week end announcing shift. Station must be in commuting distance. Call 744-2612 after 7 pm or write Box F-139, BROADCASTING.

First phone announcer desires position. Married, college background, announcing school graduate. \$100 weekly min. David McKay, 1322 Queen N., Minneapolis, Minn. 612-522-2377.

Top forty DJ aggressive pro, 1st ticket, Charles Blakey, Bahia House, Vanderbilt Beach, Naples, Florida 813-MI 2-7980.

Single, 33. Good music sense. Desire late evening or all night show. All offers considered. Write or wire John Ryan, General Delivery, Renesslaer, Indiana.

Will do any thing at your station. First phoner. Marvin James, 6828 Wofford, Dallas, Texas.

"Top forty anywhere in California, C.B. radio school grad. First phone, call 408-377-3822 or write Clyde Campbell, 1131 Shamrock Dr., Campbell, Calif."

Have third phone and good voice. Ready now. Jim Robinson, 4017 Parkside Drive, Dallas, Texas.

Announcers—(Cont'd)

First phone—experienced—will relocate. Michael Furcell 239-26th Ave. Apt. 304 San Francisco, Calif. Phone 415-387-1736.

Female DJ/announcer available, family, newsgathering, womans program, sales, traffic, 513-547-1110, 1388 Dayton Road Greenville, Ohio.

Situations Wanted—Technical

Experienced first phone—wants permanent engineering position with medium or large radio/TV operation in midwest or west. Combo announcing if necessary. Box F-77, BROADCASTING.

1st phone operator inexperienced but willing to learn; Northeast Preferred. Box F-79, BROADCASTING.

Returning to civilian life Sept. 1st. First phone engineer experienced in maintenance & installation radio & TV. Announcing experience too. Will seriously consider foreign offers. Box F-80, BROADCASTING.

First class license. Presently radio operator. Willing to learn. Box F-85, BROADCASTING.

Engineer, announcer, horrible voice, rated #1, experience, maintenance, directionals. Draft free. Box F-107, BROADCASTING.

1st phone. Production and maintenance experience to 50 kw. Some TV. Interested in combo or any phase of broadcasting. Prefer Southwestern States. Consider other locations. Box F-117, BROADCASTING.

First phone, technical training in electronics. Eager to learn, willing to relocate. Box F-131, BROADCASTING.

Ambitious, young, married. 1st class license technical, looking for job in station, Box F-133, BROADCASTING.

Country western personality—chief engineer. New England preferred, others considered minimum \$125 week—Roland Roy RD #2, West Chazy, N.Y. c/o Armond Favreau 518-561-6729.

News

Here's your man. Award material. Background, references superb. East only. TV or radio. Head department. Box F-91, BROADCASTING.

Florida preferred. 15 years with major market station—radio and TV. In Florida early July. Box F-95, BROADCASTING.

Newsman—announcer. Two year liberal education. Just graduated from a top New England broadcasting school. Authoritative voice. Good in newswriting. Good commercial work. Work anywhere in New England or New York. Joe De Francesco, 44 Seventh St., Medford, Mass. 02155.

Production—Programing, Others

Wanted: Position with future, by first phone program director—personality, strong on production. Family man, loves broadcasting, six years experience. Box F-89, BROADCASTING.

Dynamic, hard-working pd with 1st phone. Can take complete charge and revitalize your sound. California preferred. Box F-111, BROADCASTING.

Rating problems? C&W programing pro has the answer with proven—successful format. First phone, too! Box F-112, BROADCASTING.

Experienced set designer, theatre technical director, presently in Navy. Available Sept. 1. Box F-138, BROADCASTING.

Attention: Religious broadcasters. 12 year family radio man with limited TV experience available shortly or in the fall. News specialty; also experienced in programing and sales. Box F-145, BROADCASTING.

TELEVISION—Help Wanted

Management

"Having just received a construction permit from FCC for a new UHF Television station, we are looking for an experienced and competent manager to direct this facility. Located in Northeastern Ohio it will cover a population of approximately one half million covering three cities where there are no other local television stations. Send resume and picture to Box F-93, BROADCASTING."

Help Wanted—Sales

Wanted: an individual to sell television to both large agency and small retailer. Top ten market. Top dollar potential. Youth helpful. Three years radio or TV experience preferred. Be hungry but not starving. Sociable but sober. Aggressive but not hasty. Reply to Box D-294, BROADCASTING.

Aggressive, experienced sales manager for exceptionally well equipped, aggressive small market station in the Mountain West, (Color film, studio and remote video tape units, color tape in 1966). \$10,000.00 plus over ride. Close to excellent hunting, fishing, skiing, water skiing, and etc. Here is a town you can raise your family in without the worry of juvenile delinquency, and etc. The man we want must stand a rigid investigation. Send a complete resume, picture, and etc., to Mr. Gordon O. Glasmann, P. O. Box 547, Twin Falls, Idaho.

Announcers

Staff announcer: Minimum five years in commercial television with at least three years as booth, commercial, or play-by-play announcer. Wish man with pleasing personality, good commercial talent and sports background preferred. Send resume, photo to Box F-115, BROADCASTING.

Want to work on advanced degree at major university? Ready for the big change from radio to TV? VHF commercial has opening for on camera and booth announcer. Send full details first letter. Box F-130, BROADCASTING.

Feel you're better than Paar or Godfrey . . . just haven't been discovered? Number 1 VHF in 3 station midwestern market needs "personality" announcer with off-beat flair . . . must be strong on commercial presentation. Send resume, video tape, picture and salary requirement to Box F-141, BROADCASTING.

Chance of a lifetime to locate in Tucson, Arizona. Immediate opening for staff announcer/weatherman. CBS-TV affiliate offers job security and excellent working conditions for stable, experienced announcer. Starting salary \$400 month. Send VTR or SOF and resume to: Dave Reaban, Operations manager—KOLD TV, 115 W. Drachman, Tucson, Arizona.

Technical

Chief engineer for Eastern VHF with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

Florida ETV station, due to expansion, will soon have three openings: studio, transmitter and maintenance. First class license required and TV experience desired. Good salary and working conditions. Box F-2, BROADCASTING.

Activating ETV-UHF station in N. Y. state. Studio, transmitter, VTR engineers needed immediately. Installation, operations, maintenance experience, 1st class license desirable. State full details, references, and salary requirements. Box F-19, BROADCASTING.

We are increasing our engineering staff. Openings available for both studio and transmitter maintenance men. This is an excellent opportunity, work and advance in accordance with your ability. Send complete resume, salary requirements and recent photograph to Charlie Parrott, Chief Engineer, WTVM-TV, Columbus, Ga.

