



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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30112

TV specials: new glitter and glamour for '65-66 season. p25
TVAR study shows per-family TV spending up 13.5% in '64. p28
Church claims right to be heard in WLBT(TV) case. p54
Network news chiefs exchange verbal blows on space coverage. p51

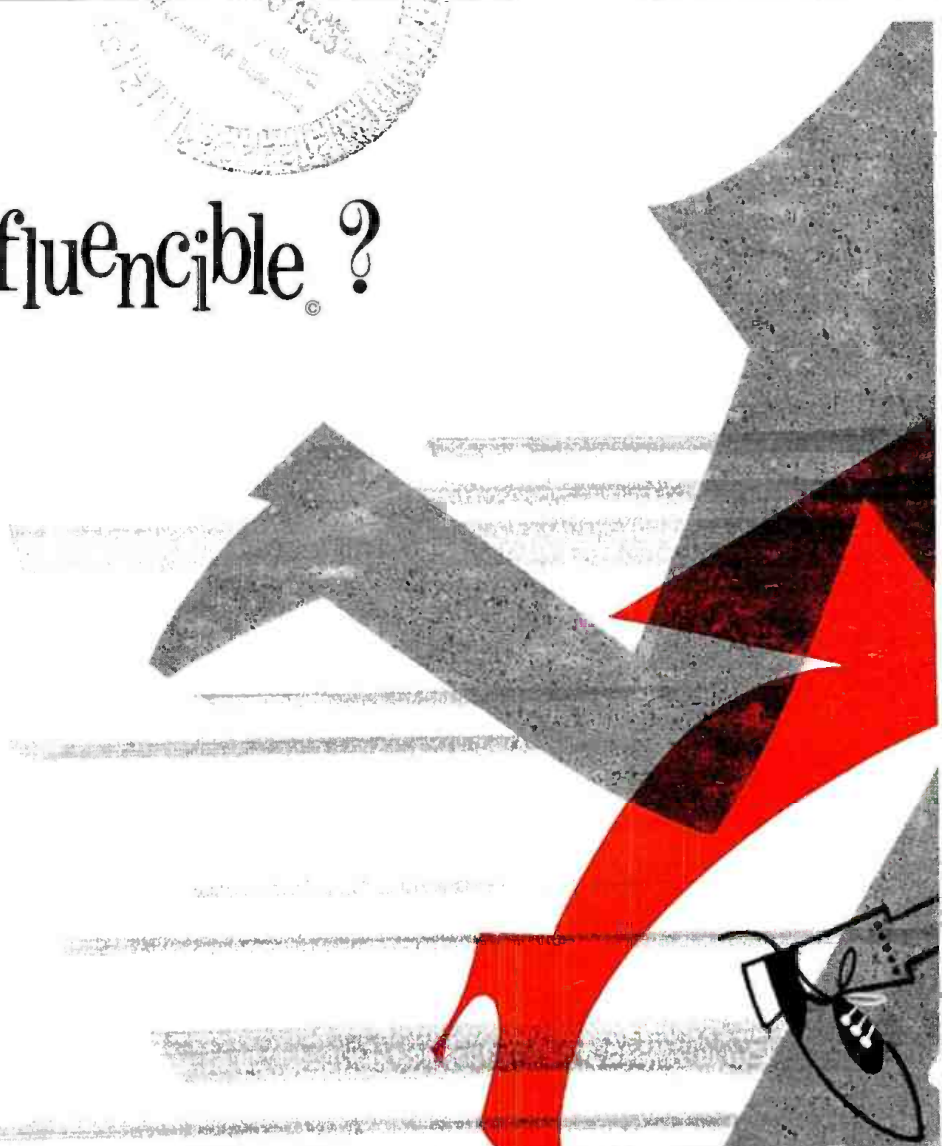
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What is an *influencible*?

Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influenci- bles.*® On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

© 1965 Storz Broadcasting Co., Inc.



STORZ

WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(AM Sales)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

WREC-TV
MEMPHIS
GOES TO

COLOR!

Effective September 12, Memphis' No. 1 television station (first by all surveys) offers complete color film, color tape, and color slide facilities . . . for adjacencies in the great fall lineup of CBS color shows . . . and in top-rated local shows . . . including the WREC-TV prime time "FRIDAY NIGHT MOVIE" (8:30 to 10:00 pm) with first-run color features from the MCA-Universal Group 102 package! See your Katz man now!

WREC-TV 
CHANNEL 3 MEMPHIS

An operation of Cowles Advertising and Broadcasting, Inc.
Affiliated with CBS. Represented by the Katz Agency.

NOW
2
GREAT
NEW
STRIPS
MON. thru FRI.
ON
CHANNEL
2
BALTIMORE



DIVORCE COURT
 10 to 11 AM, Monday thru Friday



SERGEANT BILKO : PHIL SILVERS
 6 to 6:30 PM, Monday thru Friday

SPOTICIPATION OPPORTUNITIES!

DIVORCE COURT, 10 to 11 AM, Monday-Friday . . . with a proven dramatic formula is perfectly positioned . . . following "Dialing for Dollars"—always No. 1 in its time slot (frequently Baltimore's highest-rated daytime program)—and before the CBS Network's "Andy of Mayberry." Don't miss this important housewife audience!

SERGEANT BILKO: PHIL SILVERS, 6 to 6:30 PM, Monday-Friday . . . a proven performer with an excellent track record . . . follows "Twilight Movie" with an average rating of 12*, average share 51% above its nearest competitor!

These are 2 more brand new SPOTICIPATION opportunities . . . in the Channel 2 powerhouse of top local shows and top CBS features!

In Maryland Most People Watch

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
 TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.

*ARB March '65—Audience data are statistical estimates, of limited reliability, due to errors and distortions in the statistical method yielding such data.

**LEAVE
IT TO
BEAVER**
3:30-4:00

**BACHELOR
FATHER**
4:00-4:30

**DOBIE
GILLIS**
4:30-5:00

**LOVE
THAT BOB**
5:00-5:30

accent on action!

ACCENT ON ACTION in the late afternoon centers around four winners for KRLD-TV in the great Dallas-Fort Worth area . . . ideal for participating sponsorship. Channel 4's situation comedy line-up delivered 59% more adult viewers per average quarter hour according to the June/July 1965 ARB* estimate.

When your client requires the adult market, see your ATS representative for avails on KRLD-TV and join the winners' circle.

*4-5:30 pm, Mon. thru Fri.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Unanimous

NBC is researching possibility of acquiring CATV systems. Exploration under direction of David A. Adams, senior executive vice president, is in traditional CATV field, where cable systems fill holes in station coverage patterns or extend service to areas beyond reach of on-air signals, NBC reportedly isn't interested in CATV's in big population centers that already get multiple TV broadcast service.

NBC is last of TV networks to dip toe into CATV. ABC is still looking after negotiations for acquisition of Telesystems properties broke down (BROADCASTING, July 19). CBS some time ago bought into CATV in Vancouver, B. C.

More radio data

Big step forward in reporting advertiser investments in radio is due shortly, when Radio Advertising Bureau issues figures on first-quarter spending. Where earlier RAB reports showed investments of top 100 radio advertisers, first-quarter reports will introduce breakdowns with estimates of all radio-active brands of top 100. In spot, whose first-quarter report is expected in week or so, this means figures on some 300 brands. Comparable report for top 100 network radio advertisers and their brands will follow in few weeks.

Another advance for RAB, now in its first month under presidency of Miles David, is encouraging its hopes of setting up branch offices in Chicago and on West Coast. Authorities report 38 new stations have been added thus far during August—an influx attributed at least partly to imminence of RAB fall management conferences, which open Sept. 8 in Detroit. They say August is already one of best months RAB has had in years and could be one of best in history. Membership now totals about 800 stations, networks and station reps.

More soaps

Continuing success of ABC-TV's evening soaper, *Peyton Place*, which will be expanded to three nights a week in new schedule has definitely created new prime-time program form. CBS-TV program chief, Michael Dann, said last week his network had "intensified" search for dramatic serial to put in evening schedule. CBS-TV is looking for stronger show than *Our Private*

CLOSED CIRCUIT®

World, modification of established daytime serial, that has run in summer schedule (Wednesday, 9:30-10 p.m.) but will be dropped.

Knockout

What House has wrought to regulate boxing, Senate probably will undo. Harris bill (HR 8635) which would ban interstate broadcasting of prize fights under specified conditions, has been referred to Senate Communications Subcommittee of which Senator John O. Pastore (D-R. I.) is chairman. Consideration is unlikely before Congress quits this fall. Senate bill (S 2124) to establish boxing commission under Department of Justice without interstate broadcast features might have chance, but that's before Judiciary rather than Commerce Committee.

Several ways in

Now that Beatrice Foods, Chicago, has bought \$500,000 worth of Desilu shows for TV spot placement (see page 30), advertiser's big problem will be to find outlets. Beatrice's agency, Don Kemper of Chicago, says that some stations will be asked to accept shows and partial advertising by Beatrice and then sell off other participations to other advertisers and from proceeds pick up some if not all of program cost. Still other types of deals may also be worked out if Beatrice is to achieve aim of massive circulation.

TV and politics

Fair Campaign Practices Committee, formed in 1954 to work for cleaner political campaigning, plans seminar in Washington, Oct. 12-14, that will get into broader fields. Conference will assess TV's effects on political campaigning and solicit ideas for changes in campaign formats. It's billed as "professional" conference for all involved or interested, including broadcasters, newsmen, government officials, lawyers, academicians and others.

Some station groups report they've been asked to donate up to \$1,000 to finance conference. Committee sources say primary support probably will come from foundations but that they've also made "usual" solicitation of media, corporations, unions, etc., with

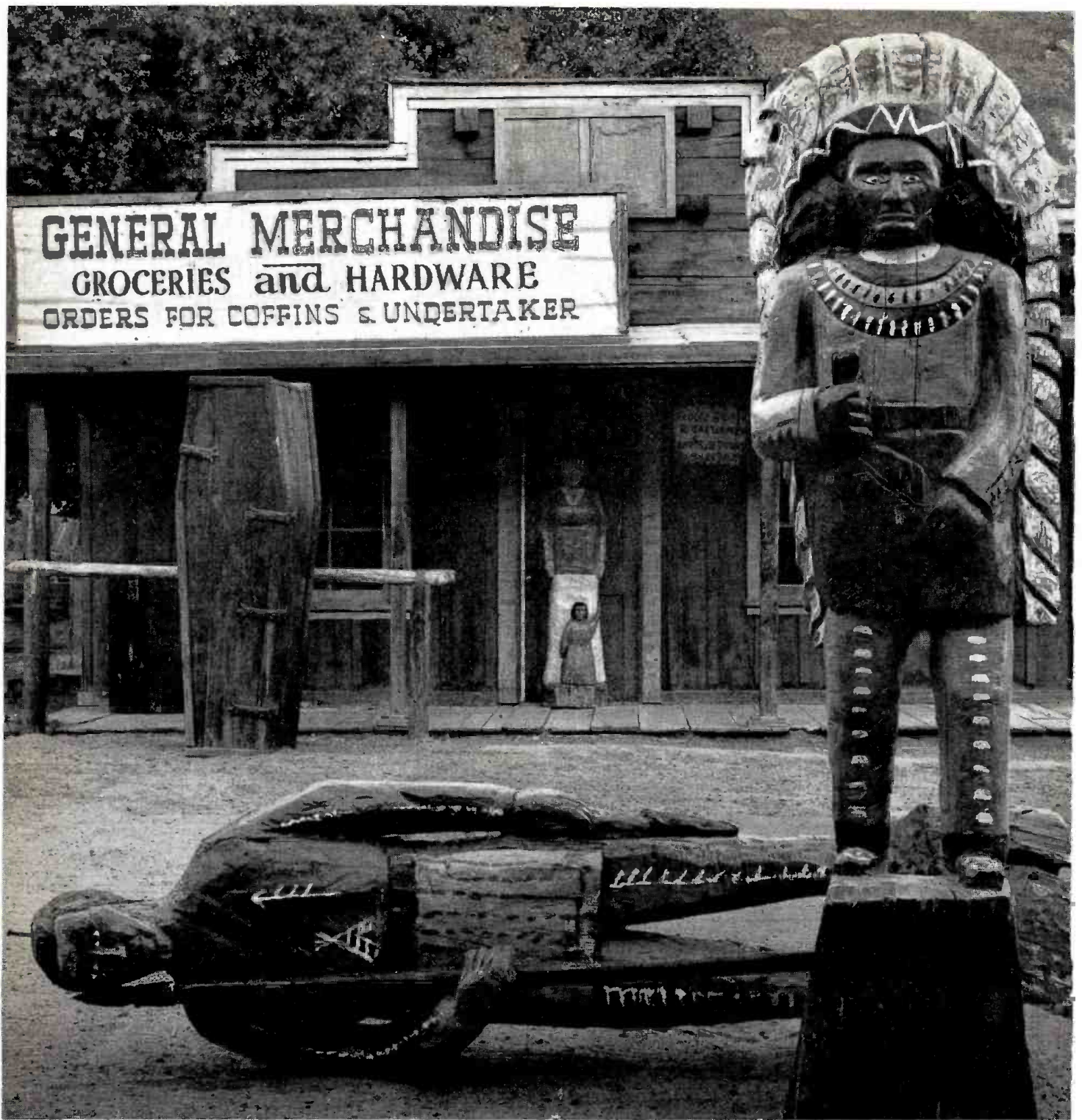
perhaps little heavier-than-usual emphasis on broadcasters because of program's TV orientation. Speakers already set for seminar, to be called National Conference on Electronic Communication and Election Campaigns, include ABC newsmen Howard K. Smith, as keynoter; Dr. Joseph Klapper, CBS head of social research; Julian Goodman, NBC News VP; President Stimson Bullitt of King Stations, Seattle; Pierre Salinger, former White House news secretary, now with National General Corp.; Louis G. Cowan of Brandeis University, former president of CBS-TV network.

Resettlement

Decade-long quest of FCC for home of its own (in lieu of leased space in Washington's Post Office Department building and scattered space elsewhere) has received another boost from Senate Commerce Committee Chairman Warren Magnuson (D-Wash.). At recent hearings on independent offices appropriations for 1966, on which transcripts have just been released, Senator Magnuson cited FCC, among other independent agencies, as "orphans" and chided General Services Administration, government housing agency, for failure to alleviate FCC's plight. Acting GSA Administrator Lawson B. Knott Jr. said effort would be made to place FCC, along with other homeless agencies, in federal triangle project close to present FCC Post Office building location.

No sweat

FCC Commissioner Robert T. Bartley won't have to bite his fingernails awaiting Senate confirmation as he did awaiting presidential action on renomination for third term. Senate Commerce Committee has invited him to appear for quick, routine hearing Wednesday (Sept. 1) at 9:30 a.m. Committee goes into executive session at 10 o'clock, with prospect that favorable report immediately will be made to the Senate, with confirmation probably before week is out. Mr. Bartley's current term expired last June 30 and President quietly announced his intention to renominate him through News Secretary Bill Moyers on Thursday, Aug. 19—same day Gemini-5 space flight was expected to be launched and monopolize headlines.



Photographed by Max Yavno. It is in KRLA's "Sounds of the West" collection.

Have You Noticed What a Bang You Get Out of the West Today

Here

The American Western,
photographed with its own sound
of clippity, clippity, clippity, clop
k-a-c-h-u-n-g, k-a-ch-i-n-g
ugh, they got me.

and Hear

KRLA,
the sort of sound that makes you
want to turn up the volume,
turn off the freeway
and ride your horsepower
into the setting sun.

KRLA/Los Angeles' most-listened-to radio station

WEEK IN BRIEF

Specials set for new fall season now number 170 with nearly half to be shown in color. Subject matter includes sports, news and public affairs, entertainment and history. Sinatra special will have record budget. See . . .

BIGGEST, BRIGHTEST . . . 25

United Church of Christ attacks FCC's 'standing' policy in brief on Mississippi short-term renewals. Church objects to commission's grant without hearing to WLBT(TV) but doesn't challenge radio affiliates. See . . .

QUESTION OF STANDING . . . 54

TVAR announces that spot television spending per family increased 13.5% to \$13.39 in 1964. Chicago ranked first in per family outlay with \$22.11; top twenty markets bolster percentage as those under 40 fail to keep in step. See . . .

SPOT PER FAMILY UP . . . 28

Following aborted GT-5 space shot Aug. 19, CBS announced that its coverage will begin no more than 30 minutes prior to blast-off. NBC and ABC say they'll continue present coverage. See . . .

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Is suburban radio for suburbs or for primary city? FCC considers problem 'fundamental' and receives help from appeals court on criteria for judging 'counterfeit' applications. Three major cases should give answer. See . . .

URBAN-SUBURBAN ISSUE . . . 38

Continuous coverage, special reports and news bulletins were marked on radio-TV during GT-5. Much of network TV was in color as America was kept informed on the 'twins' from blast-off to splashdown. See . . .

HOTTEST PROGRAMING . . . 50

Escalation of feature film prices provides MGM with \$8.5 million deal with ABC-TV for 15 pictures and six more that company will produce with network financing. 'Flicks' average \$400,000 each and it's highest ever. See . . .

HIGH PRICE FOR MOVIES . . . 49

CBS asks FCC for liberalization of multiple-ownership rules and calls 1% barrier unrealistic and unnecessarily restrictive. Would augment percentage to 5% and only investigate control. See . . .

PLEA FOR MINORITY BLOCKS . . . 58

Cox's application for microwave to serve Toledo, Ohio, area CATV's brings Storer out swinging to defend its WSPD-TV which, Storer says, is already overshadowed by Detroit stations. Storer challenges 'public need.' See . . .

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U. S. court of appeals affirms FCC's refusal to grant waiver of 10% rule in WJAZ case but says commission should consider questions of racial discrimination in programs. See . . .