1st phone engineer for Southwestern VHF. Must be strong on maintenance and theory with minimum five years experience all television broadcast engineering. \$600 minimum. Resume and references to Box F-116, BROADCASTING.

Engineer—chief—New 2500 mg. ETV for large private school system. P.E./E.E. preferred. 1st class ticket. Experience as chief engineer, transmitter/studio construction, operation, maintenance. Opportunity for design oriented person willing to grow with system. Box F-140, BROADCASTING.

Technical—(Cont'd)

Transmitter operating technician AM, FM, TV. No announcing. Salary based on background and experience. Send resume to Chief Engineer, WAIM, Anderson, South Carolina.

Oldest television station in Miami is expanding. Presently seeking television technician-operators. Must have at least two years recent experience and current first class license. Send resume to WTVJ, c/o Ken Littrell, P.O. Box 2440, Miami, Florida.

CATV engineer. Actual CATV experience not necessary. Engineering degree preferred, microwave experience preferred. Send complete resume and salary requirements to Television Cable Co., Box 895, Myrtle Beach, S. C.

News

Creative TV news combo man, writer, reporter, photographer for news broadcast and documentaries. Some air work. Leading New York state market. Box E-401, BROADCASTING.

Reporter-photographer for national award-winning news department of Great Lakes area group-owned station. Will train you in photography if necessary. On-air ability not essential. Send qualifications, photo, audio tape (if applicable) to Box F-43, BROADCASTING.

Production Programing & Others

Midcentral Television station seeking top program and production executive to direct operation. Station plans for full color facilities. Box F-29, BROADCASTING.

August 1 opening for operations manager and experienced on-camera news talent for new Midwestern television station. Send all pertinent information to Box F-42, BROADCASTING.

Floor men—cameramen for Midwestern VHF. Experience necessary. Union station. Salary to \$120 per week. Send details & resume to Box F-69, BROADCASTING.

Television production-operations manager. If you are ready for major eastern TV market—to supervise television directing staff and all program production in one of the most active television stations in the country, then we're interested in you. Must be experienced, an administrator, handle agencies and staff well and be ready to roll up your sleeves and get to work. Salary will match ability—opportunity unlimited with flagship station of group operation. Send complete resume to Box F-126, BROADCASTING.

Experienced producer-director to handle daily woman's personality show, tape and film commercials and specials. Should be able to write; shoot and edit film. Immediate placement, salary open. Call Ken Seeman, 219-742-9411, WANE-TV, Fort Wayne, Indiana, a Corinthian Station.

"Promotion manager wanted. Send particulars and resume to Gen. Mgr., WTCN-TV, Minneapolis, Minn.

TELEVISION—Situations Wanted

Announcers

Looking for new talent? Top-notch weathercaster and commercial personality. 5 years experience. Age 30. On the air newscaster. Knowledge of current affairs. Good interviewer. Radio-middle-of-road, but bright sounding. Box F-64, BROADCASTING.

Technical

Engineering director/chief management oriented: Experienced all levels; planning, construction, maintenance, operations. Comprehensive TV, FM stereo, super power AM. Resume Box F-49, BROADCASTING.

NEWS

Female TV news reporter. Dignified, alive personality. Good delivery, good writer. Experienced most phases radio-TV. Box F-98, BROADCASTING.

Production—Programing, Others

Young married man with college background and specialized training in television field desires position in studio work. Resume available. Box F-146, BROADCASTING.

WANTED TO BUY—Equipment

1-one kw transmitter, frequency monitor, modulation monitor remote control equipment consolettes, turntables, tape recorders, tape cartridge record and playback units, tower two hundred feet with all lightning equipment. Norman Thomas, P. O. Box 428, Chattanooga, Tenn.

16mm film projector needed immediately. Especially RCA-TP6 or Eastman 275. Phone 305-356-0457 or Box F-105, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliac, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

Towers—Four 225' SS, Blaw Knox, base insulated. Complete with lighting. Steel galvanized. Tower Service, Inc., N76W13911 Lomas Lane, Menomonee Falls, Wis. FL 3-9300.

Used equipment for sale: Gates MBC-20 multiplex exciter and SCA generator \$495. Two Ampex 450 tape playback machines, automatic reversal \$425 each or \$795 for two. W.E. 1126-c limiting amplifier \$195. W.E. 110A limiting amplifier \$110. Gates M-4809 remote control equipment \$475. WRFM, 41-30 58th St., N. Y., N. Y. 11377. Phone Defender 5-1051 code (212).

For Sale: Schafer model 1200 automation. Includes 2 Schafer model LU-3 Seeburg units and 3 racks. Rack A includes 3 tape playback units (Ampex) including all electronics. Rack B includes all automation electronics and controls. Rack C includes program preparation for unit. It can also be used as playback unit. All plug-in cables are furnished. Bought originally for night operation. Due to change in station programming no need for it now. The unit has been used less than 25 hours. In perfect condition. Contact Radio WSM, Nashville, Tennessee.

The complete source of used broadcast equipment . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Measurements' model 58 noise & field strength meter including loops, case—hardly used \$500; EA model AW O-1 ma recorder \$175. Box F-18, BROADCASTING.

Slightly used RCA 1 kw TTU1B UHF transmitter \$18,000.00. In storage 8 years. Box F-83, BROADCASTING.

Remote control, SEL, used one month, ultra reliable, \$375. Write Mike Lincoln KPEN, 1001 California St., San Francisco.

Altec 639A Microphone complete w/plugs. new condition, factory packaged \$190.00 each. Fidelity Sound, Inc., 1427 Landon Avenue, Jacksonville, Florida.

Excellent bargain for the "Early Bird". TV transmitting antenna for sale. RCA PFH 12AP super turnstile Channel 10. Good condition, in storage or trestles, will sell as is—where is. Phone collect B. Haurylac, National Airlines, Miami Florida. 305-633-6311.

Closed circuit TV equipment new-condition. Write for listing. Fidelity Sound, Inc., 1427 Landon Avenue, Jacksonville, Florida.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

MISCELLANEOUS

Continued

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

Gags galore for deejays! Catalogue free. Ed Orrin, 8034 Gentry, N. Hollywood, Calif.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions Elkins Radio License School of New Orleans. 333 Saint Charles, New Orleans, Louisiana

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers G.I. approved. Request free brochure Elkins Radio License School. 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin June 29, Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

INSTRUCTIONS—(Cont'd)

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! Career Academy, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202.

First phone through tape recorded instruction or in six week resident class starting July 7. Bob Johnson Audio-Visual License Training, 1201 Ninth, Manhattan Beach, Calif.

Disk jockey! Taped, home instruction! Fisher, 678 Medford, Patchogue, N. Y. 11772.

RADIO

Help Wanted—Management

CATV-MANAGER

Excellent opportunity to grow with young high-potential operation in St. Thomas, Virgin Isles. Must have sales ability, basic understanding of engineering, and desire autonomy to manage all phases. To operate existing system, requires shirt-sleeve attitude, efforts would result in direct income benefits. Send resume, references, availability date and salary requirements to Virgin Isles, TV Inc. c/o Knight Management Corp., Room 271, 490 Commonwealth Avenue, Boston, Massachusetts 02215.

Sales

ONE OF OHIO'S TOP RATED

Radio Stations is looking for young aggressive salesmen. Send complete resume to:

Box F-123, BROADCASTING

Announcers

AIR PERSONALITY

You know us from our innovations in programming and promotion. We're a format popular music station and a dominant factor in one of the nation's top ten markets. Within the next two months we'll be selecting an addition to our staff of air personalities. If you're currently employed in one of the top fifty or so markets and have excellent personal as well as professional references, we'd like to hear from you.

We want an aircheck of at least 30 minutes of what you are doing currently, a photograph and a resume. If you do commercial and station production material, we'd like a separate tape of that.

The man we will hire must be able to follow and have respect for tight station sound, yet be able to protect his personality within the format.

Our staff knows of this advertisement. All replies and our communications with you will be held in strictest confidence.

Replies to:

Box F-96, BROADCASTING

Announcers—(Cont'd)

"LOOKING, RIGHT NOW"

A bright versatile morning team for one of Ohio's top rated radio stations. Send tape, resume & we'll get back to you. Guys only, please.

Box F-122, BROADCASTING

MORNING MAN

Needed immediately at KLIF the 50 kilowatt McLendon station in Dallas. Right person is mature, responsible, clever air salesman, with flair for comedy. If you are that person, send a recent photo along with tape and resume. Salary open. All replies confidential. Send tape to JACK BORDERS, PROGRAM DIRECTOR, KLIF, DALLAS.

MONEY, SECURITY, PRESTIGE

The solid sound of modern radio. An opportunity to name your own ticket. Make ability pay with the big signal in Northwest. More for first phone and/or versatility. Daytime shift with possible TV. Tight production personality a must. Don't scream on your audition . . . do it smooth, but bright. We prefer an air sheek. Our signal covers several states and we're contemporary. You can advance with us too. Send tape, resume, picture . . . this is an immediate opening. Tapes will be returned. Write Bill Drilling, Programed manager, KFVR radio, Bismarck, North Dakota.

Technical

OPPORTUNITY IN PUERTO RICO

for Chief Engineer for expanding AM facilities in San Juan. Requirements: extensive knowledge in maintenance of transmission equipment and STL equipment. Salary open. Knowledge of Spanish desirable but not necessary. Reply with resume to:
Box F-127, BROADCASTING

ATTENTION CHIEF ENGINEER

Looking for a challenge & advancement. If you can handle a directional full time rig, and are sharp on maintenance, let us hear from you. Midwest station looking for a chief that can run the department. Send resume to:
Box F-124, BROADCASTING

You Can't Top A CLASSIFIED AD

in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Production—Programing, Others

WANTED: FARM DIRECTOR

We need a man qualified to fill a big pair of shoes. Our former director went to the top in NATRFD. If you believe you have what it takes and desire to plan your future with us, contact:

Ken Hedrick
Program Director
KFAB Radio
Omaha, Nebraska

Situations Wanted—Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: Djs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

TELEVISION—Help Wanted

Management

CATV-MANAGER

Excellent opportunity to grow with young high-potential operation in St. Thomas, Virgin Isles. Must have sales ability, basic understanding of engineering, and desire autonomy to manage all phases. To operate existing system, requires shirt-sleeve attitude, efforts would result in direct income benefits. Send resume, references, availability date and salary requirements to Virgin Isles, TV, Inc., c/o Knight Management Corp., Room 271, 490 Commonwealth Avenue, Boston, Massachusetts 02215.

Technical

SALES ENGINEERS

The continued growth of our CATV Systems Division has created the need for experienced sales engineers.

Experience in either CATV, communications or closed circuit TV desirable.

Send resume including education, work history and salary requirements. All replies will be held confidential.

JERROLD ELECTRONICS CORPORATION

MARVIN J. KRANTZ, Director of Personnel
15th Street & Lehigh Avenue
Philadelphia, Pennsylvania 19132

AN EQUAL OPPORTUNITY EMPLOYER

Technical—(Cont'd)

Television/Field Broadcast Engineers

Video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

News

WANTED

Experienced newsmen for combined radio-TV operation. Must be able to read, write, report and have experience with radio & TV tools of the trade. Send resume. J. F. Murphy, KOOL News, 511 West Adams St., Phoenix, Arizona 85003.

Production—Programing, Others

ASSISTANT TV AND ADVERTISING PROMOTION MANAGER

Eastern top 10 market should be experienced in sales advertising and promotion and familiar with all phases of audience advertising and promotion, publicity and merchandising. Send resume and salary requirements.

Box F-143, BROADCASTING

ACTIVATING COMMUNITY ETV STATION—NY STATE

Qualified personnel only apply immediately full details, references and salary requirements. Production manager—Executive producer, must have heavy facilities design installation, and supervisory experience. Director of film and videotape, library and services. Photographer (still and motion picture) processing. Graphic artist and scenic designer.

Box F-121, BROADCASTING

Know Studio and Remote Operation?

We want an experienced live wire to run a swinging operation. Send resume to:

TOM BREEN, Station Manager
Kaiser Broadcasting
3201 South 26th St.
Philadelphia, Pa. 19145

Situations Wanted—Management

HUSBAND/WIFE Management Team

40 years combined Radio/TV know-how. All phases including FCC 1st, Planning, Organization, Efficiency, Automated & Low-Budget Live Operations. In present medium market Management for 7 years. Thrive on challenges but not dead-end situations. Modest 5-figure Capital & Top Credit available for equitable investment opportunity.

Our Background & Integrity subject to rigid investigation . . . your's must too. Prefer Texas or W/SW. Send details first letter, will reciprocate.
Box F-82, BROADCASTING

MISCELLANEOUS

PILOTS WANTED

New UHF Station in Major Market needs low budget programming.
Have a Pilot you'd like to televise?
Send details—
Box F-67, BROADCASTING

CAN YOU PRODUCE LOCAL, LIVE FAST PACED MUSICAL TV AND/OR RADIO PROGRAM?

Send for copyrighted format of "BREAK-THRU." Combines essential ingredients for Sale and Promotion. The Chriskil Co., 49 Croydon Road, Framingham, Mass.