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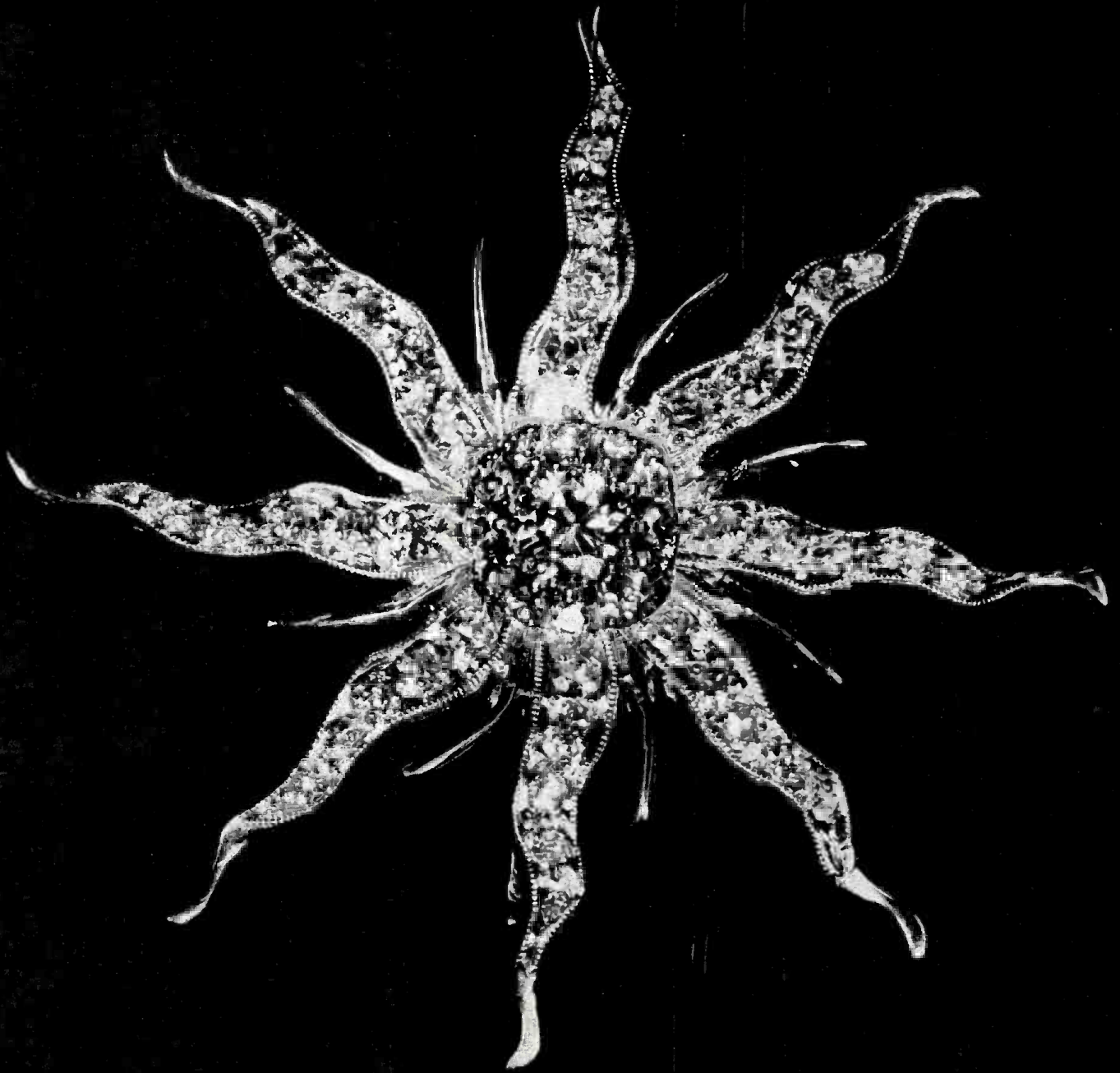
Broadcasting

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CHARLOTTE IS A DIAMOND CLUSTER

Metro Charlotte is just the glittering center stone. You get all the smaller gems in a market reaching out 75 miles when you buy WBT Radio — the station more North and South Carolinians listen to. *What's wrong with being 43 years young?* ONLY WBT's 50,000 watt signal delivers Charlotte PLUS—a market of more than TWO MILLION PEOPLE with \$3.5 BILLION in buying power. Get the WBT story from your BLAIR man. It's a real gem!

WBT RADIO
CHARLOTTE



Jefferson Standard Broadcasting Company
WBT WBT-FM WBTW WBTW Jefferson Productions

D-F-S, GBB in \$150 million merger

Dancer-Fitzgerald-Sample, New York, and Guild, Bascom & Bonfigli, San Francisco, are merging to form agency with total billings in excess of \$150 million. About 75% of total now goes to broadcasting.

Move to combine will be announced today (Aug. 30) by D-F-S Board Chairman Clifford Fitzgerald and GB&B President David Bascom. Effective date of merger is Sept. 1.

Two agencies have handled mainly package goods accounts but D-F-S official says only one account will be resigned as result of merger. GB&B's portion of Carling Brewing Co. billings will be given up since D-F-S has Falstaff Brewing Corp. business.

Fred T. Leighty, administrative vice president of D-F-S, questioned on possibility of further conflicts, said client lists of two agencies complement each other "very nicely." About \$20 million of agency's billing will be on West Coast.

Company will be called Dancer-Fitzgerald-Sample and headquarters will be D-F-S's present New York office. West Coast headquarters for new agency will be GB&B's San Francisco office.

With change, Mr. Bascom will become D-F-S's senior vice president in charge of West Coast operations and Lawrence Dunham will remain vice president and general manager of coast.

Dan Bonfigli, executive vice president and art director of GB&B will leave agency to form package design firm in San Francisco. No changes in D-F-S command have been announced in conjunction with merger.

Firestone names K&E

Firestone Synthetic Fibers Co., New York, announced Friday (Aug. 27) appointment of Kenyon & Eckhardt, New York, as advertising agency for its Nyloft, Spandelle and textile nylon products, replacing Aitken-Kynett, Philadelphia. Account bills approximately \$1.2 million, with about \$120,000 in spot TV.

TV is favorite of 53%

TV attitudes study in Milwaukee area conducted for WTMJ-TV there by Frank N. Magid Associates disclosed nearly 50% of those surveyed consider TV their

Thespians invasion

Studios at ABC-TV for three days this week (Aug. 30-Sept. 1) will be crowded with 100 aspiring performers each vying in New York regional auditions for 16 ABC scholarships to American Academy of Dramatic Arts, New York. Winners selected from local contests in Maine, Baltimore, Virginia, Connecticut, Pennsylvania, North Carolina and Washington, D. C., are competing for one-year \$750 tuition costs to academy, and for possible second year, if invited. Under previously announced agreement, ABC, along with scholarships, is presenting \$50,000 grant to academy.

favorite form of entertainment. Of sample of 935 persons interviewed, 45% also said TV is "fairest, most unbiased" news source. Nearly 97% own at least one TV set while 40% have two or more and almost 11% own color set. Study was released Friday (Aug. 27) by WTMJ-TV.

Heavy agenda faces FCC as vacation ends

Tempo around FCC begins picking up this week, as August recess nears its end and commissioners and staff members begin resuming their duties.

Commission will meet Tuesday, Aug. 31, but only to satisfy legal requirement of meeting at least once a month, and with only few items requiring emergency attention on agenda.

Commission will be back in full swing at regularly scheduled Sept. 8 meeting, which is expected to follow in usual post-August-recess tradition of confronting heavy agenda.

Meeting Tuesday will be attended by bare quorum of four members—Rosel H. Hyde, acting chairman, Lee Loevinger, Robert E. Lee and James J. Wadsworth.

Meeting will be last for Commissioner Hyde for two months. He leaves Sept. 8 for Montreux, Switzerland, where he will serve as vice chairman of U. S. delegation to plenipotentiary conference of International Telecommunications Union (CLOSED CIRCUIT, Aug. 9).

NAEB continues allocations fight

National Association of Educational Broadcasters, continuing opposition to FCC's recently adopted UHF table of allocations, has urged commission to issue table for industry comments in further notice of rulemaking.

NAEB said commission should request comments, at same time, on agency's companion proposal to reserve channels 70-83 for low-power community stations (BROADCASTING, June 14).

NAEB expressed view in form of opposition to petitions for reconsideration of table filed by commercial broadcasters as well as educators. NAEB opposes premise of most petitions that commission's allocations principles are correct.

NAEB restated its position that commission erred in issuing "unsaturated" table, and said petitions for reconsideration are proof table doesn't meet present or future needs.

Commission made no assignments to cities of less than 25,000 population. It said it would await expression of need before allocating frequencies to smaller communities. And FCC set maximum of two educational channels per community.

NAEB said this plan fails to provide necessary flexibility.

Comsat opposes CBS tariff petition

Communications Satellite Corp. last Friday filed with FCC opposition to petition of CBS Inc. regarding joint tariff proposal of common carriers—AT&T, ITT World Communications, RCA Communications Inc. and Western Union International Inc.—for rates on domestic service from Comsat's ground station in Andover, Me., to New York with television signals from Europe via Early Bird (BROADCASTING, Aug. 23).

CBS had called rates "unlawful, unnecessarily restrictive and discriminatory" in favoring telephone use over television.

Comsat said that CBS presented "no appropriate basis to justify its request for consolidation" of hearings and investigations on the Comsat tariff with those on joint tariff.

Comsat cited commission's rules and regulations which provide for consolidation "only of cases for hearing which involve same applicant or involve

WEEK'S HEADLINERS

Harold Golden, VP and director of sales, MCA-TV, named president of ABC Films Inc., New York, syndication arm of American Broadcasting Companies.

Mr. Golden, with MCA-TV since 1960, joins ABC Films Sept. 13. He succeeds **Henry G. Plitt**, who was promoted last June to president of ABC's subsidiary, Balaban & Katz Corp., Chicago. Mr. Golden was with MCA-TV as account executive and as midwest sales manager before being elected VP.

Don Frost, sales manager at Westinghouse Broadcasting's WIND Chicago,

resigns to become VP for radio at Peters, Griffin, Woodward, New York. Mr. Frost had previously been with PGW for nine years before joining WIND in 1962. In new post at station representation firm he will succeed **Ray M. Stanfield**, who has resigned.

Walter E. Nilson, sales manager in charge of The Katz Agency's Katz TV West division, elected VP. Mr. Nilson joined radio division of agency in Chicago in 1947 and was named assistant TV sales manager, New York, in 1953. He was named TV sales manager in 1958.

For other personnel changes of the week see FATES & FORTUNES

substantially same issues."

Satellite company said that neither of necessary criteria is present in case, and that consolidation should not be allowed.

Cosat pointed out that CBS referred to certain restrictions on availability of service imposed by foreign communications entities, providing channel for TV service between U. S. and Europe, and to failure of Cosmat or carriers to reflect such restrictions in their respective tariffs.

Cosat does not agree with CBS's contention that such restrictions should be present in Cosmat's tariff. However, Cosmat pointed out, if this were to be found a necessity of Cosmat's tariff, consolidation would not be in order, for this is only one point out of many, and rules say "substantially same issues."

Further, Cosmat said that to blame Cosmat because carriers only added charge for normal domestic service to charges of Cosmat is without foundation.

It adds that Cosmat is not responsible for charges placed on common carrier service, just as common carriers are not responsible for Cosmat's charges.

Cosat told commission that any consolidation of hearings and investigations between Cosmat and common carriers joint tariff would only prevent prompt conclusion of hearing on reasonableness of Cosmat's rates and will only complicate and confuse issues involved in Cosmat proceeding.

Cosat's statement is in direct opposition to statement supporting CBS Inc., filed with commission last week by ABC (see page 42).

Gray leaves WKTV

Resignation of **Gordon Gray**, president and general manager of WKTV(TV) Utica, N. Y., and appointment of **Sheldon Storrier**, sales manager, as vice

president and general manager, was announced Friday. Paul Harron, controlling stockholder (52%) in Mid-New York Broadcasting Corp., which also owns KAUZ-TV Wichita Falls, Tex., and CATV operations in New York state, said Mr. Gray had resigned for personal reasons. He has been associated with Mr. Harron for past six years and is 10% stockholder. Mr. Storrier, 35, has had 13 years experience in broadcasting, all in Utica. Mr. Gray is member of television board of National Association of Broadcasters.

NBC-TV to use Murray flicks

NBC-TV said Friday (Aug. 27) that *Ken Murray's Hollywood*, series of candid-film featurettes about Hollywood personalities taken by Mr. Murray, will be telecast following network's Tuesday and Saturday night movies in coming season. Color programs, 7 to 14 minutes in length, will round out two-hour time blocks when feature films are of shorter running time. Features are slotted at 9-11 p.m., EDT, both nights.

There will be seven or eight shown in series, most having tie-in with one of stars of film telecast that night.

Mr. Murray's hobby of taking movies of Hollywood stars, which goes back many years, has earned large following of fans and number of films have been shown in theaters and on TV.

Open end still open

Full season schedule of *Open End*, cut from two hour to one-hour discussion format, will be taped this fall—at rate of one program every other week—at production facilities of WNJU-TV Newark, N. J., UHF station that serves metropolitan New York. Series, will be syndicated by National Telefilm Associates to more than 20 TV stations. **David Susskind** is creator-host of series.

CBS adds 20 films to feature library

CBS-TV Friday (Aug. 27) was reported to be adding 20 feature films to its library of 90 movies in new \$8 million purchase of films from Columbia Pictures. It had been reported earlier that CBS was screening Columbia Films looking toward purchase (see page 49). CBS-TV had acquired its stock of films, totaling about 90, from several major studios and begins to play some of them during coming season in its Thursday, 9-11 p.m. period.

Network is still screening pictures in making selection of 20 but some titles were made known Friday. New acquisition will put CBS-TV in position to run feature films twice weekly at mid-season should program need arise, but CBS authorities indicated Friday there were no such plans at network.

Among titles are such recent motion pictures as "Dr. Strangelove" (Peter Sellers and George C. Scott), "Under the Yum Yum Tree" (Jack Lemmon and Carol Lynley), "Bye Bye Birdie" (Dick Van Dyke, Janet Leigh, Bobby Rydell), "Love has Many Faces" (Lana Turner and Hugh O'Brian), "Die! Die! My Darling" (Tallulah Bankhead) and "The Victors" (George Hamilton, Eli Wallach, Melina Mercouri).

KSHO-TV seeks reconsideration

KSHO-TV Las Vegas has petitioned FCC to reconsider its order denying station's application for renewal of license. KSHO-TV also asked for rehearing.

Station said reopening of record would permit testimony on "new facts which were unknown to petitioner until after the last opportunity to present such matters."

KSHO-TV, first station to have been denied renewal of license in contested hearing, has been operated by receiver in bankruptcy since 1961.

Commission, in denying renewal, dismissed applications providing for transfer of control of station to new owner.

Station said record should be reopened to receive testimony concerning scope, character and quality of broadcasting by station during time receiver has held license.

Commission denied renewal principally because of "concealment" of ownership interest of KBLI Inc. in company that owns KSHO-TV licensee corporation. Transfer occurred in 1960 through sale of 54% interest by two stockholders (BROADCASTING, Aug. 2).



CHEYENNE PACKS RATING POWER

CHEYENNE, starring six-foot-six-inch Clint Walker, packs rating power—across the board, or any number of times a week.

In every reported category, CHEYENNE ranks No. 1 in its time period in such markets as Baton Rouge, Buffalo, Columbus (O), Evansville, Louisville and Monroe. In Greenville (NC), Shreveport and Wheeling-Steubenville, the hour-long western is No. 1 in every reported category, except children.*

For more details about these and other markets where CHEYENNE is packing them in, ask for a copy of the just-released brochure —“24 Examples of Cheyenne Rating Power.”

*ARB Reports, March 1965



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

WSUN RADIO **WSUN TV**

WSUN RADIO **WSUN RADIO**

WSUN TV **WSUN RADIO**

WSUN TV **WSUN TV**

BETTER LOOKING ...
BETTER LISTENING ...
BETTER SELLING ...

WSUN
TELEVISION • RADIO
TAMPA - ST. PETERSBURG

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DATEBOOK

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

■ indicates first or revised listing.

AUGUST

Aug. 30-Sept. 1—Institute of Electrical and Electronics Engineers annual international antenna and propagation symposium. Sheraton-Park, Washington.

■ Aug. 31-Sept. 3—Annual conference of American Marketing Association. Mayflower hotel, Washington.

SEPTEMBER

Sept. 1—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.

Sept. 1-3—Fall conference of American Marketing Association. Mayflower hotel, Washington.

Sept. 10-11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Waslewski, president, National Association of Broadcasters; FCC Commissioner Kenneth A. Cox; H. Taylor (Bud) Vaden, president, Broadcasters Promotion Association. Bar Harbor Club, Bar Harbor.

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

Sept. 11—Special conference of Montana Broadcasters Association on music licensing. Participants include Herman Finkelstein, counsel for American Society of Composers, Authors & Publishers; Sydney Kaye, board chairman of Broadcast Music Inc., and Jim Myers, SESAC. Glacier Park Lodge, East Glacier.

Sept. 12—17th annual Emmy Awards presentation and dinner. Ted Bergmann, Charter Producers Corp., is chairman, awards dinner committee, New York. New York Hilton and Hollywood Palladium, and awards presentation on NBC-TV, 10-11:30 p.m. EDT.

Sept. 12-15—Annual meeting, New York State CATV Association. Concord hotel, Kiamesha Lake (Monticello).

Sept. 14-Nov. 17—International Telecommunications Union ninth Plenipotentiary Conference in hundred-year existence. ITU elects secretary-general and deputy secretary-general, decides general policy and revises the ITU convention—union's basic charter. Montreux, Switzerland.

Sept. 15-16—12th annual CBS Radio Affiliates Association convention. New York Hilton hotel.

Sept. 15-17—New Jersey Public Utilities Commission resumes hearings on tariff submitted by New Jersey Bell Telephone Co. to furnish facilities for community antenna service. Trenton.

Sept. 15-18—Seventeenth annual fall meeting and election of officers of Michigan Association of Broadcasters. Speakers include Vincent Waslewski, president, National Association of Broadcasters; John Gilbert, vice president and general manager, WABC-TV New York; David Bennett, director of FM operations, Triangle Stations, Philadelphia; James Caldwell, general manager, WAVE Louisville; Bruce Buchanan, general manager, WFBC Greenville, S. C.; J. Patrick Kane, advertising manager, United Motors Service Division of General Motors, Detroit; Robert A. Dearth, executive vice president and general manager, Kenyon & Eckhardt, Detroit. Hidden Valley, Gaylord.

Sept. 15-18—Annual convention, Federal Bar Association. Communication Law Com-

mittee panel on "The Future of Television in America—TV, CATV, or Both," with Henry Geller, FCC; Douglas A. Anello, National Association of Broadcasters, and Robert D. L'Heureux, National Community Television Association; moderator, Max D. Paglin, former general counsel, FCC, and now in private practice. Also Government Information Committee, panel on "Free Press vs. Fair Trial—Striking the Balance," with Howard P. Willens, Department of Justice, and H. Victor Logan, *Chicago Sun Times*; moderator, David Parson, Chicago attorney. Conrad Hilton hotel, Chicago.

■ Sept. 16—Conference on amendment of rules dealing with field strength curves for FM and TV broadcast stations invited by FCC and Association of Federal Communications Consulting Engineers. Washington.

Sept. 17—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 nonmicrowave community antenna TV systems. Former filing date was Aug. 6.

Sept. 17-19—Ninth annual southwestern area conference of American Women in Radio & Television. Sheraton-Dallas hotel, Dallas.

Sept. 19-20—Meeting of New York State Associated Press Broadcasters Association. Lake George Inn, Lake George.

Sept. 19-21—Tenth annual fall convention and election of officers of Pacific Northwest Community TV Association. Speakers include Frederick W. Ford, president, National Community Television Association, and Ben Conroy Jr., chairman, NCTA. Olympic hotel, Seattle.

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

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

Sept. 20—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.

Sept. 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.

■ Sept. 20-21—Pacific Northwest Community

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.



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WSYR GANG



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MUSIC



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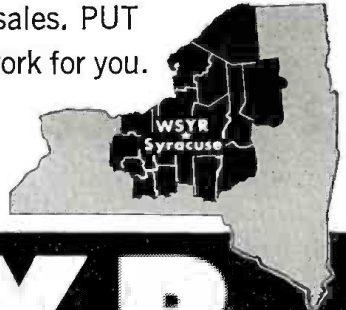
Joel Marciniak
NEWS

PACK PERSONALITY POWER into your SALES PUNCH!

● Live variety show ● news ● farm ● good music ● sports ● business ● women—whatever the category, **WSYR** has Central New York's **TOP PERSONALITIES.**

With WSYR's strong personalities selling for you in the 18-county area of Central New York, great things happen to sales. **PUT THIS SALES POWER** to work for you.

Represented nationally by
THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
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WSYR



5 KW • SYRACUSE, N. Y. • 570 KC
NBC in Central New York

FACE IT, BOSTON: The Hub Of American Culture Has Moved To Rochester!