EMPLOYMENT SERVICE

THE AMPS AGENCY

BY BROADCASTERS - FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations — management, sales, programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

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Telephone OL 7-4881



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RADIO and TV CONSULTANT

Our proven management, programing, and sales methods will increase profits for large and small market stations. One of our management executive's will come into your station and personally direct the day to day operations until the station has reached its potential. Call 303-292-0996 now or write today to NBS.

PERSONNEL AVAILABLE

Announcers and D.J.'s plus the managers too, want to relocate soon with someone like you.

NATIONWIDE BROADCAST SERVICES
925 Federal Blvd. Denver 4, Colorado
Phone area code 303-292-0996
JOB INQUIRIES INVITED.

BROADCASTERS

Place your future confidentially in our hands. We have positions nationwide for qualified broadcasters.

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phone (303) 292-3730
Private broadcast # (303) 534-6810

EMPLOYMENT SERVICE

Continued

AVAILABLE NOW

High caliber job applicants . . . DJs, Announcers, Newsmen. Well trained, professional talent.

CONNECTICUT SCHOOL OF BROADCASTING

Hotel America, Hartford, Connecticut 06112
Dick Robinson, Director

527 Madison Avenue, New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

CONFIDENTIAL NEGOTIATIONS

Placement within 30 days if you are qualified. Nationwide Radio & TV. Need Announcers, Salesmen, 1st Ticket combo and engineer, PD's, etc. Write for application.

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STATION WANTED

Small chain wants to buy additional station in a one to four station market East of Mississippi River. Will pay 29% to 100% cash. All information confidential.

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WKUL
Cullman, Alabama

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Continued from page 104

Chesapeake, Va., renumbered as exhibits 3 and 4, respectively, engineering exhibit 1, and affidavit of no consideration, exhibit 2. Action June 4.

By Hearing Examiner Millard F. French

■ In proceeding on AM applications of Dennis A. and Willard D. Sleighter (WVDS), Everett, and Beacon Broadcasting Concern, Martinsburg, Pa., denied petition by Beacon Broadcasting to enlarge issues by addition of "Evansville issue." Action June 4.

■ In proceeding on applications of James B. Childress and Denton Radio Co. for new AM's in Burnsville and Denton, N. C., respectively, in Doc. 15883-4, granted motion by Denton Radio to extent of dismissing, but with prejudice, application. Action June 3.

■ In proceeding on applications of Gross Broadcasting Co. and California Western University of San Diego for new TV's on channel 51 in San Diego, in Doc. 15824-5, granted motion by Gross Broadcasting to continue June 1 date for preliminary exchange of engineering exhibits to July 1. Action June 3.

■ In proceeding on FM applications of John N. and Alvera M. Traxler and Sunshine Broadcasting Co., Delray Beach, and WLOD Inc., and Boca Broadcasters Inc., Pompano Beach, Fla., in Doc. 15803-6, scheduled certain procedural dates and further hearing for July 14. Action June 1.

■ Formalized by order agreements and rulings made at May 27 prehearing conference in proceeding on applications of Erway Television Corp. and Chesapeake Engineering Placement Service Inc. for new TV on channel 72 in Baltimore and scheduled certain procedural dates and hearing for July 21. Action June 1.

By Hearing Examiner Walther W. Guenther

■ Pursuant to June 4 prehearing conference in proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, Pendleton Broadcasting Co. (KUMA), Pendleton, both Oregon, and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., approved procedural ground rules established and continued July 21 hearing to Sept. 14. Action June 4.

By Hearing Examiner Isadore A. Honig

■ On own motion, ordered, nunc pro tunc, that notification date re witnesses to appear for cross-examination on Issue 2 matters is extended from May 20 to June 10, to accord with and grant request set forth in motion by Plains Television on May 20 to continue hearing, which request was unopposed by other parties but was not covered by examiner's order of May 24 rescheduling further hearing for June 22 in proceeding on application of Midwest Television Inc. for new TV on channel 26 in Springfield, Ill. Action June 4.

■ Formalized by order certain procedural agreements reached during June 3 prehearing conference in proceeding on AM application of Continental Broadcasting of California Inc. (KDAY), Santa Monica, Calif. and, among other things, continued July 23 hearing to Oct. 5. Action June 4.

By Hearing Examiner H. Gifford Irion

■ On own motion, scheduled further hearing for June 16 in proceeding on applica-

FOR SALE—Stations—(Cont'd)

Miss. small daytime	\$ 62M	SOLD
Tenn. medium fulltime	155M	terms
S.E. medium fulltime	95M	30M
N.Y. metro daytime	100M	29%
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tions of American Colonial Broadcasting Corp., to change trans. site and ant. height of WSUR-TV (ch. 9) Ponce, and to increase power of WKBM-TV (ch. 11) Caguas, P. R. Action June 7.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled further prehearing conference for Sept. 8 in proceeding on application of Selma Television Inc. (WSLA-TV), Selma, Ala. Action June 4.

■ By separate actions in 1110 kc Pasadena, Calif., area proceeding, in Doc. 15752-66, (1) denied joint petition by Orange Radio Inc., California Regional Broadcasting Corp. and Storer Broadcasting Co. for modification of exchange procedure, and (2) granted petition by Voice of Pasadena Inc. for leave to amend nighttime directional ant. proposal. Actions May 28, June 1.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Dismissed as moot an April 13 petition by Symphony Network Association Inc. to reopen record in Fairfield-Homewood, Ala., TV channel 54 proceeding. Action June 3.

■ Continued June 3 prehearing conference pending further order of hearing examiner in proceeding on AM application of Ypsilanti Broadcasting Co. (WYSI), Ypsilanti, Mich. Action June 1.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Southern Newspapers Inc. and Radio Hot Springs Co. for new FM's in Hot Springs, Ark., in Doc. 15701-2, granted applicants' joint petition to extent of rescheduling June 2 date for exchange of applicants' direct cases for July 2, June 9 notification of any witnesses desired for cross-examination for July 9 and June 16 hearing for July 15. Action June 3.

By office of opinions and review

■ Granted petition by Broadcast Bureau to extend time to June 21 to file oppositions to application for review in proceeding on application of Denver Area Broadcasters (KDAB), Arvada, Colo. Action June 2.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of June 8

James Broadcasting Inc., Jamestown, N. Y.—Granted CP and license for new low power auxiliary.

WUPR Utuado, P. R.—Granted CP to make changes in ant. system.

KOCM(FM) Newport Beach, Calif.—Granted CP to install new ant., increase ERP to 2 kw and ant. height to 300 feet, and make engineering changes.

■ Granted licenses for following VHF-TV translators: W07AI, Van Curler Broadcasting Corp., Lanesborough, Pittsfield and West Pittsfield, Mass.; W08AQ, W10AE, W12AJ, United TV Inc., Westernport, Md.

Actions of June 7

KULY Ulysses, Kan.—Granted license for AM.