Or so it seems. Take FM radio. Boston has how many FM stations?

Eleven?

They play a lot of concert music, but not one of them has enough confidence in the average Bostonian's culture quotient to play concert music exclusively.

A pity.

There's a station here in Rochester that knows this is a city that appreciates good music—un-sugar-coated.

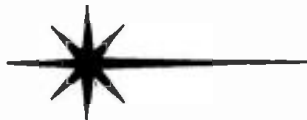
It plays concert music 24 hours of the day—virtually continuously. Won the National Music Council's unanimous citation for excellence in FM programming.

Did Boston have an entry?



WBBF-FM, ROCHESTER, N. Y.

HITCH YOUR WAGON TO



JERROLD StarlineTM the completely unitized CATV trunkline station

Cascade more than 50 Starline amplifiers. Vapor-proof, dust-proof, radiation-proof. GO JERROLD STARLINE...THE NEW CATV SYSTEM STANDARD. Jerrold Electronics Corporation, CATV Systems Division, 15th & Lehigh Ave., Philadelphia, Pa. 19132.



FIRST
IN
CATV

OVER 15 YEARS' EXPERIENCE

RAB MANAGEMENT CONFERENCES

Sept. 8-9—Northland Inn, Detroit.
Sept. 22-23—Fontainebleau motor hotel, New Orleans.
Sept. 29-30—Hilton Inn, Atlanta.
Oct. 4-5—Westchester Country Club, New York.
Oct. 11-12—Pheasant Run Lodge, Chicago.
Oct. 14-15—Hyatt House, San Francisco.

TV Association 10th anniversary fall convention and election of officers. Olympic hotel, Seattle.

■Sept. 21-22—Meeting of National Association of Broadcasters Radio Code Board. Washington Hilton, Washington.

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

■Sept. 22—Open membership meeting of New York chapter of National Academy of Television Arts and Sciences. Speakers will be Rod Serling, national president and Betty Furness, chairman of national awards committee. New York Hilton hotel, New York.

Sept. 22-24—Military Electronics Conference, sponsored by the Military Electronics Group, Institute of Electrical and Electronic Engineers. Washington Hilton hotel, Washington.

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

■Sept. 23—Tennessee Associated Press Radio-TV Association meeting. Andrew Jackson hotel, Nashville.

■Sept. 23—Broadcast industry forum of Educational Foundation of American Women in Radio and Television. State meeting of Kentucky Federation of Women's Clubs. Sheraton hotel, Louisville, Ky.

Sept. 23-24—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Radisson hotel, Minneapolis.

Sept. 23-25—15th annual broadcast symposium sponsored by The Institute of Electrical & Electronic Engineers Group on Broadcasting. Willard hotel, Washington.

Sept. 24-25—Annual fall meeting of Utah Broadcasters Association. Park City.

Sept. 24-25—First annual state sales conference of Montana Broadcasters Association. Bozeman.

Sept. 27—FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave 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 extensions of station signals (3) "leapfrogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

Sept. 29-Oct. 2—Annual convention, National Association of Railroad & Utilities Commissioners. Panel on "CATV Jurisdictional Problems," with Peter E. Mitchell, commissioner, California Public Utilities Commission, as moderator; panelists to be named. Sept. 30. Hilton hotel, New York.

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 protecting air safety.

Sept. 30-Oct. 1—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherril Taylor, vice president

■Indicates first or revised listing.

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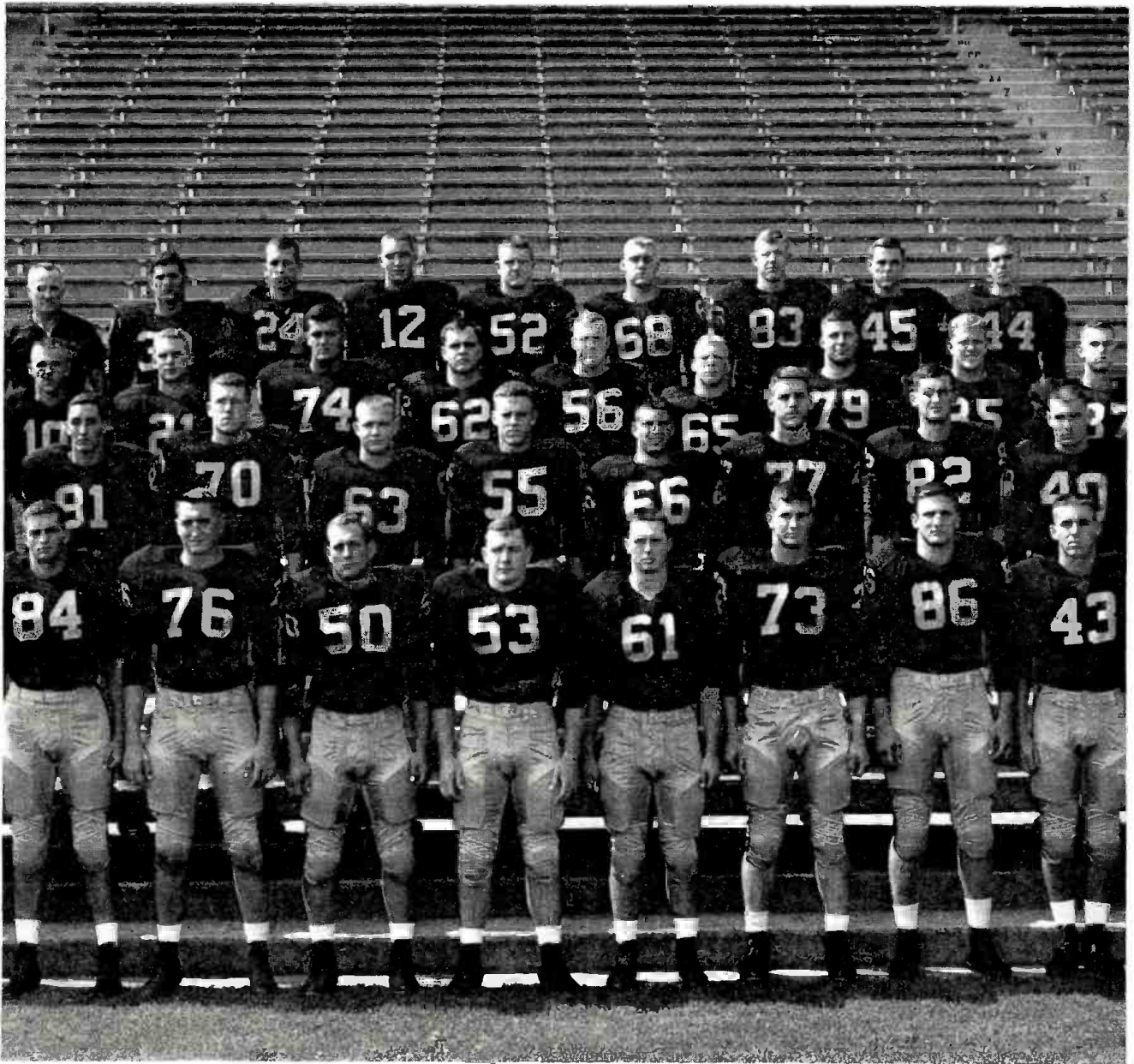
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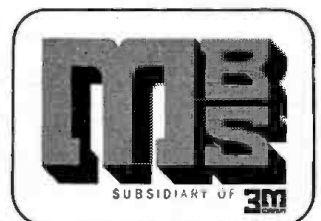
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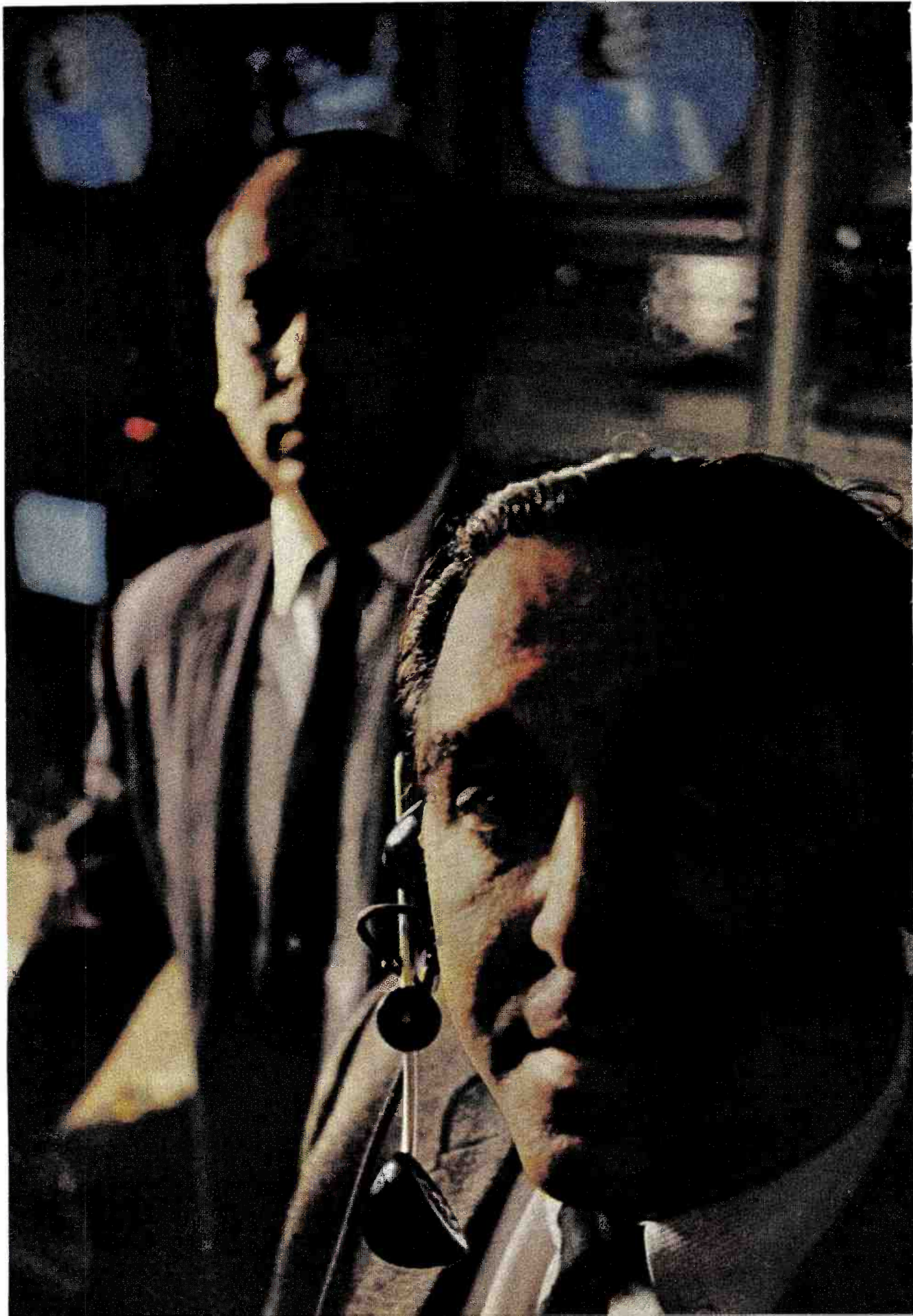
**The only 34 adults
that won't be listening to
Army football on Mutual.**

If you're looking for a fantastic network-radio buy, kick this one around. The entire 1965 Army Football Schedule — all ten games — will be broadcast on the Mutual Broadcasting System! From the opening kickoff to the final whistle of the season, Mutual sportscasters will cover the action tighter than a 9-man line. Legions of loyal Army fans will listen avidly. So will vast

platoons of Navy, Boston College, Stanford and Tennessee fans. Plus enough Notre Dame fans to overflow several subways. Savvy advertisers will make big yardage with this exclusive, football-following audience. An audience only Mutual can deliver. Coverage . . . timely, intensive coverage . . . is just one more of the many reasons why the wise money's on Mutual.



MUTUAL BROADCASTING SYSTEM



Old Masters

Old, that is, when you're reckoning years of experience in color television.

The men at the NBC Owned Stations in New York, Washington, Cleveland, Chicago and Los Angeles, are no Johnnys-come-lately in the complicated—but rewarding—world of color television. They're masters of the art.

And that's important because, as anyone who's seen much color tv will tell you, quality makes all the difference.

What's more, good color-casting has its practical, as well as esthetic value: For example, when an NBC show is presented in color, 80% more homes with color receivers tune in than homes with black and white sets.* And viewers in

color-receiver homes (there'll be some 5,000,000 color sets in use this winter) have higher incomes, are better educated, and are concentrated in major market areas.

Next season, as in the past, the five NBC Owned Stations will still be televising far more color, from sign-on to sign-off, than any of their competitors.

There's no question of color's tremendous appeal—to the viewer—to the advertiser. And we welcome those stations in our midst that are now starting to bring color programs to their viewers.

But, honestly, when it comes to viewing—or sponsoring—color, wouldn't you prefer a more experienced hand?



OWNED

Represented by NBC Spot Sales

WNBC-TV NEW YORK/WRC-TV WASHINGTON/WKYC-TV CLEVELAND/WMAQ-TV CHICAGO/KNBC LOS ANGELES

*Source: ARB Special color tv study, November, 1964. Audience and related data are based on estimates provided by ARB and are subject to the qualifications issued by the service. Copies of such qualifications available on request.

Nobody in Washington argues about which is the important station.



for radio, National Association of Broadcasters. Radisson hotel, Minneapolis.

OCTOBER

Oct. 1—Deadline for comments on FCC's proposed rulemaking limiting to three number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

Oct. 4—Annual outing, Federal Communications Bar Association. Washingtonian Country Club, Gaithersburg, Md.

Oct. 4-5—Society of Broadcast Engineers national convention. Lewiston, Mont.

Oct. 4-5—Annual convention and election of officers of New Jersey Broadcasters Association. Governor Morris hotel, Morristown.

OPEN MIKE®

Successful stereo experiment

EDITOR: It was interesting to read Mr. Koerbel's comments on stereocasting for Triangle stations in the article, "Full speed ahead on FM" (BROADCASTING, Aug. 16). The fact that they now program the FM and AM separately . . . and, the addition of stereo can only add to the success of a station. . . . WDBN(FM) [Barberton, Ohio] was the second radio station in Ohio to begin stereo broadcasting 24-hours a day. In order to make it possible for other stations to do the same, we began producing a stereo library of foreground music. Now almost three years and over three-hundred hours of preprogrammed stereo tapes later, we . . . have many stations in major markets using our service. . . .

We wish the Triangle stations and others like them continued success, for they realize that there is an audience which demands and desires FM and FM stereo.—*Ted Niarhos, president, WDBN (FM) Barberton, Ohio.*

Plaudits for editorials

EDITOR: May I add an "amen" to two of your editorials of the August 23rd issue . . . the one suggesting a separation of awards between the entertainment and journalistic functions of broadcasting, and the one discussing Chevrolet's plans to buy quarter hour radio newscasts.

In one case, I think the separation would work to put more emphasis on broadcast news, and would add to the broadcaster's stature as a newsman and not a performer.

Chevrolet's announcement is a long overdue recognition by major sponsors of the importance and vigor of radio news. I only hope the firm will not buy news on stations which may suddenly find time for a 15-minute newscast . . . but will reward those stations who have continued to air quarter hour news through a long period when some stations contented themselves with two minute newscasts, one-minute newscasts, or less!—*Kenneth R. Kurtz, news director, WSAZ-TV Huntington, W. Va.*



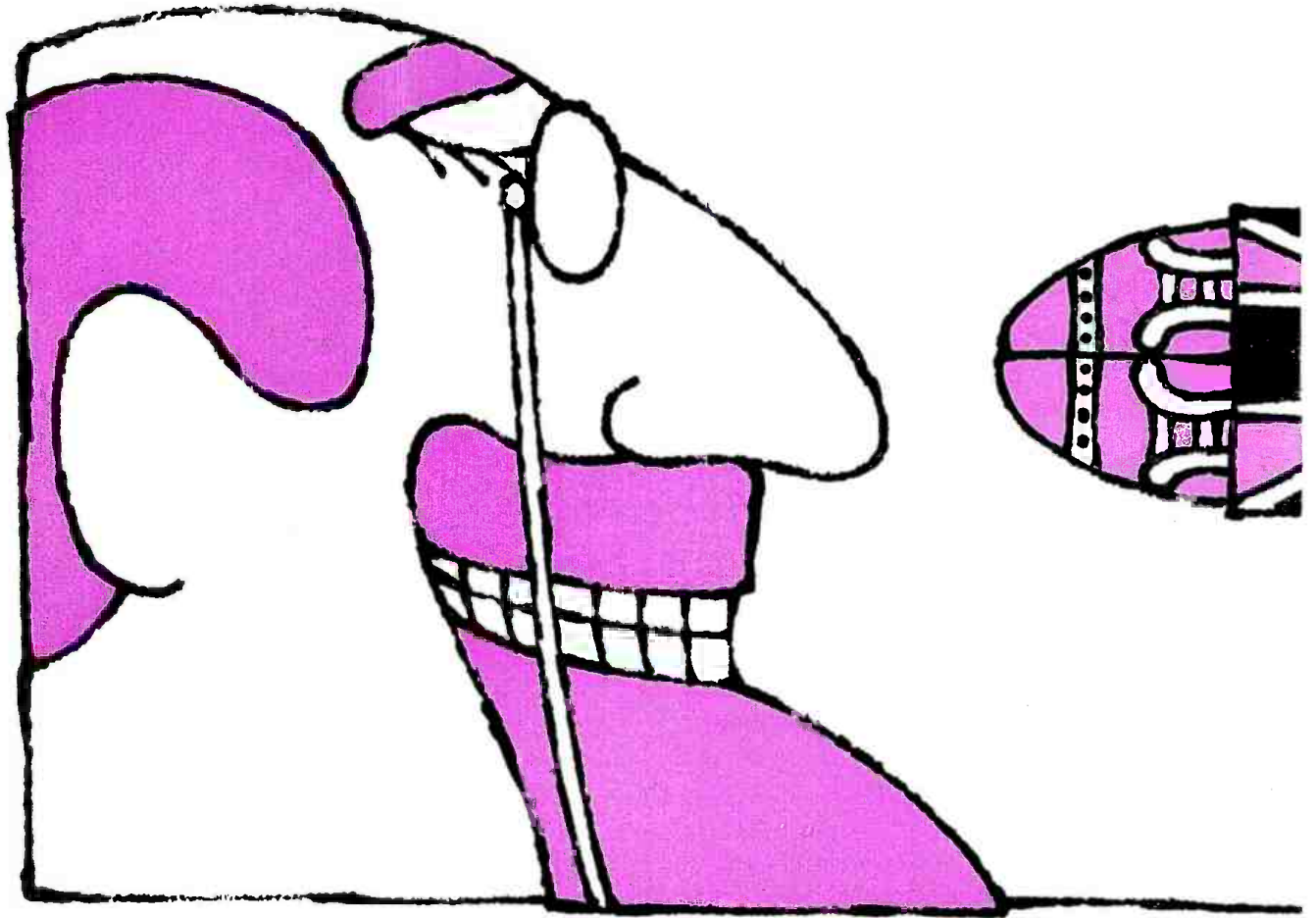
Hogan's Heroes	Mister Roberts
Get Smart	The Loner
Mona McCluskey	Trials of O'Brien
Smothers Brothers	Camp Runamuck
Convoy	Wackiest Ship
Run for Your Life	Dean Martin
Laredo	Hank
Wild, Wild West	

No matter which one you pick, in Birmingham they are all on WAPI-TV along with such continuing favorites as:

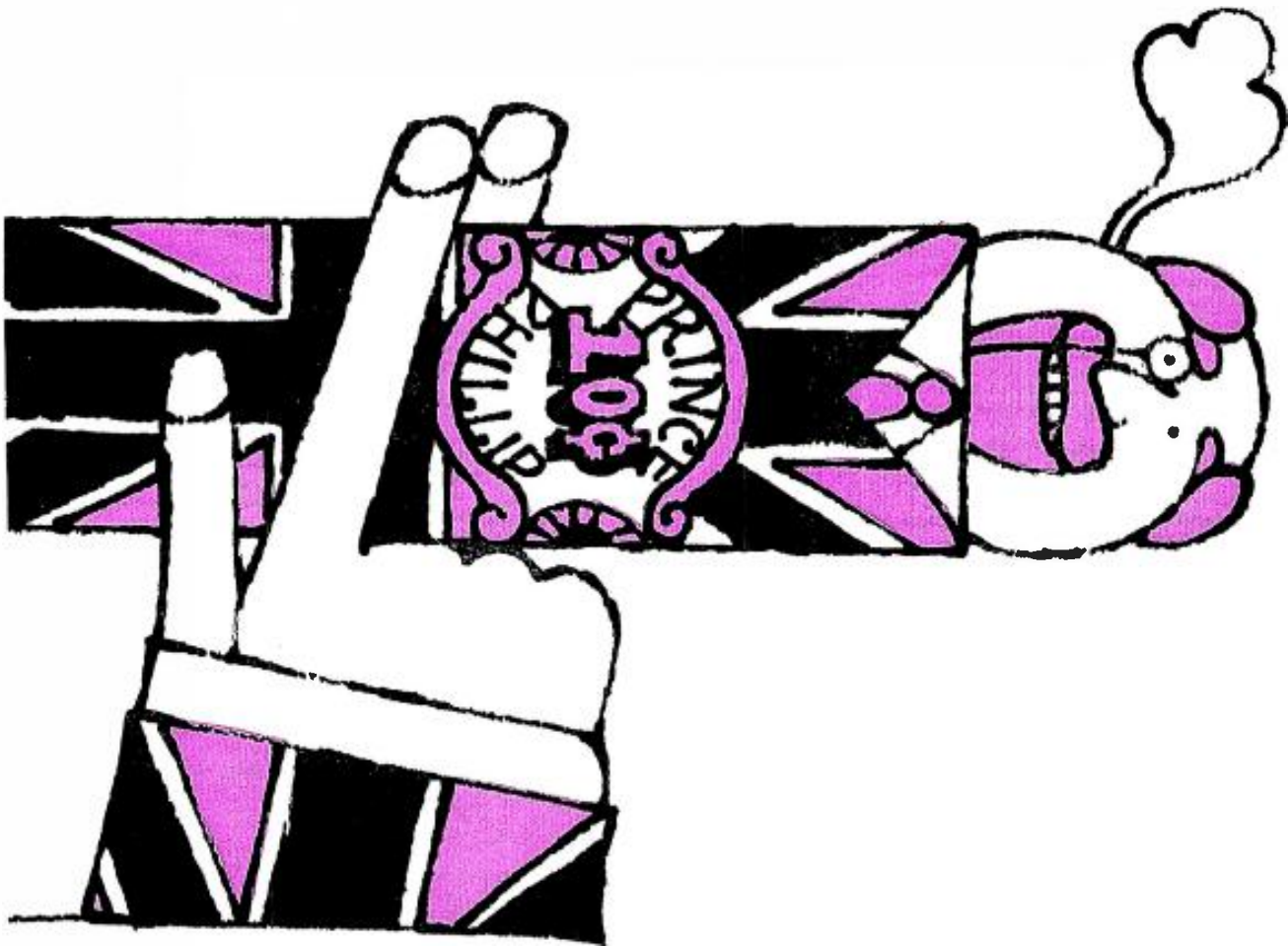
Walt Disney	Danny Kaye
Gomer Pyle	Flipper
Man from U.N.C.L.E.	Beverly Hillbillies
The Virginian	Gunsmoke
Bonanza	Bob Hope
Dick Van Dyke	My Three Sons
Red Skelton	Lucy Show
Jackie Gleason	Andy Williams
The Best of NBC and CBS	

Channel 13 Birmingham Ala. WAPI-TV Represented nationally by Harrington, Righter and Parsons, Incorporated





**IF YOU THINK CHICAGO
ISN'T A HOT RADIO MARKET,
YOU PROBABLY THINK
THAT PRINCE PHILLIP IS
A NEW 10-CENT CIGAR!**



And if you think WGN isn't the hottest station in Chicago, you aren't getting all the sales you could!

If the phrase "Midwest sales problem" is bugging you, the following fact will lower your blood pressure:

Chicago radio outsells all other media!

And WGN is the sellingest radio station in Chicago. We have the radio audience with real money to spend. And, most importantly, our audience responds out of all proportion to our clients' investments. And just ask any of our advertisers about our effective media merchandising.

If you want more than just words, call Marv Astrin for proof. Phone Area Code 312, 528-2311 collect right now. He'll tell you how the sellingest station in Chicago solves sales problems.

WGN
IS
CHICAGO
the most respected call letters in broadcasting

Time to push past the advertising lag and enter the space age

The momentum of the world we live in—this space age where pictures of Mars come back to us via the 7 o'clock news—is accelerating almost beyond belief.

This continued acceleration makes our lives faster and more complex. And swift change always creates stress.

This is particularly true of the current evolution in the techniques and methods of successful communicating, specifically as they relate to the business of television advertising. And today too much of our television advertising is just out of phase and out of date with the pace of life as it's being lived.

Match the millions of advertising impressions that bombard the consumer today to the amount of time this consumer has to properly absorb these impressions. Someone called this "the world of too much advertising."

But How Good? ■ A world of too much ineffective advertising is probably more like it.

Today, Madison Avenue has its own malady—an "advertising lag"—whereby the action and emotional energy of the television commercial are non-directed forces, if anything aimed at where people were, rather than where they are, and thereby failing to motivate sales.

Could part of this be due to a popular misconception among various segments of our population that the majority of people dislike advertising? Well, the only legitimate survey of consumer judgment of advertising ever done—by the American Association of Advertising Agencies—shows this is not true.

But what it did reveal, is that people "pay attention to relatively few ads." Isn't that our problem, really?

Paying attention to ads is important; "liking" them is irrelevant.

The Answer Game ■ Furthermore, if you ask a person whether he likes or dislikes an ad, his conscious answer is not necessarily going to be an honest one. He may feel that his evaluation of the ad must display intellect and sophistication.

(The 4A's study showed advertising ranked in third place. It came behind the federal government and clothing and fashions as "things in life that we enjoy complaining about, but we may not really be too serious about our complaints.")

Take a group of Mack Sennett devotees and ask them whether they prefer Sennett or William Shakespeare. What do you think the majority of an-

swers would be? Sennett would come in a poor second, I'd wager.

The American Commercial Festival satire film on the 1964 season would have you believe it's necessary to make commercials people tell you they like. They didn't like the funny guy on the white horse (biggest sales introduction since Tide); they didn't like that cock-eyed tornado (knocked Mr. Clean out of first place nationally in seven months); they didn't like those crazy women flying out of the kitchen (first time a cleanser reversed a trend and added substantial additional annual sales). They thought the flying man was "all right." "kind of cute" . . . (Hertz controls well over half the rent-a-car business).

But I hope you noticed that although they criticized these ads, they talked about nothing else. I hope you also noticed the Nielsen share of market and volume figures on what they go out and buy.

What vs. How ■ The key is, actually, the difference between what people think as against how they really feel. Reach people emotionally with your advertising and provide them with the reason to buy.

Emphatic, wish fulfillment visuals are hard to conceive, difficult for some clients to understand. It took us eight years at Norman, Craig & Kummel to perfect this approach. And it took guts to run advertising on a new way of analyzing and using research. Particularly in the face of conscious reaction to measured success.

But this type of commercial moves with the tempo of contemporary life. The entire pace, force and rhythm of this advertising seek out their target and slam home each impression with massive effectiveness. These commercials are designed to be remembered. (A Trendex survey, by the way, recently showed that Ajax is the best remembered detergent brand name in the entire country.)

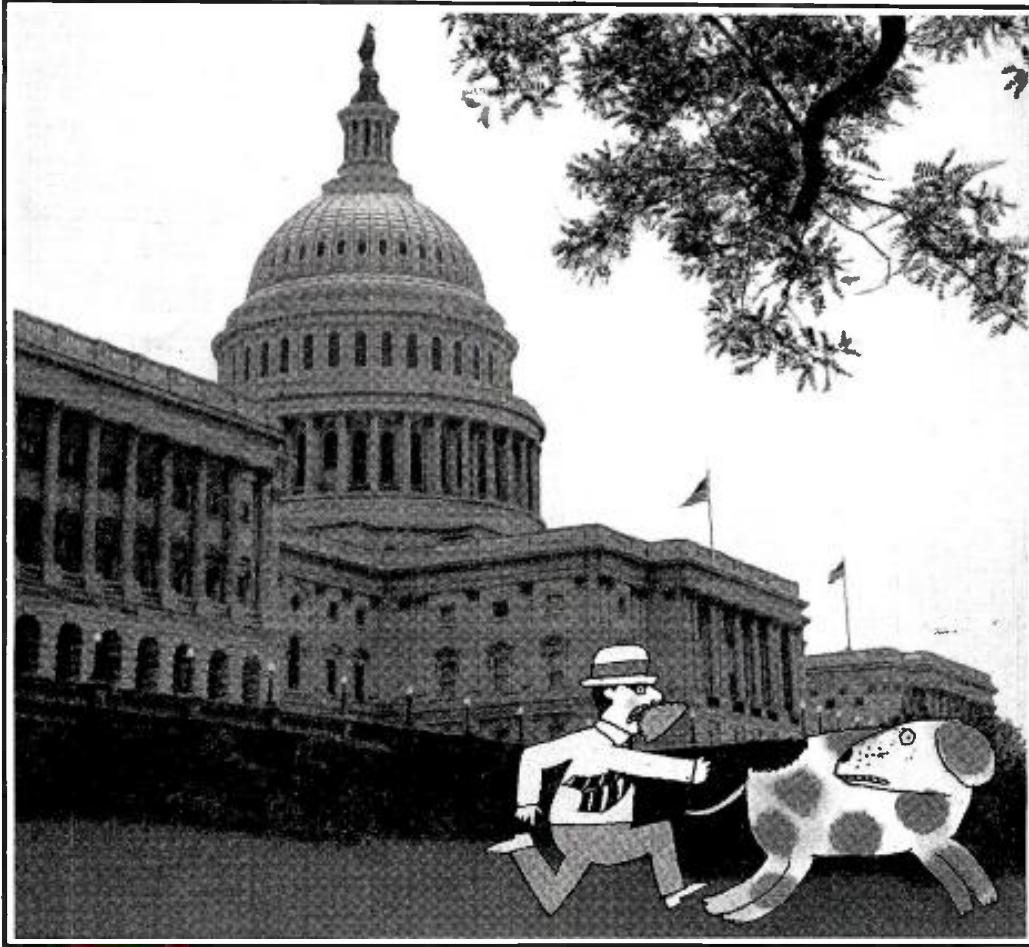
Women can't resist the forces of a White Knight that fulfills their deepest desires and basic needs. The symbol represents the product's promise of speed and power, and fulfills her basic wish (brought out by extensive research) to escape the horrors of dealing with dirt.

But this whole approach need not depend on a specific symbol. The approach can be with an empathy slogan or empathy visual that is in phase with the airborne momentum of today's living. Chanel, Ajax window cleaner ("See 100 Miles"), or Ajax scouring pads ("Declares War on Pots and Pans") are further variations and continued proof of this methodology at work. (There are many imitators on the air today, I might add, who illustrate how not to put this approach to work.)

If you seriously want to beat the "advertising lag" and if you want to communicate effectively, then you must find a way to build in the lifting emotional momentum into your commercial message so that it can "fly through the air" through the heart and to the head of your consumer.

William B. Moseley is senior vice president and associate creative director for television and member of the executive committee of Norman, Craig & Kummel Inc., New York. He joined the agency as an executive producer in October of 1959. He has both agency and network experience. His background in TV programming and commercial development includes past associations with Benton & Bowles, Grey Advertising and BBDO. Before his agency experience, Mr. Moseley worked for NBC in Hollywood as executive assistant to the executive producer of NBC 'Matinee Theater.'





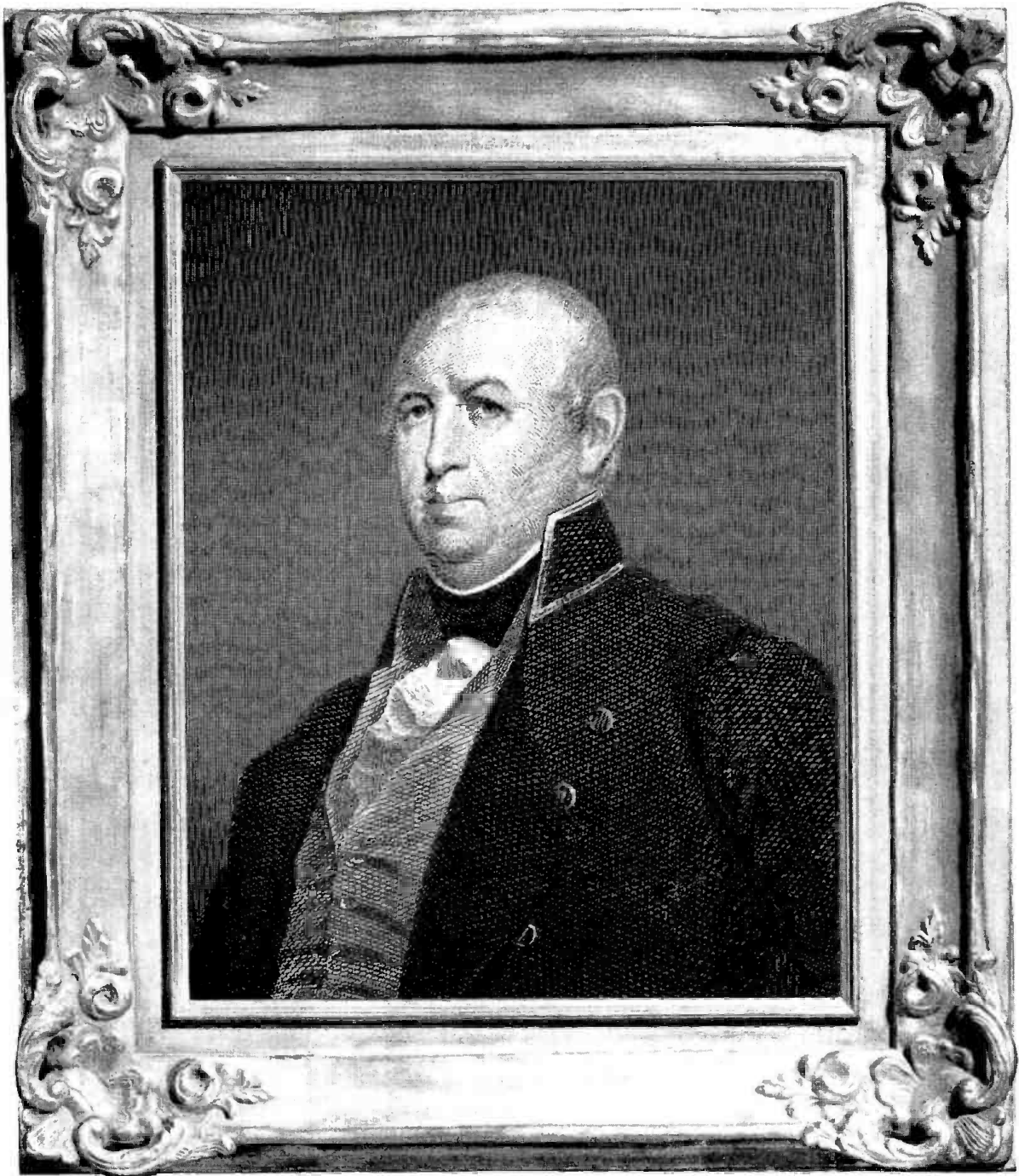
News?

Not to the correspondents of the CBS Television Stations Washington News Bureau. Their assignment is pinpointed: to cover for the five CBS Owned television stations Washington news which is of specific local interest to viewers in the New York, Los Angeles,

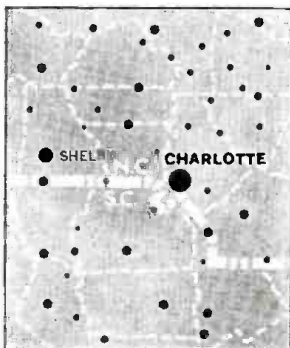
Chicago, Philadelphia and St. Louis areas. Headed by George Reading, Manager-Correspondent, and Lincoln Furber, Correspondent, this Bureau is a major extension of the stations' own local news departments—and another reason why these stations are

so highly regarded (and so constantly viewed!) in the five communities they serve.

**CBS Television Stations
Washington News Bureau**
2020 M Street, N.W., Washington
Serving WCBS-TV New York,
KNXT Los Angeles, WBBM-TV
Chicago, WCAU-TV Philadelphia
and KMOX-TV St. Louis.



Ever hear of Shelby?



General Isaac Shelby, the distinguished Indian Fighter, defeated the British in the historic Battle of Kings Mountain — marking the turning point of the Revolutionary War in the South. Neighboring Shelby, North Carolina, named for General Isaac Shelby, is also distinguished as the home of the world's largest fiber glass yarn plant — Pittsburgh Plate Glass. Shelby is located 42 miles outside the Charlotte metro area, and yet 94% of its TV Homes tune in WBTV each week.* You may or may not have heard of Shelby, but you should know that this fiber glass yarn capital of the world is just one of 129 satellite cities and towns making up the WBTV-Charlotte market . . . a market containing 562,000 television homes and ranking 23rd in the nation.**

* Nielsen Coverage Study ** 1965 Sales Management Survey of Television Markets

WBTV CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY
 WBT / WBT-FM / WBTV / WBTW / Jefferson Productions
 Represented Nationally By
 Television Advertising  Representatives, Inc.

Biggest, brightest special array

Color adds glamour to about half of some 170 featured programs scheduled by three networks; number is nearly double that shown a year ago

What appears certain to be the biggest array of special programming in television history is being developed by the three networks to bring new glitter and glamour to the 1965-66 TV season.

The tally of specials scheduled or in the planning stage had already reached approximately 170 last week, and the number seemed sure to grow as the season gets under way.

Color, becoming a dominant force in the regular evening schedules this fall for the first time, will be liberally sprinkled throughout the roster of specials, both day and night.

More than one-third and perhaps one-half of those now on the drawing boards will be in color, according to last week's best estimates. As in the case of the regular series in the 1965-66 schedule, the chief limiting factor in

the use of color appeared to be a matter of practical feasibility.

With occasional exceptions, the rule appeared to be: "Where possible, do it in color."

Wide Range ■ Culture and the urban blight, musical comedy and symphony, fantasy and history, the Ku Klux Klan and beauty pageants, circuses and campus protest movements, James Bond and Frank Sinatra—these are some of the contrasts offered by the 1965-66 specials schedule as it now stands.