KVOE Emporia, Kan.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

KCKN-FM Kansas City, Kan.—Granted license covering increase in ERP and ant. height.

WAAM Ann Arbor, Mich.—Granted increased daytime power on 1600 kc, from 1 kw to 5 kw, continued nighttime operation with 1 kw, installation of new trans., and change from DA-1 to DA-2 conditions.

KVII-FM Amarillo, Tex.—Granted CP to change facilities on channel 231 (94.1 mc), from ERP 5.3 kw, ant. height 240 feet to ERP 10.5 kw, ant. height 700 feet; change studio and ant.-trans. locations, and install new ant.

KABL-FM San Francisco—Waived Sec. 73.210(a) of rules, and granted mod. of license to extent of permitting relocation of main studio beyond corporate limits of San Francisco, at Krow Island, Oakland; San Francisco station identification to be continued.

W74AG, W82AB Darlington, Wis.—Granted CP's to change type trans. for UHF-TV translators.

K02CG, K07EA Riddle Myrtle Creek and Canyonville, Ore.—Granted CP's to replace expired permits for new VHF-TV translators.

K78BP, K82BD Little Falls and Brainerd Resort area, Minn.—Granted extensions of

completion dates to December 12, for UHF-TV translators.

■ Granted licenses for following FM's: KICS-FM Hastings, Neb.; KOCY-FM Oklahoma City; KFLA-FM Scott City, Kan., and specify type ant.; KLAW Lawton, Okla., and specify type trans.; ant. height 117.375 feet; KNFB Nowata, Okla., and specify type trans.; KWHG Lincoln, Neb., and specify type trans.

■ Granted CP's to replace expired permits to make changes in following VHF-TV translators: K12AE, city of Powell, Wyo.; K12BO, Valley TV Club Inc., King Springs, Galpin, Glasgow and Tampico, Mont.

Actions of June 4

■ Remote control permitted for following: WELC Welch, W. Va.; WSID and WSID-FM Baltimore.

*WFSU-FM Tallahassee, Fla.—Granted SCA on sub-carrier frequency of 67 kc.

WSWN-FM Belle Glade, Fla.—Granted SCA on sub-carrier frequency of 67 kc.

KBYG Big Spring, Tex.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

KIBE Palo Alto, Calif.—Granted license covering increase in power and installation of new trans.

KCCR Pierre, S. D.—Granted license covering change in operation from 1590 kc, 1 kw, D to 1240 kc, 250 w, unli.

*WFSU-FM Tallahassee, Fla.—Granted mod. of license to change name to Board of Regents of Florida acting for and on behalf of Florida State University.

WRBS(FM) Baltimore—Granted mod. of license to change name to Peter and John Radio Fellowship Inc.

WALL-FM Middletown, N. Y.—Granted CP to replace expired permit for new FM, WRFM(FM) New York—Granted CP to increase ERP to 38 kw, and make engineering changes.

*WAMC(FM) Albany, N. Y.—Granted CP to install new transmission line.

■ Granted licenses for following VHF-TV translators: W04AJ, Mohawk-Hudson Council on Educational Television, Schoharie and Middleburg, N. Y.; W09AI, W07AL, W13AP, Wellersburg TV Inc., Wellersburg, Pa.

■ Granted licenses for following UHF-TV translators: W79AD, Incorporated Village of Southampton, Southampton, N. Y.; W79AI, Connecticut Television Inc., Torrington, Conn.; W7IAF, Board of Education of St. Mary's County, St. Mary's county, Md.; W73AE, W82AE, Massachusetts Executive Committee for Educational Television, Amherst and Springfield, Mass., and specify type trans.

■ Following were granted extensions of completion dates as shown: KOLL Honolulu, to Sept. 1; KROC-FM Rochester, Minn., to Sept. 15; WVSC-FM Somerset, Pa., to Dec. 25; *KTEC(FM) Klamath Falls, Ore., to August 30.

Actions of June 3

Southeastern Broadcasting Corp., Crossville, Tenn.—Granted CP for new VHF-TV translator, on channel 7, to rebroadcast programs of WBIR-TV (ch. 10) Knoxville.

*WNYE-TV New York—Granted mod. of CP to change ERP to 589 kw vis., and 117 kw aur.; type trans., and make engineering changes.

WDCA-TV Washington—Granted mod. of CP to change ERP to 646 kw vis., and 64.6 kw aur.; change trans. and locations to Bethesda, Md.; type trans. and type ant.; ant. height to 770 feet, and make changes in ant. system; condition.

KUSN St. Joseph, Mo.—Granted license covering installation of auxiliary trans. at main trans. site.

WRVM Rochester, N. Y.—Granted license covering change in ant.-trans. site, changes in ant. and ground systems, and remote control operation.

WLPR(FM) Mobile, Ala.—Granted license for FM: ERP 40 kw.

Actions of June 2

WJHL-TV Johnson City, Tenn.—Granted mod. of license to reduce aur. ERP to 63.1 kw; main trans. and ant.

K83AY Cherokee and Alva, Okla.—Granted CP to replace expired permit for UHF-TV translator.

WBIV(FM) Wethersfield Township, N. Y.—Granted renewal of license and SCA.

KAOH Duluth, Minn.—Granted change in remote control authority.

Actions of June 1

Cornhusker Television Corp., Cambridge

and Bartley, Neb.—Granted CP for new UHF-TV translator, on channel 70, to re-broadcast programs of KGIN-TV (ch. 11) Grand Island.

WCAW Charleston, W. Va. — Granted change in remote control authority.

KIT Yakima, Wash.—Second remote control point permitted.

Action of May 26

WKBH La Crosse, Wis.—Remote control permitted while using nondirectional ant.

Actions of May 20

WEAW Evanston, Ill.—Granted change of remote control authority.

WSOM-FM Salem, Ohio—Remote control permitted.

*WNPS New Orleans, La.—Remote control permitted.

Fines

■ Commission notified Kenneth W. Van Prooyen, licensee of WKLW-FM Grand Rapids, Mich., that station has incurred apparent liability of \$500 for failure to employ first-class radio operator, have operator on duty at transmitter, post operator's license and inspect transmitting equipment. Licensee has 30 days to contest or pay forfeiture. Action June 9.

■ Commission notified Garden Island Publishing Ltd. that KTOH Lihue, Kauai, Hawaii, has incurred apparent liability for rule violations, including use of commercial operators without proper licenses. Licensee has 30 days to contest or pay forfeiture. Action June 2.

■ By memorandum opinion and order, commission ordered WMIE Inc., licensee of WMIE Miami, to forfeit \$3,000 for failure to control foreign language programing, file time broker contracts, observe logging requirements and keep record of broadcast time requests by candidates for public office. This was amount stipulated in commission's liability notice of March 17 when it gave short-term license renewals to both WMIE and its companion FM station WEDR. Commission declined licensee's request to reduce forfeiture to \$2,000. Action June 2.