Public affairs specials, in addition to their traditional probing of current news and issues and trends, will explore cultural, historical and medical subjects, bring world leaders together electronically and—among other things—test the driving skills, interests and prejudices of viewers.

Sports specials have been scheduled in what appears to be unprecedented numbers, embracing football, baseball, basketball, tennis, golf, track and horse racing.

In all, 22 sports packages had been written into the three-network specials schedule as of last week, and at least half were earmarked for production in color.

Mount Everest will be climbed, the legendary journey of Ulysses in Homer's *Odyssey* will be retraced, a scientist will be followed through Africa and the world will be sailed in a schooner in programs among the specials scheduled in the adventure category.

Show-business names like Frank Sinatra, Sammy Davis Jr., Diahann Carroll, Julie Andrews, Carol Burnett, *Continued*

There'll be specials for everyone in 1965-66

The following list compiled by BROADCASTING last week is a network-by-network breakdown of plans for special programming announced to date for the 1965-66 season. In includes sports events not regularly scheduled as well as entertainment and informational specials. Where possible, air dates and times, program synopses and sponsors and agencies have been included.

ABC-TV

Dangerous Christmas of Little Red Riding Hood or Oh Wolf, Poor Wolf. November. One hour, color. A musical comedy with producer-director team of Jule Stein and Bob Merrill. Sponsor: General Electric (BBDO).

Deb Star Ball. One hour, color. Sponsor: Clairol (Foote, Cone & Belding).

Wonderful World of Children. Thanksgiving Day, one hour, variety

special with Sammy Davis Jr. Sponsors: Emenee and American Character Doll (both Helitzer, Waring & Wayne).

Academy Awards Presentations. April, 1966.

Six one-hour specials (untitled) in color, to be produced by Phil D'Antoni and Norman Baer treating of American culture (history, landmarks, local customs) to be hosted by Robert Preston. Sponsor: Du Pont (N. W. Ayer).

Alice in Wonderland (to be scheduled between Thanksgiving and Christmas) one-hour animated production by Hanna-Barbera in color. Sponsors: Rexall (BBDO), Coca Cola (McCann-Erickson).

Minimum of 16 hours of public affairs specials exclusive of regular half-hour *Scope* series, including productions by Robert Drew, John Secondary and Stephen Fleishman.

Six David Wolper specials. Each one

hour with majority expected to be in color. Sponsor: 3M Co. (MacManus, John & Adams).

National Tennis Championships, Sept. 12 (2-4 p.m.).

U. S. Open golf, June 18-19.

PGA golf, August.

British Open golf, July 9.

U. S.-Russian track meet, July.

CBS-TV

Americans on Everest. Sept. 10 (7:30-8:30 p.m.), color. First of four specials produced by National Geographic Society, this one relating the conquest of Mount Everest by an American team. Sponsors: Aetna Life Affiliate Co.'s (Remington Advertising) and Encyclopaedia Britannica (McCann-Erickson).

Miss America Pageant. Sept. 11 (10 p.m.-midnight). Live from Atlantic

Continued

BIGGEST BRIGHTEST SPECIAL ARRAY continued

Carol Channing, Bob Hope, Jack Benny, Johnny Carson and Barbara Streisand will be seen in specials taking on a variety of formats.

Plans for the Sinatra special, a full hour on NBC-TV Nov. 24 (10-11 p.m. EST), were disclosed last week. The program, *Frank Sinatra: The Man and His Music*, will present the star in a review of songs he has been identified with over nearly two decades.

Half Million Dollars ■ The program was reported unofficially to be budgeted at \$500,000, said by some authorities to be probably the highest price ever committed to a single-celebrity enter-

tainment hour.

The approximately 170 specials already in the works for 1965-66 represent a gain of 20 to 30 in the last three months.

A preliminary canvass by BROADCASTING last May put the total then at 140 to 150, with NBC set for close to 80 and CBS-TV and ABC-TV 30 to 35 each (BROADCASTING, May 24).

Last week's count showed NBC with 80, CBS with about 50 and ABC with around 40 set or planned.

NBC has earned a reputation as the network with the most specials and this is not apt to be challenged this year

even if it stands pat with present plans, as officials indicated it would do.

For CBS-TV its entertainment specials alone, expected to number about 30 before the season is over, will represent almost a doubling of its 1964-65 total. This expansion is generally, but unofficially, attributed to a sharp break with the philosophy followed by former President James T. Aubrey Jr.

John Schneider, who followed Mr. Aubrey in the presidency, left no doubt in announcing CBS-TV's current specials lineup last week that his network is now committed to the belief that frequent special programming is good for the audience, good for television and good for avoiding the danger of "getting too set in our ways."

THERE'LL BE SPECIALS FOR EVERYONE continued

City. Sponsors: Toni (North), Pepsi-Cola (BBDO), Oldsmobile (D. P. Brother).

KKK The Invisible Empire. Sept. 21 (10-11 p.m.). One hour backgrounder on Klu Klux Klan including films of some of its meetings. Produced by David Lowe.

Title to be announced Oct. 7 (8-9 p.m.), color. Stars Andy Griffith, Don Knotts and Jim Nabors in music and comedy. Sponsor: American Motors (B & B).

The Making of The President—1964. Oct. 19 (9:30-11 p.m.). Based on Theodore H. White's new best-selling book. Sponsor: Xerox (Papert Koenig Lois).

My Name is Barbara. Oct. 20 (10-11 p.m.). Rebroadcast of Barbara Streisand special. Sponsor: Chemstrand (Doyle Dane Bernbach).

Miss Teen-Age America Pageant. Oct. 29 (10-10:30 p.m.). Fourth year on the network from Dallas. Sponsor: Procter & Gamble (Benton & Bowles).

A Salute to Stan Laurel. Nov. 23 (8:30-9:30 p.m.), color. Several stars pay tribute to late comedian. Sponsor: Chemstrand (Doyle Dane Bernbach).

Carol Burnett special with guest star Zero Mostel.

The Strollin' Twenties. Variety program with Harry Belafonte, Sidney Poitier, Sammy Davis Jr. and Diahann Carroll.

Rodgers and Hammerstein's *Cinderella*, color.

The Wizard of Oz. Motion picture, color.

Town Meeting of the World. Periodically.

The Search for Ulysses. One hour in color. Program will retrace legendary journey described in Homer's *Odyssey*. Narrator will be author Lawrence Durrell.

New edition next spring of *National*

Drivers' Test. Sponsor: Shell Oil (Ogilvy, Benson & Mather).

Original National Drivers Test. Sept. 3. Rebroadcast.

At least 10 CBS News specials now in preparation.

Group of cultural specials to be produced by Robert Saudek.

Thanksgiving Day Parade Jubilee. Nov. 25 (10 a.m.-noon). Live coverage of parades in major cities. Sponsors: Deluxe-Reading (Dancer-Fitzgerald-Sample), Polaroid (Doyle Dane Bernbach), Nabisco (McCann-Erickson).

The New York Philharmonic Young People's Concert. Nov. 29 (7:30-8:30 p.m.). First of ninth season of taped concerts. Sponsor: Bell System (N. W. Ayer).

Ice Capades of 1966. Dec. 1 (9-10 p.m.), color. Sponsor: Eastman Kodak Co. (J. Walter Thompson).

Charlie Brown's Christmas. Dec. 9 (7:30-8 p.m.), color. Animated cartoon based on "Peanuts" comic strip. Sponsor: Coca-Cola (McCann-Erickson).

Philharmonic. Dec. 14 (7:30-8:30 p.m.), second in series.

Miss Goodall in Africa. Dec. 22 (7:30-8:30 p.m.), color. Scientist Jane Goodall in Africa, second in National Geographic series.

Blue and Gray Football Classic. From Montgomery, Ala., Dec. 25.

Cotton Bowl Festival Parade. Jan. 1 (10:30-11:30 a.m.), color and from Dallas. Sponsors: General Mills, Fallstaff Brewing and Frito-Lay, (Dancer-Fitzgerald-Sample).

Tournament of Roses Parade and Pageant. Jan. 1 (11:30 a.m.-1:45 p.m.), color. Sponsors: Plymouth, Best Foods (Lennen & Newell), Frito-Lay (Dancer-Fitzgerald-Sample).

Cotton Bowl Football Game. Jan. 1 (time to be announced). Sponsors: Bristol-Myers (Needham, Harper & Steers),

Carter Products (Sullivan, Stauffer, Colwell & Bayles), Hartford Insurance (Marschalk Co.), P. Lorillard (Lennen & Newell), United Motors Division, General Motors (Campbell-Ewald).

National Football League Championship. Jan. 2. Sponsors: P. Ballantine (Young & Rubicam), Brown & Williamson (Bates), Fallstaff Brewing (Dancer-Fitzgerald-Sample), Ford (J. Walter Thompson), General Cigar (Young & Rubicam), Gillette (Clyne-Maxon), Goodyear (Y & R), Hamm Brewing (Campbell-Mithun), National Brewing (W. B. Doner), Schmidt Brewing (Ted Bates), Union Carbide (William Esty), Weidmann Brewing (Needham, Harper & Steers).

Philharmonic. Jan. 12 (7:30-8:30 p.m.), third of season.

NFL All-Star Game. From Los Angeles Jan. 16 (4 p.m.-conclusion). Sponsors: Ford (JWT), Gillette (Clyne-Maxon), Falstaff (Dancer-Fitzgerald-Sample), Schmidt (Bates), Weidemann (Needham, Harper & Steers).

Ages of Man. (Part I). Jan. 23 (4:30-5:30 p.m.). Sir John Gielgud in one-

Ages of Man. (Part II). Jan. 30 man Shakespearean program. (4:30-5:30 p.m.).

The Voyage of the Brigantine Yankee. Feb. 11 (7:30-8:30 p.m.). Adventures of 22 Americans who as amateur sailors make round-the-world trip on schooner. Third in National Geographic series.

An Evening with Carol Channing. Feb. 18 (8:30-9:30 p.m.), color. Musical comedy starring Miss Channing and others. Sponsor: General Foods (Young & Rubicam).

Philharmonic. Feb. 22 (7:30-8:30 p.m.). Fourth of season.

The National Invitational Basketball Tournament. March 12 and 19.

The Masters Golf Tournament. April 9 (5-6 p.m.) and April 10 (4-5 p.m.).

Marineland Carnival. April 10 (7-8 p.m.), color. Aquatic variety from

CBS-TV Spends \$8.7 Million — Michael Dann, CBS-TV's programming vice president, said the network's expected 30 entertainment specials would average around \$290,000 in cost, putting the total at about \$8.7 million.

A special, Mr. Dann said, "should be just that, providing a concept or personality not usually seen on the network."

Authorities said nine of 20 entertainment specials announced by CBS-TV thus far and half of the network's eight special sports packages will be color presentations. In the public affairs area about one-fifth of those outlined to date are slated to be in color.

Arch Robb, director of special programs at NBC-TV, said his network's

contemplated total of about 80 represented a gain of approximately 20% over the 1964-65 season. This figure includes occasionally scheduled news and entertainment specials as well as one-time specials.

Like its regularly scheduled programs throughout prime time and in many daytime periods, NBC's specials will be predominantly in color. All but one of the 26 entertainment specials announced thus far will be color productions. At least one-fourth of its news and information specials will be in color and seven of its nine special sports packages will be colorcast.

ABC-TV's specials planning is heavier in the news and information area (22) than in entertainment (five).

These figures are expected to rise to around 40. In addition ABC-TV has five packages of sports specials.

Four of the five entertainment specials set thus far, and at least 10 of the 22 news specials, are due for presentation in color.

There was no clear indication last week of what the stepped-up scheduling of specials would mean in network revenues. Earlier estimates suggested that 1965-66 specials might account for about \$50 million in sales as compared to almost \$40 million in 1964-65.

With the list still growing, observers could see no reason not to revise the \$50 million forecast upward to something more nearly in the neighborhood of \$60 million at least.

Palos Verdes, Calif. Sponsor: Minute-maid (McCann-Erickson).

The World of Jacques Yves Cousteau. April 28 (7:30-8:30 p.m.). Viewers are taken below Red Sea. Fourth in National Geographic series.

The Kentucky Derby. May 7 (5-6 p.m.).

The Preakness. May 21 (5:30-6 p.m.).

The Belmont Stakes. June 11 (5-5:30 p.m.).

NBC-TV

American White Paper, U. S. Foreign Policy. Sept. 7. Three-and-one-half-hour program (7:30-11 p.m.). A review of American Foreign policy throughout world with emphasis on Vietnam. Sponsor: Eastern Air Lines (Young & Rubicam).

World Series of Golf. Sept. 11, 12 (5:30-6 p.m.) in color. Sponsors: United Airlines (Leo Burnett), Kaiser Jeep Corp. (Compton), Reynolds Tapper Beer Keg (Lennen & Newell).

The Emmy Awards. Sept. 12 (10-11:30 p.m.). Sponsors: Libby (J. Walter Thompson), Wolverine (McManus, John & Adams).

America, the Beautiful. Oct. 3 (6:30-7:30 p.m.). A study of urban blight. One hour, color. Sponsor: Florist Telegraph Association (Campbell-Ewald).

World Series. (baseball) starts Oct. 6, in color. Sponsors: Gillette (Clyne Maxon), Chrysler (Young & Rubicam).

The Big Ear. Oct. 31. One hour on modern listening devices and practices treating question of invasion of privacy. Producer, Reuven Frank.

Right Wing. One hour on extreme conservative elements in U. S. Producer, Chet Hagen.

Rebellion on the Campus. One hour devoted to protest activities in colleges and universities. Producer, Chet Hagen.

Thoroughbred. One hour, in color, the history of a race horse from birth to racing maturity. Producer, Chet Hagen.

The Decision to Surrender. Mid-September, one hour. Analysis of Japanese surrender in World War II.

Project 20. Three hour programs: *The Law and the Prophets* (color), *The American Indian*, and *Immigrants All.*

The Congo. One hour.

Hungary: Ten Years Later. One hour.

The Awakening Dragon: Red China. One hour in color.

The Reformation. One hour.

Five audience testing programs. One hour each. Network audience will be asked to participate in tests covering individual aptitudes and interests, political beliefs, prejudice, observation-perception and reading ability.

Jack Benny. Two hour specials in color. First is Nov. 3 (9-10 p.m.). Sponsor: Eastern Air Lines (Young & Rubicam).

Danny Thomas. First Nov. 8 (9-10 p.m.). Five hour specials in color. Sponsors: Timex (Warwick & Legler), Consol. Cigar (Papert, Koenig, Lois).

The Spanish Armada. Nov. 14. One hour, in color (6:30-7:30 p.m.). B. F. Goodrich Co. (BBDO).

Ringling Brothers, Barnum and Bailey. Nov. 18 (7:30-8:30 p.m.), color. Sponsor: Timex (Warwick & Legler).

Frank Sinatra: The Man and His Music. Nov. 24 (9-10 p.m.) in color. A review by the celebrated singing star of songs associated with him since the 1940's. Produced by Sinatra Enterprises. Sponsor: Anheuser-Busch (D'Arcy).

The Incredible World of James Bond. Nov. 26 (10-11 p.m.) in color. Sean Connery, the James Bond of the movies, will host and narrate a program which analyzes the Bond character. It's being filmed by David Wolper Productions. Sponsor: Pepsi-Cola (BBDO).

Mississippi; The Self-Portrait. (Date not available) one hour.

The Teenager. (Date not available) one hour.

Who Shall Live? Nov. 28 (6:30-7:30 p.m.) one hour. About a life-

saving artificial kidney, color.

For Our Time. (Date not available) one hour. About George Bernard Shaw's remarks on life.

(Network plans more than 40 news specials including those listed.)

Hallmark Hall of Fame. Six hour programs in color (two repeats). "Julie Andrews," "Michelangelo I," "Michelangelo II," "Peter Pan," "Mary Martin at Radio City Music Hall." Sponsor: American Gas (Lennen & Newell).

Johnny Carson. Hour special in color. *Mr. Magoo's Christmas Carol.* Dec. 17 (7:30-8:30 p.m.) one hour in color. Sponsor: Timex (Warwick & Legler).

AFL Championship Game. Dec. 26, in color. And *AFL All Star Game.* Jan. 15 in color. Sponsors: Chrysler Corp. (Young & Rubicam), Firestone (Campbell-Ewald), Institute of Life Insurance (J. Walter Thompson), Lone Star Brewing (Glenn), Olympia Brewing (Botsford, Constantine & McCarty), RCA (J.W.T.), R. J. Reynolds (Esty), Sun Oil (Esty), Swank Inc. (Shaller-Rubin).

East-West Game. Dec. 31.

Sugar Bowl. Jan. 1, color. Sponsors: Aetna Casualty (Remington) and Buick (McCann-Erickson).

Rose Bowl. Jan. 1, color. Sponsors: Chrysler Corp. (Y&R), Gillette (Clyne Maxon), Texaco (Benton & Bowles).

Bing Crosby Golf. Jan. 22-23.

Bob Hope Golf. (Date not set).

Junior Miss Pageant. March 26 (8-9 p.m.), color. Sponsor: Scott Paper.

NBC Follies. Several hours of sneak previews, color. Sponsor: Timex (Warwick & Legler).

Bob Hope-Chrysler Specials. Color. One hour. Sponsor: Chrysler (Young & Rubicam).

Thanksgiving Day Special. One hour in color. Sponsor: Mohawk Carpets (Clyne Maxon).

Amahl and The Night Visitors. Color, one hour. Sponsor: Hallmark (Foote, Cone & Belding).

Spot spending per TV family goes up

TVAR computation for 1964 also shows Chicago's \$22.11-per-family was highest

Spot television advertisers spent at the rate of \$13.39 per U.S. television family in 1964, a strong 13.5% gain over their per-family outlays of the previous year.

Figures being released by Television Advertising Representatives this week show that spot spending per viewing family continues to be heaviest in the larger markets. They also show substantial differences in this respect between markets of comparable size.

For the top 20 markets spot billings averaged \$15.78 per family; for markets 21 through 40, \$11.66 per family, and for all markets below 40, \$7.75.

Smaller markets, TVAR points out, haven't enjoyed the same acceleration of spot spending per family experienced in larger metropolitan areas. For example, since 1962 spot's growth rate per viewing family in the top 20 markets, at 28%, is more than double the 12.6% advance in markets which are ranked

below 40.

Spot advertisers smiled on Chicago last year spending \$22.11 per family there and making it number one on a per-family outlay basis. In contrast, the first place market in terms of viewing families, New York, received only \$15.94 in spot billings per family.

TVAR, which puts out a similar report each year, has changed its computation method this year for determining market-by-market spot spending per family.

The number of viewing families in a given market is considered to be the net weekly circulation of the leading station in the market according to the 1964 TV Market Digest of the American Research Bureau. This circulation figure is divided into the spot billing totals for each market reported by the FCC. In earlier spot studies TVAR has divided the FCC market totals by published estimates of each market's television homes.