■ Commission notified WGOK Inc. licensee of WGOK Mobile, Ala., that it is apparently liable for \$500 forfeiture for failure to file time broker contracts and, at same time, admonished station for possible "payola" practices. Licensee has 30 days to contest or pay forfeiture and 20 days to comment on apparent failure to establish appropriate internal controls to prevent situations conducive to "payola." Action June 2.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 9. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states. ■ Indicates a franchise has been granted.

■Hartselle, Ala.—Video Cable Systems Inc., Huntsville, Ala. (William O. Neal, president), has been granted a 30-year franchise. Construction must be started within one year and completed within two years.

Camarillo, Calif.—Pacific Master Systems, Los Angeles, has applied for a franchise.

Fresno county, Calif.—Applications have been filed by Tele-Pix Corp., Walnut Creek, Calif. and a firm jointly owned by Cox Cablevision Corp. and McClatchy Broadcasting Co., a group station owner. Tele-Pix would pay the county 3% of its annual gross receipts. Richard Lubic, vice president

of Tele-Pix, said schools along the route would receive free service.

Modesto, Calif.—Cable TV Service Inc., El Cajon, Calif. (Allen T. Gilliland, San Jose, Calif., president) has announced that it will lease cables from the PT&T Telephone Co. without a franchise from the city.

Starke, Fla.—Applications have been received from Cable TV Inc., Live Oak, Fla.; Adolph Gay (represented by attorney T. A. Yawn Jr.), and Buford Mitchell.

Champaign, Ill.—University TV Cable Co. (jointly held by Alliance Amusement Co., Chicago, and Jerrold Corp., Philadelphia) and Plains Television Corp. (WCHU-TV Champaign, and WICS-TV Springfield, both Illinois) have applied separately for franchises. University TV, represented locally by attorney James Wheat, would invest \$1.5 million in its proposed system. Channels to be carried by both systems are: WCIA-TV, WCHU-TV, both Champaign; WILL-TV, noncommercial, WGN-TV and WCUI-TV, all Chicago, plus a closed circuit channel for local programing. Estimated maximum charges in both proposals are \$18.50 for installation and \$5 monthly. The significant difference between the University TV and the Plains Television applications is an estimated 1-2% annual remittance to the city in the former and a 3% remittance in the latter.

Loves Park, Ill.—See Rockford, Ill.

Morrison, Ill.—Sound Vision Inc., represented by O. K. Wright, 907 Myrtle Ave., Dixon, Ill., has applied for a franchise. Estimated monthly fees would be \$4-\$5 with 2% of revenues under \$120,000 and 3% of the remainder going to the city.

Rockford, Ill.—Central Illinois Electric & Gas Co. has applied for a 20-year franchise. The utility has implied that it would allow no other CATV firm to construct a system using CIE&G poles. Other applicants in the Rockford-Loves Park area are National Trans-Video Inc., Dallas, WREX-TV Inc. (WREX-TV Rockford) and Rockford & Loves Park CATV Inc.

Urbana, Ill.—See Champaign, Ill.

Frankfort, Ind.—WLO-AM-FM Frankfort, represented by owner, Vernon J. Kaspar, has applied for a franchise. A previous applicant is Frankfort TV Cable Co., a subsidiary of Alliance Amusement Co., Chicago (BROADCASTING, May 24).

Greenwood, Ind.—Johnson County Communications Co., and Community Teleception Inc., 500 Union Federal Building, Indianapolis, have filed separate applications for franchises. President of Johnson County Communications Co. is Frank R. Weirich, Greenwood, Sunday editor of the *Indianapolis Times*. Community Teleception, recently granted a franchise in Mooresville, Ind., is headed by Bruce R. Storm, Bloomington, Ind. (BROADCASTING, May 10). A previous applicant in Greenwood is Visual Communications Corp. (BROADCASTING, May 31).

Lebanon, Ind.—Te'emation Corp., Evansville, Ind., represented in Lebanon by David Richey, Hank Walters and Keith C. McCormick, has applied for a franchise. Estimated installation costs would be \$10-\$20 with a \$5 monthly fee.

Spencer, Iowa.—The application of Minnesota All-Channel Cable Vision Inc., Alexandria, Minn., has been rejected by the city council on the ground that the cable system would undercut the local TV translator service (Spencer Area TV Inc.).

St. Joseph, Mo.—The *St. Joseph Gazette and News Press* has applied for a franchise.

Kearney, Neb.—Telesis Corp., represented by Thomas and Melville Gleason, York, Neb., has applied for a 20-year franchise. The signals of 10 TV stations including an educational station would be carried. A local public service channel would also be provided. The city would receive 2% of the annual gross receipts.

Lackawanna, N. Y.—Blatt Bros., Pittsburgh, has filed an application for a franchise.

Putnam county, N. Y.—Putnam CATV Co. (Bernard Kilbaner, Stamford, Conn., president) has applied for 10-year exclusive franchises in Southeast, Patterson, Carmel and Kent, all New York. Estimated subscriber costs are \$15-\$20 for installation plus \$4.90 monthly. One master antenna would feed all four towns through a system estimated to cost \$400,000.

Grand Forks, N. D.—Applications are pending from KILLO Inc. (KILLO Grand Forks); North Dakota Broadcasting Co. (KXGO Fargo, N. D.); Red River Valley Television Cable Inc., Fargo, and G-F Cable Television Inc., East Grand Forks, N.D.

East Liverpool, Ohio.—Columbiana Cable Inc. (jointly owned by the *East Liverpool*

Review and Neptune Broadcasting Corp., Steubenville, Ohio) has applied for a 20 to 25-year non-exclusive franchise. Estimated subscriber charges are \$5 for installation plus \$4.95 monthly. A franchise was granted by East Liverpool in 1964 to Rego Industries Inc., Hoboken, N. J., which encountered difficulty in leasing utility pole rights from Ohio Bell and has not yet begun construction.

■Louisville, Ohio—Imperial Broadcasting Co. has been awarded a 15-year franchise. Maximum charges are \$10 for installation and \$5 monthly. A remittance of 3% of annual gross revenue will go to the city.

Richmond Heights, Ohio—Broadway Maintenance Corp. has applied for a franchise.

West Union, Ohio—Multi-Channel Cable Co., Portsmouth, Ohio, (subsidiary of Reeves Broadcasting Co.) has applied for a franchise. Estimated subscriber charges are \$10 for installation plus \$5 monthly. Edward L. Glockner, president of Multi-Channel, proposes a \$100,000 system to serve jointly West Union and Peebles, Ohio (BROADCASTING, May 3).

Lawton, Okla.—The application of Lawton Enterprises Inc. (represented by attorneys T. D. Nicklas and W. F. Parrish) has been denied. The city council cited the following reasons: Ownership of the corporation was not disclosed; there was no estimate of service fees, and legislation has been introduced to permit the FCC to regulate CATV.

■Boyertown, Pa. — Conestoga Telephone and Telegraph Co. has been awarded a non-exclusive franchise. Estimated subscriber costs are \$10 for installation plus \$4.20 monthly. Triangle Publications was granted a similar franchise in April (BROADCASTING, April 26). Both agreements specify a remittance to the city of 5% of annual gross revenue.

■Shoemakersville, Pa.—Hamburg TV and Cable Co., Hamburg, Pa., has been awarded a franchise.

■Springfield, Pa. — Telesystems Corp., Glenside, Pa., has been awarded a 25-year non-exclusive franchise. Maximum installation charge is set at \$10 with a monthly fee of \$4.95. A remittance of 5% of annual gross revenues will go to the city. Philadelphia Community Antenna TV Co. (subsidiary of the *Philadelphia Bulletin*), represented by Benjamin Quigg, is a second applicant.

Tarentum, Pa.—Monessen Amusement Co., Tarentum, has filed an application for a franchise. Previous applicants are Gateway Broadcasting Co. (WKPA and WYDD(FM) New Kensington, Pa.) and Westinghouse Broadcasting Co. (KDKA-AM-FM-TV Pittsburgh).

■Upper Yoder, Pa.—Frank Chiodo, 131 Damian Drive, Upper Yoder, has been awarded a 20-year franchise. The agreement specifies a minimum annual payment to the township of \$1,000.

Greenwood, S. C.—An application is pending from General Cable Division of Carolina Inc. The city would receive 2-3% of the annual gross receipts. Subscriber costs would be a maximum of \$20 for installation with a monthly fee of \$5.

■Hartsville, S. C.—Hartsville Broadcasting Co. (WHSC Hartsville) has been granted a five-year exclusive franchise with an additional 20-year non-exclusive term.

Brookings, S. D.—Proposals have been received from Midcontinent Broadcasting Co., a group station owner (Joe Floyd, Sioux Falls, S. D., president), and a group of Brookings businessmen among whom are Robert J. Reimers and Eugene J. Platek, owners of KBRK Brookings, and Dan Peterson, owner of the State Theatre Co. Both groups would provide five Minneapolis TV stations (including an educational station), a 24-hour weather service, free service to schools and South Dakota State University, and FM music. Midcontinent would have maximum subscriber costs of \$25 for installation and \$6 monthly while the businessmen would have maximum costs of \$20 and \$5.

■Longview, Wash.—Telecable Inc., Seattle, and Cowlitz Cablevision (a corporation formed by Mr. and Mrs. John W. Blood and the Longview Publishing Co.) have been granted franchises. The firms must post \$3,000 with the city and construction must be completed within one year or the money will be forfeited.

Pierce county, Wash.—Applications have been received from Telecable Inc., Seattle, and KTNT-TV Tacoma-Seattle, Wash.

■Janesville, Wis.—Total TV Inc. has been granted a 20-year franchise. The company will pay the city \$1,000 a year for the first 3,000 subscribers and up to \$5,000 a year depending on the number of additional subscribers.

IN THE outer lobby of the Wolper Building on Hollywood's Sunset Strip stands a trophy case where gleaming awards from film festivals and other prize-giving groups rub shoulders with four Emmies. These awards are tangible evidence of a fact which has been recognized for some years in the world of television—that the name of Wolper is synonymous with top quality documentary programing. More meaningful, perhaps, are such prestigious production associates as *National Geographic*, *American Heritage*, and *Time-Life*. Or the sponsors of Wolper programs for the coming season, a roster of blue chip companies spanning the alphabet from Aetna to Xerox.

Pioneer Film Salesman ■ Dave Wolper's indoctrination into television came in the summer of 1948. Home from college after his sophomore year and wondering what to do until fall, he and a pal, Jim Harris, found that Jim's father had a group of 60 short films he was planning to sell in the home movie field. Dave and Jim asked if they could try to sell them to TV. Jim's father said "Sure, and you can keep half of what you get." Before the summer was over the films were being aired by every TV station then operating, 15, as Dave recalls.

Dave and Jim and Jim's father and another friend, Sy Weintraub, formed Flamingo Films, which got the TV rights to a number of shorts, cartoons and serials plus a number of full-length feature films, including "The Adventures of Martin Eden" (first feature movie ever sold to TV, Mr. Wolper recalls, and he should know because he made the sale).

Whenever a new station went on the air, he was there. "I attended 58 inaugurations," he says, modestly omitting to add that when the festivities ended all 58 stations were showing films he had sold them.

In 1951, Flamingo was merged into Motion Pictures for Television, pulled out after three years to resume independent operations with the original partners. When Flamingo was sold to Essex Universal Corp., David Wolper became executive vice president of the Continental Industrial Bank of Los Angeles, in charge of television and motion picture loans.

A Stubborn Sponsor ■ In 1958 he formed Wolper Productions and that same year produced his first documentary program, the hour-long *Race for Space*, recounting the U.S.-USSR rivalry in outer space. Both governments cooperated in providing film footage for the program, but when Mr. Wolper tried to get it on the air all three TV networks said no, it would violate their policy not to broadcast any public affairs programs they hadn't produced

A passing world is the stage for his TV

themselves. His documentary career might have ended right there, but "fortunately, I had a stubborn sponsor, who wouldn't take no for an answer."

The sponsor, Shulton Inc., lined up 105 stations who broadcast the *Race for Space* in April 1960 as national spot business, rebroadcast it on the same basis a few weeks later. The following year, *Race for Space* got a

third national nonnetwork showing, sponsored this time by Tidewater Oil.

Next, Mr. Wolper persuaded the motion picture producers to let him—a TV man—produce a history of the movies. He went first to the executives of the Motion Picture Producers Association, then to the heads of the major movie companies, then back to the MPPA for three appearances before the board. "My third time at bat was the day after Kennedy's campaign speech on the importance of our national heritage," Mr. Wolper said. "I stole his idea and told the producers that the best way to sell motion pictures was to remind people that for more than half a century movies had been an important part of their lives. That did the trick."

Hollywood History ■ The resulting hour-long special, *Hollywood: The Golden Years*, chiseled the first crack in the wall of network resistance against documentaries produced outside by getting a prime-time spot on NBC-TV. This was followed by the 90-minute *Hollywood: The Talkies* and after that by a series of 32 half-hour programs, *Hollywood and the Stars*, which also appeared on NBC-TV.