TVAR's compilation for 1964:

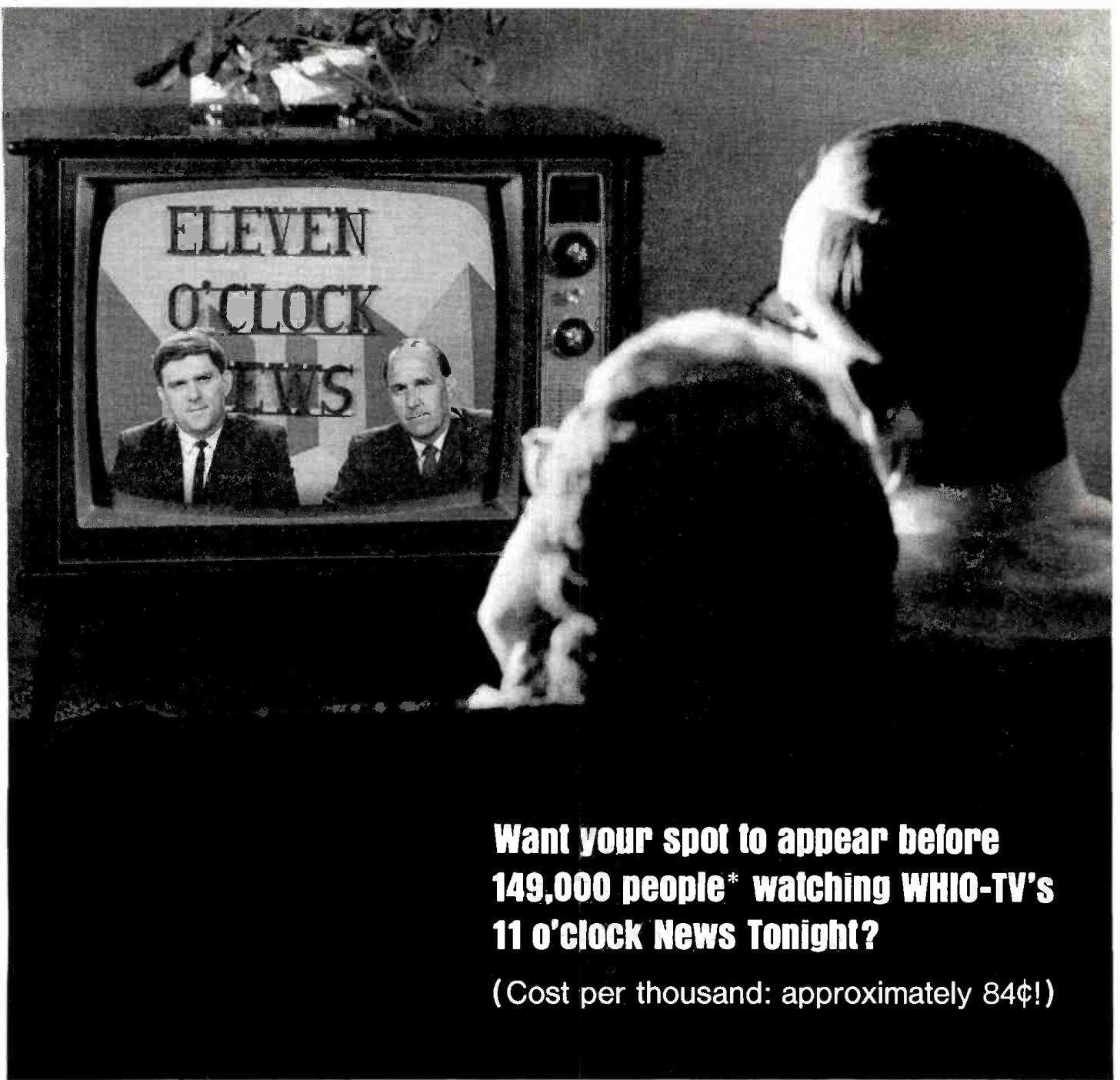
Market*	Spot TV billings (in \$000) Source: FCC Report	Spot TV billings per TV family
New York	\$82,273	\$15.94
Los Angeles	56,365	20.76
Chicago	48,635	22.11
Philadelphia	29,145	14.97
Boston	22,456	13.77
Detroit	†
San Francisco	21,305	17.56
Cleveland	15,896	13.47
Pittsburgh	15,933	14.15
Washington	12,687	13.64
St. Louis	11,907	15.67
Hartford-New Haven-New Britain-Waterbury, Conn.	9,730	12.92
Baltimore	8,977	12.54
Dallas-Fort Worth	10,166	14.26
Providence	5,390	7.59
Cincinnati	7,458	10.89
Minneapolis-St. Paul	8,278	12.45
Indianapolis-Bloomington, Ind.	8,577	13.59
Buffalo-Niagara Falls, N.Y.	10,618	18.21
Milwaukee	8,000	14.04
Seattle-Tacoma	8,180	14.15
Kansas City, Mo.	8,461	15.30
Atlanta	6,436	11.81
Miami	8,624	15.88
Houston-Galveston	8,840	17.30
Columbus, Ohio	6,745	14.29
Sacramento-Stockton, Calif.	6,730	14.38
Lancaster-Harrisburg-York-Lebanon, Pa.	2,997	6.65
Portland, Ore.	5,822	13.08
Grand Rapids-Kalamazoo, Mich.	5,288	12.18
Syracuse, N.Y.	4,951	11.59

†Data for Detroit have been excluded inasmuch as the FCC total for that market does not include billings for CKLW-TV. Excluding CKLW-TV, billings per family came to \$10.87 in 1964.

Market*	Spot TV billings (in \$000) Source: FCC Report	Spot TV billings per TV family
Tampa-St. Petersburg, Fla.	\$ 4,964	\$11.68
Memphis	3,983	9.55
Albany-Schenectady-Troy, N.Y.	4,964	11.96
Johnstown-Altoona, Pa.	1,941	4.80
Flint-Saginaw-Bay City, Mich.	2,790	6.94
Nashville	2,947	7.50
New Orleans	4,735	12.20
Louisville	4,051	10.49
Denver	5,540	14.46
Asheville, N.C.-Greenville-Spartanburg, S.C.	2,317	6.05
Charleston-Huntington, W. Va.	2,545	6.68
Rochester, N.Y.	2,826	7.92
Greensboro-Winston-Salem-High Point, N.C.	2,553	7.38
Oklahoma City-Enid	4,692	13.76
Wichita-Hutchinson, Kan.	2,470	7.76
Omaha	3,022	9.91
Tulsa	3,147	10.67
San Antonio, Tex.	3,058	10.58
Norfolk-Portsmouth-Newport News-Hampton, Va.	2,693	9.32
Davenport, Iowa-Rock Island, Ill.	2,324	8.18
Green Bay-Marinette, Wis.	1,696	5.99
Poland Springs-Portland, Me.	1,813	6.52
Scranton-Wilkes Barre, Pa.	1,698	6.22
Roanoke-Lynchburg, Va.	1,236	4.53
Salt Lake City-Ogden-Provo	2,479	9.15
Phoenix	3,451	12.97
Richmond-Petersburg, Va.	1,402	5.33
Orlando-Daytona Beach, Fla.	1,917	7.37
Champaign-Springfield-Decatur-Urbana-Danville, Ill.	2,496	9.71
Ames-Des Moines	2,660	10.35

Market*	Spot TV billings (in \$000) Source: FCC Report	Spot TV billings per TV family
Shreveport, La.-Texarkana, Tex.	\$1,746	\$ 6.93
Cedar Rapids-Waterloo	1,999	8.00
Mobile, Ala.-Pensacola, Fla.	1,532	6.46
Little Rock	1,355	5.79
Spokane	2,331	10.09
Madison	1,548	7.00
Binghamton	1,215	5.52
Knoxville	1,578	7.24
Paducah-Cape Girardeau, Mo.-Harrisburg, Ill.	1,365	6.32
Fresno	2,431	12.03
Evansville, Ind.-Henderson, Ky.	1,227	6.10
Greenville-Wash., N. C.	1,073	5.37
Lincoln-Hastings-Kearney	1,254	6.46
Youngstown	1,199	6.28
Chattanooga	1,208	6.53
Columbia, S. C.	1,259	6.96
Peoria	1,411	8.02
South Bend-Elkhart	1,033	5.97
Fort Wayne	1,578	9.56
Albuquerque	1,023	6.35
Beaumont-Port Arthur	953	6.15
Austin-Rochester, Minn.-Mason City, Iowa	679	4.62
Honolulu	1,187	8.48
Montgomery	941	6.92
Amarillo	814	6.26
Wichita Falls, Tex.-Lawton, Okla.	794	6.11
Fargo-Valley City	860	6.88
Charleston, S. C.	527	4.25
El Paso	907	8.10
Colorado Springs-Pueblo	705	6.65
Tucson	819	7.80
Corpus Christi	816	7.85
Odessa-Midland	724	7.31
Bakersfield	758	8.15
Las Vegas-Henderson	333	5.71
Huntsville-Decatur, Ala.	228	4.00

*Market rankings based on net weekly circulation of the leading station in the market. (Source: ARB, Television Market Digest, 1964)



**Want your spot to appear before
149,000 people* watching WHIO-TV's
11 o'clock News Tonight?**

(Cost per thousand: approximately 84¢!)

WHIO-TV's 11 o'clock NEWS was selected in 1964 and AGAIN in 1965 as the best regularly scheduled newscast in Ohio by The Associated Press News Writers. Hard digging Phil Donahue, on the left, handles local and state news; Don Wayne skillfully reports national and international events. Best newscast – great bargain.

*NIELSEN STATION INDEX ESTIMATE (MARCH '65)

WHIO-TV • CBS • CHANNEL 7 • WHIO-AM-FM • DAYTON, OHIO
NATIONAL REPRESENTATIVE: GEORGE P. HOLLINGBERY

WHIO-TV



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, Pittsburgh

FTC attorney gets insight into commercial production

The Federal Trade Commission will have a clearer understanding of the problems—and of the tools and techniques—of television commercial production as a result of a five-day tour of Madison Avenue last week by one of its experts.

That was the verdict of the expert himself, Edward F. Downs, as given to BROADCASTING Thursday night after he completed the next to last day of his one-week visit as a guest of the American Association of Advertising Agencies (CLOSED CIRCUIT, Aug. 23).

He said he saw a number of commercials and commercial techniques that he would have challenged before his visit—but not afterward. As one example, he cited a demonstration commercial for a product whose action, he said, he would have sworn was not photographable.

He did not identify the product because the commercial has not yet been put on the air, but he said that if he had seen the commercial on his set at home—without having seen how it was made—he would have been sure it employed a mockup. Under FTC policy, upheld by the U.S. Supreme Court, mockups are “deceptive” if used to demonstrate the actual product’s quality.

During his visit, he said, he saw

that the commercial did not use a mockup—that the demonstration of the product itself was actually photographed with an extremely fast-action camera.

Mr. Downs reported that he also saw several other commercial situations that would have appeared questionable to him on the screen if he had not seen that they could be—and were—handled with no questionable procedures involved.

Kudos ■ Mr. Downs also paid tribute to the attitudes and approaches as well as the skills of the agency and other commercial production people he visited during the week.

His impressions are important to advertisers and agencies because he is one of the key figures, where commercials are concerned, in the FTC’s Bureau of Deceptive Practices.

An attorney with 28 years experience with the FTC, he has represented the trade commission in some of its landmark actions in the commercials area, including the Libby-Owens-Ford “open window” and Colgate-Palmolive “sandpaper” cases.

Mr. Downs said last week he was convinced that the practices that led to actions such as those “could not happen now.” He thought this improved climate was attributable not

alone to higher standards among agencies and advertisers now—although he thought the standards are definitely higher—but also to the fact that those actions were brought—and won—by the trade commission in the first place.

The FTC attorney and the AAAA both emphasized that his visit was not related to any specific FTC case, past, present or contemplated.

Educational ■ He described the trip as “purely educational” and speculated that it was apt to be beneficial to agencies and advertisers as well as to the FTC in that it gave the FTC a better insight into the problems, approaches and capabilities of producers.

Mr. Downs’s itinerary was arranged by the AAAA Broadcast Policy Committee’s subcommittee on commercial production, headed by Gordon Webber of Benton & Bowles. It included extensive visits to the television commercial production departments of Benton & Bowles; C. J. LaRoche; Grey; Campbell-Ewald; J. Walter Thompson Co., and Doyle Dane Bernbach, plus the studios of Videotape Center, MPO Videotronics, Filmex Inc., Pelican Films, MGM Teletudios, and E. G. Shipman Inc., manufacturer of props.

Beatrice Foods plans big spot-TV buy

Beatrice Foods Co., Chicago, already a heavy TV user, is shifting money from other media and increasing some of its division budgets to plunge even deeper into television for 1965-66. It plans “several million dollars” worth of spot buys in nearly all TV markets using syndicated products from Desilu. The accent will be on color.

Through its Chicago Agency, Don Kemper Co., Beatrice has bought the major film package rights for a sum understood to fall between \$500,000 and \$1 million. It was announced by Roy I. Ricksham, director of sales and advertising for Beatrice Foods, and by Richard Dinsmore, vice president-general manager of Desilu Sales, the distribution arm of Desilu Productions.

Beatrice said it will build its new spot campaign around Desilu’s *The Greatest Show on Earth*, a one-hour color series starring Jack Palance, and will place the show in 142 markets. In

other markets where suitable buys are available, Beatrice will use other Desilu programs or feature films distributed by Desilu. The additional series are *Untouchables*, *Fractured Flickers*, *Desilu Playhouse*, *Jazz Scene USA* and *Harrigan and Son*.

Mr. Ricksham pointed out that with color commercials “playing an increasingly important role in our advertising plans” the sponsor naturally was attracted to *Greatest Show* “because of its spectacular color production values.” Beatrice products to be featured among others include the Meadow Gold dairy line, Adams Korn Kurls, Lambrecht pizzas, cheese cakes and frozen soups, D. L. Clark candies, M. J. Holloway & Co. Milk Duds and Thos. D. Richardson after-dinner mints.

TV gains in co-op field as radio loses

Television has gained ground, but radio has lost a little, as media that dealers may use in cooperative adver-

tising without getting prior approval from the participating manufacturer, according to a study made public last week by the Association of National Advertisers.

The study covered 171 co-op advertising plans involving 30 product categories. It was presented at a workshop on “New Developments in the Creative Use of Cooperative Advertising,” held by the ANA last Thursday and Friday in New York.

A total of 56.1% of the plans indicated that TV could be used without need for specific approval, as against 46.2% in 1954. Use of radio did not require specific approval in 52.1% of the plans, as compared to 56.6% in 1954.

Newspapers led the “free to use” list by a wide margin, being freely allowed in 91.8% of the cases (92.4% in 1954). Television ranked second and radio third, whereas their order in 1954 was reversed.

In 3.5% of the plans the use of radio and television was specifically disallowed. In another 2.9% their use required approval.

Fewer than 25% of the plans urged

Why KBTV bought Volumes 3, 4, 5, 7 & 10 of Seven Arts' "Films of the 50's and 60's"

Says John C. Mullins:

President of KBTV, Denver, Colorado

“If your coverage area extended from the Bad Lands of South Dakota to the deep Western slope of the Colorado Rockies...and you were the first station to service this vast area with color... and in that time you had established a reputation for telecasting outstanding motion pictures that had tremendous viewer as well as sponsor appeal...then it would be your responsibility, as it is KBTV's, to continue to provide the finest feature film entertainment as it becomes available for television. That's why we have just acquired Seven Arts' latest release, Volume 10 containing 41 titles of which 31 (76%) are in color.

Volume 10 is not the first of the

outstanding

Seven Arts Volumes that Channel 9 has purchased.

Over the years we have bought a total of 225 'Films of the 50's and 60's' (Volumes 3, 4, 5, 7 & 10), of which 118 are in color including the following titles which we have recently scheduled for **colorcasting**: 'Wind Across The Everglades' starring Burl Ives, Christopher Plummer (Volume 5); 'The River's Edge' starring Anthony Quinn and Ray Milland (Volume 7) and 'The Master of Ballantrae' starring Errol Flynn (Volume 3).

KBTV needs Seven Arts' 'Films of the 50's' to profitably program our various feature film time slots which include from 3 to 5 features daily plus the following weekend evening showcases:

MONDAY-FRIDAY: 'FALL FILM FESTIVAL'
(10:30 P.M.)

SATURDAY: 'CHANNEL 9 MOVIE OF
THE WEEK' (10:00 P.M.)

SUNDAY: 'SUNDAY THEATRE'”



John C. Mullins, President and owner of KBTV, Denver, Colorado

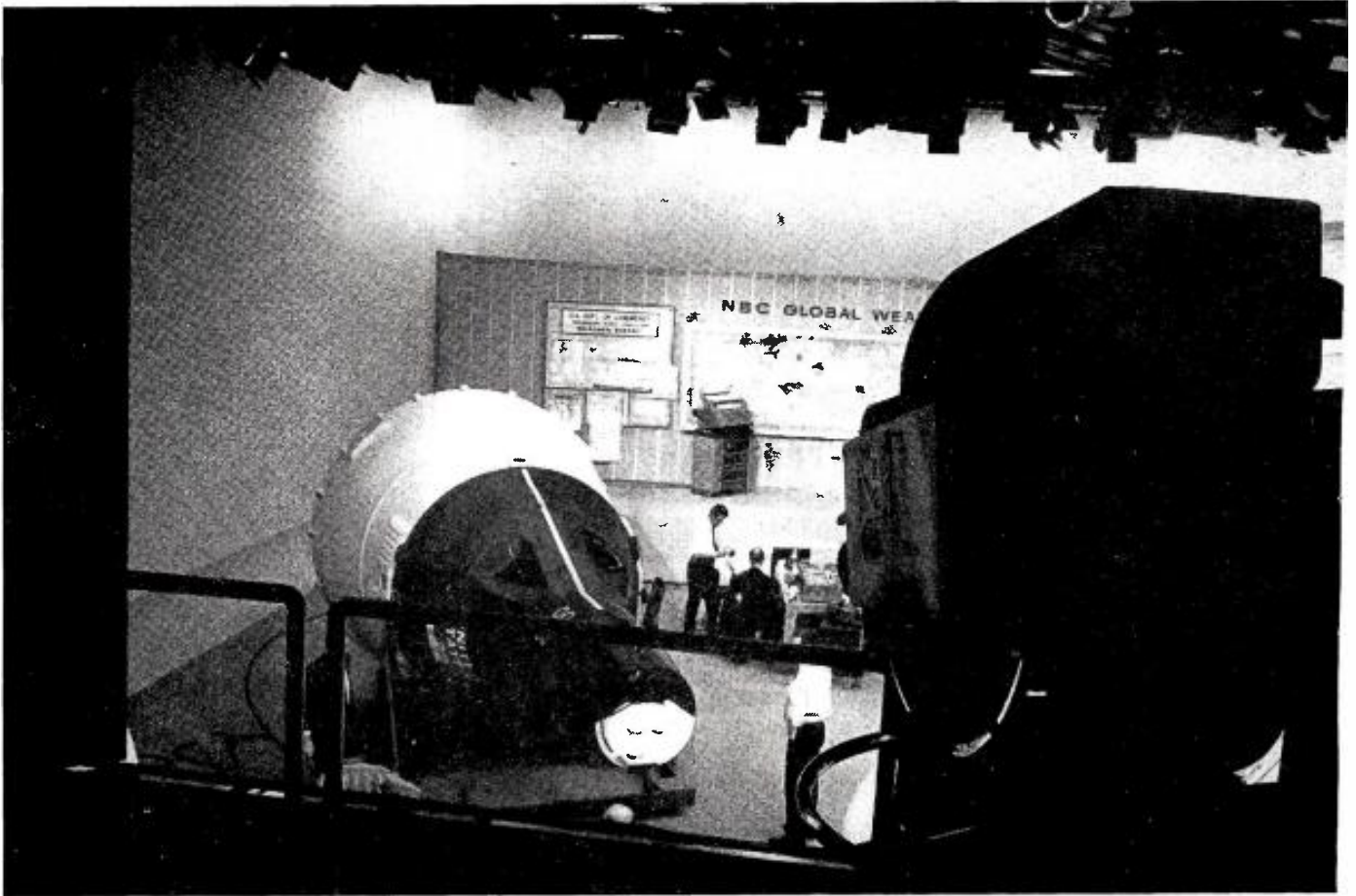


A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue, YUkon 6-1717 CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331 LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., State 8-8276

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



Top-Flight Coverage

NBC News' outstanding color coverage of Gemini 5 the Saturday before last achieved remarkable audience response. Our reporting of the flight's dramatic progress drew 41 percent more viewing-homes than the second network; 226 per cent more than the third.

What's more, none of the other networks' competing programs — Gemini coverage or entertainment — could outdraw the audiences for NBC-TV's flight coverage.

On that Saturday, we were not only the first to begin coverage of Gemini 5, but the only network to stay with the Gemini story continuously. This sort of space coverage is entirely consistent with NBC News' practice of reporting the news accurately...reporting it fully...reporting it first.

For NBC News recognized this space mission — the first attempt of U.S. astronauts to live in space for eight days — as a key step



ward a moon landing. As such, it was an event of vital importance to all Americans—an event whose every phase demanded complete and detailed coverage.

Thanks to the top-quality efforts of Chet Huntley, David Brinkley, Frank McGee and their colleagues—plus the uniqueness of the 1-color Space Center studio in New York—NBC News' description of the Gemini 5 adventure achieved unmatched clarity.

The public has come to expect the best from NBC News—a fact which helps explain why, whenever important news breaks, viewers turn to us first. And, on virtually every occasion when the three networks cover news simultaneously, NBC News attracts the largest share of the audience.

NBC NEWS **4**

The world's largest broadcast news organization



national Arbitron 7:00 AM-6:00 PM, EDT; 7:00 AM-5:00 PM, CDT; 7:00 AM-3:00 PM, PDT. Audience and related data are based on the rating service indicated and are subject to the qualifications issued by this service. Copies available on request.

dealers to use co-op advertising, a marked decline from the 51.7% that urged it in 1954. Two possible reasons for the decline were a tendency to use other means, such as the sales force, to sell co-op, and a hope that failure to promote it would help offset growing demands for it.

Almost half (46.8%) of the companies canvassed share the co-op cost 50-50 with dealers, but 8.2%, all of them in the food and grocery category, pay 100% of the cost. Ten years ago 22.8% paid the full amount.

About one-third of the plans

(36.8%) specify that the company will pay only on advertising that is placed at the media's local rates. Six out of ten (59.6%) require that the co-op ads be prepared or approved by the company.

Edward C. Crimmins, director of planning and sales for the Advertising Checking Bureau, told the closed workshop that advertisers, media and retailers are all taking co-op advertising "much more seriously" and "paying more attention to it," largely because it "has become a more important economic factor to all three of them."

FTC opens its first local complaint office

Regulation of radio-TV advertising is the domain of the Federal Trade Commission—when it is in interstate commerce.

The FTC has taken a step toward making it easy for anyone to file a complaint.

July 19 the FTC opened the doors of the first local complaint department in regard to unfair broadcast, as well as other media advertising practices. The office is located in Washington, and it has been busy in its first four weeks.

A spokesman there last week said that the staff has handled some 75 matters and that steps have been taken to investigate some of the complaints, with case records to be filed in a number of instances.

The local complaint office is a pilot operation for other such local offices which may be opened in other metropolitan areas should the effectiveness prove its need—and should Congress grant the FTC's request.

The FTC has primary jurisdiction in Washington under the Federal Trade Commission Act, but Congress would have to vote to give it responsibility for unfairness in other local areas.

Easy Does It ■ The best feature of this office is said by the FTC to be that citizens can call and register their complaint without having to write the FTC or, perhaps, make an appearance before it.

This simplifies the process of getting unfair practices in the investigative arena, and enables the FTC to discover practices that, without the office, might never be brought to its attention.

Business briefly . . .

General Foods Corp., White Plains, N. Y., through Benton & Bowles, New York, will make use of spot TV, as well as its network lineup in major markets, to promote its new Post cornflakes-and-blueberries brand, beginning in early September.

Corning Glass Works, Corning, N. Y., for its Corning Ware, both electric and nonelectric cookware, through Carl Alley, New York, will begin fall nine-week spot TV campaign in 30 top markets. Ten and 20-second commercials will be placed in prime time four to six times a week.

Brown-Vintners, through Gumbiner-North, both New York, initially will advertise its Nectarose Vin Rose d'Anjou wine in Philadelphia using six commercials per week on KYW-TV, beginning Sept. 12 and continuing through October. Tentative plans call for the color

MORE DAVEY AND GOLIATH IN COLOR

DAVEY and GOLIATH lets you think **COLOR** when you plan Public Service Programming.

- DAVEY and GOLIATH is a superior 15 minute children's series that delightfully tells how Davey comes to understand about GOD.
- DAVEY and GOLIATH has **proven** appeal—carried by 331 stations.
- DAVEY and GOLIATH will be starring in a 30 minute color Christmas Special ready for release November 15. The series and/or the special are available at no charge. They are produced by The Lutheran Church in America.



DAVEY and GOLIATH is professionally produced in the Clokey, three dimensional, stop-motion technique.

To schedule DAVEY and GOLIATH or for more information contact:



COMMISSION ON PRESS, RADIO AND TELEVISION
LUTHERAN CHURCH IN AMERICA

231 Madison Avenue • New York, N.Y. 10016 • Tel: 212 532-3410

First Choice in Detroit for Fall: WWJ-TV Programs with Proven Impact



LIVING

9-10 AM MONDAY-FRIDAY—Bright morning show features Carol Duvall, Ed Allen, and Lorene Babcock with entertainment, exercise, and advice.



GEORGE PIERROT

5-6 PM MONDAY-SATURDAY—Famous world-traveller hosts explorers, adventurers, globe-trotters. Fabulous trips to fascinating places. *COLOR.*



AT THE ZOO

7-7:30 PM SATURDAY—Light-hearted visits to Detroit Zoo catch animals and people unawares. Popular Sonny Eliot's witty comments, amusing monkeyshines.



BOZO THE CLOWN

4-5 PM MONDAY-FRIDAY; also 9:30-11 AM SUNDAY—Favorite TV fare of Detroit youngsters. Cartoons, games, stories, win attention. *COLOR.*

ALL THIS...PLUS NBC, TOO! Adding to the proven impact of WWJ-TV's local live features are the big-audience winners on NBC, the Full Color Network. Fifteen exciting new programs join what is already television's outstanding entertainment lineup—with practically all evening programs in color. Definitely, WWJ-TV is your *strongest buy in the Detroit market.*

WWJ-TV 4 DETROIT

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

BROADCASTING, August 30, 1965

35

Quiet ads or—no ads

Time-Life's WFBM-AM-TV Indianapolis last week pledged "total support" to the FCC's move against excessive loudness in commercials by writing a provision into their rate cards. Eldon Campbell, vice president and general manager, said the cards now stipulate: "In accordance with FCC policy, WFBM and WFBM-TV will make every effort within its technical ability to control commercial loudness. Stations reserve right to refuse any commercial which, in its opinion, cannot be so controlled."

campaign to be extended into other major markets later this fall.

Quaker Oats Co., Chicago, through J. Walter Thompson Co. there, plans "considerable" spot TV in major markets in September for introduction of Ken-L Ration Hash, new dog food product. Spot TV buys will augment participations for product on Quaker's network TV schedules.

Rival Packing Co., Chicago, through Grey Advertising, New York, will use spot TV in top 50 markets to advertise Rival dog food and Rival specialties, beginning Sept. 12 and continuing through next winter.

Ocean Spray Cranberries Inc., Hanson, Mass., through McCann-Erickson, New York, has renewed for third consecutive year its 52-week participation in CBS Radio's *Arthur Godfrey Time* (Mon.-Fri., 9:10-10 a.m. EDT).

Rep. appointments . . .

- **KXEL** Waterloo, Iowa: Savalli/Gates Inc., New York.
- **WQIK-AM-FM** Jacksonville, Fla.: Venable, Torbett & McConnell Inc., New York.
- **KNOE** Monroe, La.: McGavren-Guild Co., New York.
- **KBIG** Avalon, Calif. and **KBIG-FM** Los Angeles: Advertising Time Sales, San Francisco.
- **KSLN-TV** Salina, Kan.: Mid-West Time Sales, St. Louis, Mo., as regional representative.
- **KROP** Brawley, Calif.: J. A. Lucas Co., Los Angeles.
- **WKOX-FM** Boston: Roger Coleman Inc., New York, as representative-consultant, emphasis in New York market.

Rheingold beer expands into Washington market

Rheingold Breweries, New York, which last month extended its 10-state marketing area into Maryland (BROADCASTING, July 19), last week entered Washington, D. C., and in two weeks intends to expand into northern Virginia.

A Rheingold spokesman said that radio-TV plans for the area would not be decided until the beer attains distribution in Virginia. He indicated that a single broadcast campaign would relate to each of the markets, and that "probably" more radio than TV would be used. The company is currently running newspaper advertising in Maryland and Washington.

In addition to the new markets, the beer is now sold in New York, New Jersey, Pennsylvania, Delaware and the six New England states. Doyle Dane Bernbach, New York, is Rheingold's advertising agency.

Hoyt to be chairman of Rumrill-Hoyt Co.

Plans for a merger of the Rumrill Co., Rochester, N. Y., and the Charles W. Hoyt Co., New York, were formally announced last week by Charles L. Rumrill, president of Rumrill, and Everett W. Hoyt, president of the Hoyt agency.

The two agencies agreed to form the Rumrill-Hoyt Co. within a few months, pending final approval by employee stockholders of both firms. Under the agreement, Mr. Hoyt would become chairman of the board of the new agency and Mr. Rumrill would be president and chief executive officer.

Rumrill, whose accounts are split evenly between industrial and consumer products, has annual billings of \$22 million (with an estimated \$2.3 million in radio-TV advertising), while the consumer product-oriented Hoyt agency bills \$8 million (estimated \$4 million in radio-TV).

Agency appointments . . .

- **Winston Sales Co.**, Chicago, manufacturers and marketers of housewares, has appointed the Al Lefton Co., Philadelphia, as agency for the East and Southeast. A budget of more than \$300,000 will concentrate on television.
- **America's Productions Inc.**, Miami, producers of Spanish-language radio programs for the U. S. and South America, has appointed Guastella & Argomaniz Inc., Coral Gables, Fla.
- **The Abbey of the Genesee**, Piffard,

N. Y., manufacturers of Monk's bread, has appointed Cancilla, Gore & Knapp Inc., San Francisco, replacing Beaumont-Hohman & Durstine, San Francisco, A budget of more than \$300,000 will include radio and TV as prime media.

- **WOOD-TV** Moline, Ill. has named The Walker Agency, Davenport, Iowa.

Talks begin on 1966 SAG, AFTRA contracts

Advertisers and agencies are beginning to prepare for union negotiations that come up next year for new contracts governing payment of talent in television commercials.

Principal contracts, both of which were entered in 1963 and will expire Nov. 15, 1966, are with the Screen Actors Guild and the American Federation of Television & Radio Artists. Negotiations are expected to start next March.

A standing committee of the Association of National Advertisers and of the American Association of Advertising Agencies coordinates advertiser and agency interests in talent-union negotiations. The committee is headed by Harold Saz of Ted Bates & Co. and Sam Thurm of Lever Brothers as co-chairmen.

The group was reported last week to have held a preliminary planning meeting Aug. 12. Members on hand were Mr. Saz; Peter Allport, president of ANA; Kenneth Baumbusch, American Home Products; Robert Dobbin, Best Foods Division of Corn Products Co.; Richard Dube, Lever Brothers; William Kistler, ANA; Barbara Lukasik, Kenyon & Eckhardt; Carl Petkus, AAAA; Charles Pratt, General Foods; Marion Preston, J. Walter Thompson Co.; Miner Raymond, Procter & Gamble; Dorian St. George, Carling Brewing; William Schneider, Benton & Bowles; Lewis Titterton, Compton; Philip Tomalin, Ogilvy, Benton & Mather and Guy Farmer of Patterson, Belknap & Farmer, as consultant.

Bra company to test TV

The Bali Brassiere Co., New York, plans to enter television for the first time this fall in a test market campaign.

According to the company's advertising agency, the Fletcher Richards Co., New York, a "tasteful" one-minute commercial is now being prepared in which the product will not be actually shown on live models or on mannequins. Test markets have not been determined, but it is believed that Denver and New York are being considered.

buy exciting daytime tv on wmal-tv

WASHINGTON, D. C.



New! exciting
children's program
8:00-9:00 a.m. Mon. thru Fri.

CLAIRE & COCO

Color cartoons, new games, new educational features — all designed to entertain and inform the pre-school set.



New! exciting
variety, comedy
9:00-10:00 a.m. Mon. thru Fri.

MIKE DOUGLAS SHOW

60 minutes of variety with a celebrity co-host. Songs, comedy and interviews in an informal ad-lib atmosphere.



New! exciting
woman's show
10:30-11:00 a.m. Mon. thru Fri.

HERE'S BARBARA

New woman's show concept! Barbara Coleman features studio and on-location reports of society, fashion and civic events.

plus these other exciting daytime programs:

- 7:30 a.m. exciting **Bozo Show**
- 10:00 a.m. exciting **Girl Talk Show**
- 5:00 p.m. exciting **Lloyd Thaxton Show**
- 6:00 p.m. exciting **News 7**
- 7:00 p.m. exciting **30-min. action-comedy block**

Coming Soon:

Natural color for ALL tv-7 Local Programs

wmal-tv

WASHINGTON, D. C.

The Evening Star Broadcasting Company

contact: Harrington, Richter & Parsons

Radio's urban-suburban issue

FCC gets much advice on how to tell whether a station in outskirts is serving home area or city it's near

How is the FCC to decide when an applicant for a broadcast facility in a suburban town intends to serve that community or the nearby big city?

That problem is becoming increasingly complicated and common as populations spill over city lines and virtually wipe out boundaries between the big city and suburbia.

The commission, which considers the problem one of "fundamental" importance, last week began receiving help on it from some 15 applicants in three cases seeking AM licenses in heavily urbanized areas—southern California, northern New Jersey and Pittsburgh.

Not surprisingly, the applicants submitted suggestions that, in general, appeared tailored to favor the proposals in their applications. But a number of them, as well as the commission's Broadcast Bureau, expressed support for a U.S. Court of Appeals suggestion that the commission go beyond a consideration of the power and class of station requested, and coverage proposed, in deciding which is the authentic and which the "counterfeit" suburban application.

Suggested Criteria ■ The court suggested the commission might consider such factors as the size of the suburban community, its economic vitality, and its independence from the central city. The court also said the distance from the central city might be relevant, as well as whether the proposed station would provide an outlet for the suburb or the city.

The court suggested these criteria in a decision overturning the commission in the Pittsburgh case. Following that decision the commission invited the applicants in three cases to discuss the standards to be used to make an equitable distribution of facilities when one or more of the applicants is to be located in a suburban community and proposes to serve a nearby urbanized area. An oral argument on the issue is scheduled for Oct. 1.

The commission is charged with responsibility under Section 307(b) of the Communications Act with distributing broadcast facilities among cities and states on a "fair, efficient, and equitable basis." Normally, this obligation results in a preference for applicants proposing a first local service.

Counterfeit ■ And the commission has attempted to distinguish between authentic and "counterfeit" proposals

for suburban areas. But the court held in the Pittsburgh area case that the application of the commission's standards had become "somewhat vague."

Miners Broadcasting Service Inc., which had taken the appeal in the Pittsburgh case, told the commission last week that the delineation of the community to be served can be determined only after all pertinent facts have been examined.

Miners, which operates WMBA Ambridge, a Pittsburgh suburb, is seeking an increase in power from 500 w daytime to 10 kw on 1460 kc. The commission said this would enable the station to cover 98% of Pittsburgh—and granted the competing application of WPSL Monroeville, which is seeking a 250 w daytime operation. The commission said Monroeville needs a first outlet more than Pittsburgh needs a ninth.

New Jersey Case ■ Jupiter Associates Inc., which is appealing a review board denial of its application for an AM facility in Matawan, N. J., said the test the commission should observe is the importance of the communities to their surrounding areas.

The grant Jupiter is seeking was awarded by the review board to Radio Elizabeth Inc., which proposes to bring a first local service to Elizabeth, N. J., a city of 107,000. Jupiter, which proposes to build a station in Matawan, N. J., and Somerset County Broadcasting, which proposes to serve Somerville, N. J., say that Elizabeth is part of the Newark, N. J. urban area.

Orange Radio Inc., one of 14 applicants for the 1110 kc frequency formerly occupied by the old KRLA Pasadena (Los Angeles), said the commission should consider the "orientation" and established needs of the suburban community to be served in urban-suburban cases.

Orange Radio, although proposing to bring a first local service to the suburb of Fullerton, intends to operate with 50 kw. Orange said a proposal for coverage well beyond a particular suburban area "is dispositive of nothing."

The review board has added an issue in the 1110 kc hearing to determine whether Fullerton is a "separate" community. It has added the same issue with respect to the application of Pacific Fine Music Inc., which proposes 50 kw service in the suburb of Whittier.

Western's View ■ Western Broad-

Hearing set for Bartley

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, announced last week that the hearing on the nomination of Robert T. Bartley to a third term on the FCC will be held at 9:30 a.m., Sept. 1, room 5110 in the New Senate Office Building.

Mr. Bartley was first appointed by President Truman in 1952 and re-appointed by President Eisenhower in 1958. His term expired eight weeks ago, making his re-appointment by President Johnson a matter of speculation and suspense (BROADCASTING, Aug. 23).

casting Corp., which proposes to serve the Pasadena-Los Angeles market with 50 kw, said that if an applicant proposes low power, the location to be served may be significant. But if high power is proposed, then the station's location would be of minimal significance.

The commission's Broadcast Bureau advised the commission to consider other factors before the suburban-urban issue as a means of reducing the number of cases in which a decision on that issue would be necessary.

It suggested the commission first consider disqualifying factors. Then, consider Section 307(b) factors—what are the relative needs of the suburban communities for the outlet?

If the commission cannot decide the case under the disqualification or standard Section 307(b) issues, the board said, it should state that fact along with the reasons for it, and then decide on the suburban-urban issue.

Other Criteria ■ In this connection, the bureau suggested the commission consider not only power, class of station, coverage and frequency but characteristics of the community to be served as suggested by the court.

The commission was also told last week, however, it should not and need not adopt a "rigid set of criteria" to govern decisions in 307(b) cases. Crown City, one of the applicants for 1110 kc Los Angeles, said such an action would be illegal, and urged the commission to terminate the rulemaking without a ruling.

Crown City said the commission should do no more than make a general reappraisal of the law and past cases. It added that 307(b) cases differ radically as to facts and may require radically different solutions.