Documentaries, specials and series followed in increasing volume, with no letup in sight. Mostly these are non-network programs, but the networks are also doing business with Wolper. Especially since *The Making of the President, 1960*, broadcast on ABC-TV, garnered four Emmy awards, including top honors as program of the year. (CBS, which refused to consider that program, has reportedly expressed interest in *The Making of a President, 1964*, but "that's been sold to Xerox and it's up to them where it goes," Mr. Wolper said last week.) Six Wolper specials for 3M are running on ABC-TV and the four *National Geographic* shows will be on CBS-TV.

About a year ago, Wolper Productions began to diversify. *Four Days in November* (the assassination of President Kennedy) and *Adolph Hitler and the Third Reich* were produced as features for theatrical release, with six more theatrical pictures contracted for. A new live program division is creating and producing panel and game shows and has made a series pilot. Wolper Television Sales was formed to handle program syndication.

Last fall, the Wolper organization became a wholly owned subsidiary of Metromedia, owner of six AM, six FM and six TV stations, along with outdoor and transit advertising properties.

Mr. Wolper is now a vice president and member of the board of Metromedia, as well as president of its Wolper division.

WEEK'S PROFILE



David Lloyd Wolper—President, Wolper Productions and VP, Metromedia Inc.; b. Jan. 11, 1928, New York City; Drake U., Des Moines, Iowa, 1946-47; U. of Southern California, Los Angeles, 1947-48; founder-partner, Flamingo Films, New York, 1949-51; VP, West Coast operations, Motion Pictures for Television, 1951-54; partner, Flamingo Films, 1954-56; Exec. VP, Continental Industrial Bank of Los Angeles, 1957-58; president, Wolper Productions, 1958—bd. chmn., Fountainhead International, 1961; purchased Paramount News, formed Wolper Newsfilm Library, 1963; formed Wolper Television Sales, 1964; VP, Metromedia, which acquired full ownership of Wolper Productions, 1964; board member Metromedia, 1965; m. Margaret Dawn, 1958; children: Mark, 4, Michael David, 3; board chairman, Los Angeles Dodgers Baseball museum; board member: Cedars of Lebanon-Mount Sinai Hospital and Medical Center, Thalian Clinic for Emotionally Disturbed Children; member: Screen Producers Guild, National Academy of Television Arts & Sciences; hobbies: boating, waterskiing, horseback riding, attending ball games, collecting autographs.

EDITORIALS

Buried treasure

THE development of television as a journalistic force may have been helped more than it was hurt by the Supreme Court's decision last week in the Billie Sol Estes case. Whatever obstacles it may interpose in the mechanics of covering trials in the immediate future, the decision revealed a unanimous view among present members of the court that television is entitled to the same constitutional protections that the press has enjoyed since the adoption of the Bill of Rights.

The several opinions, concurring and dissenting, were alike in one significant respect. Common to all of them was the implication that television is to be accorded the rights guaranteed by the First Amendment. Even Chief Justice Warren who was the most critical of the presence of television equipment at any trial recognized the application of the First Amendment. "So long as the television industry, like the other communications media, is free to send representatives to trials and to report on those trials to its viewers," the chief justice wrote, "there is no abridgement of the freedom of the press."

The equation of television with the press in the shelter of the First Amendment is of first importance to the long-range future of television, and it certainly outweighs the temporary inconveniences that television newsmen may encounter as a consequence of last week's decision. Indeed those inconveniences in themselves may turn out to be beneficial.

To begin with, the decision does not present an inflexible prohibition against television entry into courtrooms forever. It was only by the narrowest majority that the court voted to reverse the Estes conviction, and the controlling vote was cast by Justice Harlan with the stipulation that his was not to be counted as a vote for permanent exclusion of television cameras. "The court should proceed only step by step in this unplowed field," wrote Justice Harlan. It seems evident that under proper circumstances television will have a chance to add another—and perhaps more welcome—furrow to the field.

Meanwhile television journalists must prepare themselves for whatever opportunity may some day be offered. They must learn how to behave professionally, how to cover an event without becoming the dominating element of it. They must be given less obtrusive gear.

There will be plenty of places where the newsmen may practice their craft in anticipation of their eventual admission to a courtroom which is really the ultimate test of journalistic deportment. For the moment the challenge is to get inside legislative chambers and other sanctuaries where custom so far excludes them but the Supreme Court decision does not.

Three's no crowd

SEVERAL meanings can be drawn from the report, presented elsewhere in this issue, on television network sales for the new fall season.

It is obvious that network business is strong, that this year's three-network race in ratings is developing into a closer three-network race for business, that ABC's stepped-up sales pace is more self-powered than accomplished at the expense of CBS or NBC.

Along with these inspiring implications, the 1965-66 report raises a question that is less obvious. When the three networks can claim in June, as they do, that their prime-

time availabilities for fall are more than 90% sold, and when this bullish report follows—as it does—a succession of years in which business has approached sell-out levels, is it not likely that before many more years pass there will be enough business to support at least the beginnings of a fourth network?

What form the new network may take, and when it may take form, remain to be seen. But the whole course of TV network advertising's growth to date suggests that the day is inevitably coming. Only a few years ago skeptics questioned whether there was enough business for more than two and a half networks. That question is already out of date. Now it is more appropriate to ask how soon there will be enough for three and a half.

Invitation to a raid?

NO ONE can quarrel with the idealism that appears to be behind the FCC's proposal to reserve 14 UHF channels for use by community stations of limited range. The creation of opportunities for individualized coverage of smaller population centers is in accord with this country's historic policy of broadcast allocations. Certainly a diversity of television outlets is to be desired.

Yet there may be practical dangers of considerable consequence inherent in the FCC's plan. If the commission were to adopt the rule it has proposed, a solid block of channels at the upper end of the UHF band would be set aside for future development. Whether that development would occur rapidly, slowly or not at all, nobody can be sure. At the moment the operation of a low-power UHF station would seem to be an unpromising investment.

How long can an intact portion of usable spectrum space be kept on ice for television while other services which claim to be overcrowded in their assignments are clamoring for more frequencies? That may be the most important question to be answered during the rulemaking procedure that the FCC has decreed.

From the broadcasters' point of view it is essential that some kind of a guarantee against spectrum raiding be built into the FCC's plan.



Drawn for BROADCASTING by Sid Hix

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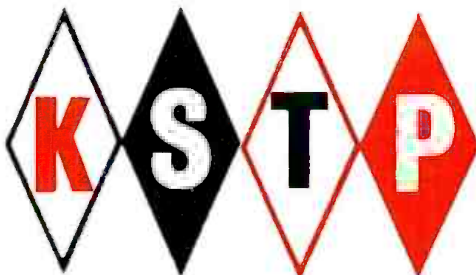
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