NEW YORK
 LOS ANGELES
 CHICAGO
 PHILADELPHIA
 BOSTON - MANCHESTER
 DETROIT
 CLEVELAND
 SAN FRANCISCO - OAKLAND
 PITTSBURGH
 WASHINGTON
 PROVIDENCE
 ST. LOUIS
 DALLAS - FT. WORTH
 CINCINNATI
 BALTIMORE
 MINNEAPOLIS - ST. PAUL

MIAMI

NEW HAVEN - HARTFORD - NEW BRITAIN
 INDIANAPOLIS - BLOOMINGTON
 MILWAUKEE
 KANSAS CITY
 CHARLOTTE, N. C.

THE **MIAMI** MARKET
 MAY BE 22nd TO SOME PEOPLE...

BUT
TO SMART ADVERTISERS

THE **MIAMI** MARKET



625,700 TV HOMES (Television Magazine March 1965)
144,666 ADDITIONAL TV HOMES (Based on Harwath & Harwath, Accountants to Florida Hotel)
 770,366 TOTAL TV HOMES (and Motor Hotel Ass'n., and Florida Development Commission)

Represented by



WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO

Merged applicants get ch. 10 Duluth

The FCC review board last week approved the grant of channel 10, Duluth, Minn., to Channel 10, a company formed by the merger of two of the previous three applicants (Channel 10 Inc. and Northland TV Corp.).

The third applicant, Central Minnesota Television Co., in return for the dismissal of its application, will receive the sum of \$9,063.04 from Channel 10 as reimbursement for expenses incurred by it in preparation and prosecution of its application.

The review board, in approving the merger agreement and making the grant, found that all questions on the financial, technical and legal qualifications of the new Channel 10 have been mooted by the merger or have been answered in the application or in amendments to the application.

The review board said that Channel 10 Inc. stockholders of record will receive 53% of the stock in the new Channel 10 and that Northland will receive 47%. The board issued the condition that all ends of the merger be tied up within 45 days.

Principals of the new Channel 10 are

John B. Poole, who owns 20% of Channel 10 Inc. and William B. Quarton, who owns 31% of Northland, and the American Broadcasting Stations Inc., which holds 54% of Northland in trusteeship. Northland also owns WEBC Duluth and WMT-AM-TV Cedar Rapids, Iowa.

Attorneys to clear before they write

Attorneys in the office of the FCC's general counsel will be more careful in the future about taking the name of the commission in vain.

Two weeks ago the lawyers sent letters to the 50 U.S. state attorneys general expressing the commission's "concern" about reports that telephone companies were bypassing local licensing authorities in providing common-carrier service to community antenna television service (BROADCASTING, Aug. 23).

Commissioner Rosel H. Hyde, acting chairman during the August recess, was upset, not only because he had not been informed of the letters before they were dispatched but because the commission had never expressed such "concern."

FCC General Counsel Henry Geller, who has been on leave since Aug. 1,

didn't hear of the incident until early last week. When he did, he assured Commissioner Hyde "it won't happen again"—the staff will be more careful about clearing with the commission all letters containing such policy implications.

Responsibility for the letters has not been officially pinpointed within the staff. But Commissioner Hyde, after receiving Mr. Geller's assurances, indicated he wasn't interested in pursuing the matter.

Media reports . . .

Returns to ABC ■ WBBW Youngstown, Ohio, becomes reaffiliated with ABC Radio Aug. 30. WBBW, which operates with 1 kw daytime and 250w on 1240 kc, dropped its ABC affiliation Jan. 1, 1959, and subsequently was affiliated with Mutual.

Northeast nets two ■ The Northeast Radio Network, division of Ivy Broadcasting Co., Syracuse, N. Y., announced last week it has signed WMCR Oneida and WABU Auburn, both New York, as affiliates. Northeast supplies daily program features to 35 affiliated AM and FM stations in New York and Pennsylvania.

New study group ■ Fairfield University, Fairfield, Conn., last week named 27 members to an organizing committee for the school's Center for the Advancement of Human Communication. The center, working through the Graduate School of Corporate and Political Communication and the Institute for the Study of the Dynamics of Persuasion, is aimed at training and research in the communication of ideas and free world values.

Changing hands

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

■ KAYE Puyallup, Wash.: Sold by Henry Perozzo to Puyallup Radio Broadcasters Inc., controlled by James Nicholls, president (present manager of KAYE) and Archie Blair of Tacoma, Wash. for \$70,000 with Mr. Perozzo retained as a consultant for a total consideration of \$55,000. KAYE operates on 1450 kc with 1 kw day and 250 w night. Broker: Hogan-Feldmann Inc.

■ KADI(FM) St. Louis—Sold by KADI FM Inc. (Rodney Erickson, president) to Vanguard Broadcasting Corp. (Thomas Ferguson, president) for \$45,000. KADI-FM operates on 96.5 mc with 24.5 kw. Broker: Blackburn & Co. Inc.

APPROVED ■ *The following transfer of station interests was approved by the*

prime time in a media transaction begins when you consult Blackburn first

The decision of buyer or seller to call on our experience and vast knowledge of the market well ahead of actual negotiations is time well spent. Not to avail yourself of all the facts, both pro and con, could result in the loss of much more than time. Rely on Blackburn, the reliable broker.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
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WASHINGTON, D.C.

James W. Blackburn
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RCA Building
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CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
John C. Williams
Mony Building
1655 Peachtree Rd.
873-5626

BEVERLY HILLS

Colin M. Selph
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

FCC last week (For other commission activities see FOR THE RECORD, page 65).

■ WLVA-AM-TV Lynchburg, Va.: Sold by P. Allen, C. C. Allen, Norfolk Broadcasting and associates to *Washington* (D. C.) *Evening Star* for \$1.25 million. The *Star* recently sold its control of WSVB-AM-FM-TV Harrisonburg, Va. (BROADCASTING, June 7) for \$1.8 million to James Gilmore, owner of KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz., and WEHT-TV Evansville, Ind. The *Star*, through its subsidiary, Evening Star Broadcasting Co., also owns WMAL-AM-FM-TV Washington, which are affiliated with ABC. Both WLVA-TV (channel 13) and WLVA (590 kc, 1 kw, fulltime) are affiliated with ABC.

New TV stations

As of Aug. 26 there were 127 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 76 were commercial UHF's, 8 were educational VHF's and 24 permittees were educational UHF's.

News received from holders of CP's includes:

Roanoke, Va. (ch. 27), Roanoke Telecasting Corp., permittee, has announced that it plans to go on the air in late October with requested call letters WRFT-TV. The station will operate with 21.4 kw visual and 2.14 kw aural using an RCA transmitter and Stainless-RCA Pylon antenna at a height above sea level of 2,023 feet. Studio equipment will include black-and-white and color-camera chains, an RCA video-tape recorder and the transmitter will be color-corrected for network as well as local color use. Roanoke Telecasting's president and general manager, Frank Tirico, said that to date it has no network affiliation. Station executives include Roy Pollard Jr., vice president, and Malcolm Rosenberg, secretary. Legal counsel is Wilmer, Cutler and Pickering, Washington, while Cruetz & Snowberger of Washington are consulting engineers.

Phoenix, Ariz. (ch. 21), Spanish Language TV of Arizona Inc., has announced that it plans to go on the air by July 1, 1966. The station will operate on 19.85 kw vis., 3.96 kw aur. The station will have a 10 kw transmitter and a high-gain antenna atop Phoenix South Mountain. The antenna will be 1,540 feet high. The station will be part of the Spanish International Network and the program format will be all Spanish. Legal counsel is Philipson, Lyons & Chase. The new studio will be located at 1610 East Buckeye Rd., Phoenix. The present address is 1530 East Coronado Road, Phoenix.

What is status of CATV?

Question posed to appeals court by petitioners over proposed Rollins system

The U.S. Court of Appeals was asked last week to declare CATV's common carriers, subject to the FCC's authority to approve rates, grant franchises and establish conditions for operation. Such a decision would apply FCC jurisdiction to all antenna systems—microwave and nonmicrowave—and pre-empt local and state authority.

Petitioners in the case are the Philadelphia Television Broadcasting Co., permittee of UHF station WPHL-TV Philadelphia; Television Accessory Manufacturers Institute Inc. (TAME), a group of television accessory manufacturers; Ralph Brinton, owner of a TV sales and service business in Wilmington, Del., and JFD Electronics Corp., TV antenna and accessory manufacturer.

When Rollins Inc., group broadcast-

ing and CATV owner, sought to establish a CATV in Wilmington, Del., which would pick up 18 signals from stations in New York, Philadelphia, Baltimore, Washington, and Lancaster, Pa., the petitioners tried to have the firm enjoined from constructing the system until it obtains a certificate of public convenience and necessity, files its charges to the public, and "otherwise complies with all the requirements applicable to a common carrier" under Title II of the Communications Act.

Rollins denied that it was a common carrier, and the FCC agreed, dismissing the complaint.

The petitioners' brief argues that Title II of the Communications Act defines "common carrier" as "any person engaged as a common carrier in interstate . . . communication by wire or radio," and that "all CATV's, including Rollins, are literally within that definition for they are indisputably persons engaged as carriers for hire in interstate communication by wire or radio, and they meet the universal test of a common carrier in holding out their services to the public."

The brief notes that the commission has said CATV's are not common carriers because a sender (the TV station) chooses what is carried on the system, then a subscriber chooses what to watch.

This "choice test," the petitioners in-

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SOUTH —Fulltime radio station in major Southern market. This one also needs ownership with sales and programming experience. Priced at \$200,000 on terms to be negotiated. **Contact—DeWitt "Judge" Landis in our Dallas office.**

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RADIO • TV • CATV • NEWSPAPERS

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N.Y. plans concerted effort to save water

New York City, caught in a severe water shortage, has set up a coordinating committee to unify a three-month-old save-water campaign which had been begun independently by local radio and TV stations as a public service.

Mayor Robert Wagner and City Water Commissioner Armand D'Angelo, meeting on Aug. 24 with 35 representatives of broadcasting, newspapers, the theater, motion pictures and advertising, announced the formation of "communications committee for water conservation," headed by producer-writer Dore Schary with two assistants. The committee reported plans for contacting such personalities as Ossie Davis, Rubie Dee, Eli Wallach, Ann Jack-

son, Dorothy and Richard Rogers, Martin Gable and Arlene Francis.

These people, according to Mr. Schary, will contribute their talents while radio and TV stations supply taping or filming costs for water safety messages.

When a meeting called by the city last May 24 showed no tangible results, local radio and TV outlets began their own save-water campaigns. A few examples follow:

- WABC worked with a "save water" jingle, aired on alternating half-hour and hour schedules where air time since July has been estimated at more than \$10,000. These jingles are offered free to radio and TV stations who ask for them.

- WCBS-TV in June started using

more than 200 TV spots with water messages, air time exceeding \$125,000. Last week the station preempted two half-hour programs to present—with WCAU-TV Philadelphia—*The Water Crisis*, an inter-city discussion with three governors.

- NBC-TV has flashed color slides on its station identification breaks to remind viewers of the water crisis. WNBC has taped back-to-back radio spots with Chuck Connors (*Branded*) about water.

- WOR claims to have spent \$200,000 during the three months on some 2,000 spots for radio and TV. The station also conducted a series, *In Search of a Solution*, probing discussions with technical and skilled authorities on the water situation.

sist, is applied nowhere outside of the commission's decisions on CATV's, and is contrary to all precedents in the common-carrier field, including the commission's own precedents. ". . . The traditional test [is] the holding out of service to the public [which is] the sole test of a common carrier known to and recognized by the Congress."

Be able to define your audience, advises Murphy

If radio success can be judged by a formula, then two elements stand out. John T. Murphy, president of Crosley Broadcasting Corp., said in an address to the West Virginia Broadcasters Association meeting in White Sulphur Springs (BROADCASTING, Aug. 23). Mr. Murphy defined the two-element formula used by Crosley's WLW Cincinnati as obtaining:

- "Complete a knowledge as possible about our own station and about radio broadcasting per se throughout the United States today.

- "Complete a knowledge as possible about our audience and every aspect of what we can discover, document, prove and present to interested parties."

The Crosley president said most station operators "declare in proud terms and cite endless authorities attempting to prove that what we are presenting on the air is what 'our' audience wants to hear. I don't believe there is a radio broadcaster today who

can truly define what his audience is."

If such information was in existence, he added, "we would have taken a giant step down the road to full information, desired by advertisers and agencies alike."

Mr. Murphy urged broadcasters to learn for themselves what makes "successful" radio operation by going into all size markets, assessing programming those areas against "some kind of rating survey," drawing conclusions about what makes one station the most popular, and then profiling "5, 10 or 15 markets to see if somehow, you can't discover . . . what makes popular, appealing, high-rated radio programming."

When this programming step is complete, he added, broadcasters owe it to themselves "to know as much about that audience as you possibly can."

Schedule set for fall class in TV

A graduate in-service course, "Television in Today's World," will be offered on Sept. 22 to primary and secondary school teachers by the Television Information Office and the New York City Board of Education's Bureau of In-Service Training.

Limited to 125 people, the course, according to Roy Danish, TIO director, will study TV "as an art form, a communication form, an industry and a social institution." Instructors will be executives, writers, producers and directors from ABC, CBS and NBC.

Registration for the Wednesday

classes (4:15-5:55 p.m.) at Donnell Library Center and at a TV studio will be accepted until Sept. 22 by Mr. Danish at TIO, 666 Fifth Avenue, New York 10019.

CBS's stand on Comsat rates backed by ABC

ABC last week filed a statement with the FCC in support of the CBS Inc. petition asking for an investigation into the "unreasonableness" and "discriminatory" tariff filed by the Communications Satellite Corp., for television use of its Early Bird satellite (BROADCASTING, Aug. 23).

Earlier in the week Comsat had asked that the commission dismiss the CBS petition as unnecessary and "strongly disagreed" with CBS on the unreasonableness and discriminatory allegations.

CBS had asked the commission to incorporate the hearings in docket 16070 with those of Comsat's revised tariff rates, and Comsat said that this was moot because the commission had said that it would investigate all subsequent rates and tariffs concerning the communications satellite.

ABC said that Comsat apparently does not object to the hearings being held together, and asked the commission to do so. It also asked the FCC to grant CBS the other relief asked for in the CBS petition, the main part of which calls for placing all revenues received by Comsat in deferred credit until the commission decides if the tariff is just.



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One of the greatest! By finding more and more ways to put electric service to work, you and millions of other Americans are making some mighty wonderful things happen.

Because of you and your electric needs, the business-managed, investor-owned electric light and power companies have been spurred to produce the best and the most electric service in the world—for

example, more than 2½ times as much electricity as Russia.

Of course, we believe there's something that has to go hand-in-hand with this wonder-working power of yours. And that's our natural concern for your electric needs. Like any other American business, our success is measured exactly by the way we anticipate your wishes and meet these needs.

So go on working your wonders. We'll keep pace . . . by providing all the dependable, low-priced electricity you are ever likely to need, now and in the years to come.

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*Names of sponsoring companies available through this magazine

Watch for HOLLYWOOD PALACE, with Bing Crosby as guest host, Saturday, September 25, 9:30 P.M., Eastern Time, on ABC-TV.

Storer vs. Cox on CATV

Storer seeks denial of Cox bid for microwaves to serve Toledo system

Two major broadcasters clashed last week over the community antenna television plans of one of them.

Storer Broadcasting Co., licensee of WSPD-TV (ch. 13) Toledo, Ohio, urged the FCC to deny the application of a subsidiary of Cox Broadcasting Co. for authority to provide microwave service to CATV's in Toledo, Findlay and Bascom, all Ohio. Each broadcaster owns five operating TV stations, all of them VHF's.

Storer, in the process, sought to invoke an interim commission policy designed virtually to freeze CATV's out of cities like Toledo to make them more hospitable to UHF stations.

Under the policy, applicants seeking to provide microwave service to CATV's in well-served cities must make a showing that CATV operations won't "pose a substantial threat to the development of UHF service in the area."

The policy, enunciated in April, at the time the commission adopted rules regulating microwave-fed CATV's and proposed the same rules for nonmicrowave-served systems, is to remain in effect until the pending rulemaking is concluded (BROADCASTING, April 26).

It affects cities with four or more commercial assignments and three or more operating stations (or two operating stations and one or more authorized or applied for), and cities overshadowed by another television market with three or more existing commercial stations.

Toledo Qualifies — Storer noted that the Toledo market "meets both tests." It said Toledo has two operating commercial stations, a third authorized, and a total of five commercial assignments. The city, Storer added, also is overshadowed by the "larger Detroit market" which contains four commercial and network-affiliated stations providing Grade B or better service to Toledo.

Storer said that although the commission policy requires a clear and full showing that CATV service won't hurt chances of UHF development, "the Video Service [Cox' subsidiary] applications contain no showing whatever."

"Accordingly," Storer said, "they should not be granted." Storer said the

applications should be denied or held without action pending final determination, "by the commission and by the Congress, of the broad policy questions posed in the rulemaking proceeding."

Storer also said the commission should be concerned with CATV impact on VHF stations, those affiliated with networks as well as independent UHF's. Storer said VHF's in overshadowed markets like Toledo are "directly competitive with the type of programming CATV's seek to import from distant stations."

Expansion Plans — The Cox microwave system now serves CATV's in Logansport, Lafayette and Peru, all Indiana. It proposes to add eight relay stations to carry the signal of WGN-TV Chicago to Toledo, Findlay and Bascom CATV subscribers, a distance of some 225 miles. Cox Cablevision, another subsidiary, owns 45% of the proposed Toledo customer and 50% of the one in Findlay. In addition, the Toledo CATV plans to carry the programming of three other outside stations; the Findlay system, the programming of four distant stations.

Storer said Cox "bears a heavy burden of demonstrating a public need"

Kalamazoo to get CATV

A contract which will result in the complete wiring of Kalamazoo, Mich., with community antenna television cables, was signed last week by Carl E. Lee, executive vice president and general manager of Fetzer Broadcasting Co., and Neil Young, district sales manager of Michigan Bell Telephone Co. The initial major portion of the system is expected to be completed by Nov. 15 and will carry up to 12 channels.



Carl Lee of Fetzer Broadcasting (r) signs CATV agreement with Neil Young of Michigan Bell Telephone Co.

for the microwave service to make the WGN-TV programming available in Toledo. Storer noted that the city can now receive, off the air, a total of seven television signals—the four VHF's from Detroit, as well as the two commercial VHF signals from Toledo and one non-commercial UHF signal from that city.

Storer added that the city will receive an eighth signal when WDHO-TV (ch. 24), now under construction, goes on the air, and said a total of 10 signals will be available if the recent assignments of channels 54 and 60 to Toledo are used.

In a separate filing, D. H. Overmyer, permittee of WDHO-TV, asked the commission to deny a business-radio microwave application of Cox' proposed customer in Bascom, Continental Cablevision of Ohio. Continental proposes to relay programs of WLWC-TV, an NBC affiliate, to CATV's in Tiffin and Fostoria, both Ohio, which are within WDHO-TV's Grade B contour. Like Storer, Overmyer cited the commission's interim policy on microwave service affecting UHF development in well-served cities.

Cox's excursion into CATV has embroiled it in controversy with fellow broadcasters before. In March 1964, WGAL-TV Lancaster, Pa., one of the Steinman Stations, opposed Cox applications for microwaves to relay programs of independent New York and Philadelphia stations to CATV's in Chambersburg and Tyrone, both Pennsylvania (BROADCASTING, March 23, 1964). Those applications are still pending.

Bureau asks denial of Lerma's TV bid

The FCC's Broadcast Bureau, alleging misrepresentations on the part of the applicant's major stockholder, has recommended denial of the application of International Panorama TV Inc. for channel 40 in Fontana, Calif., near San Bernardino.

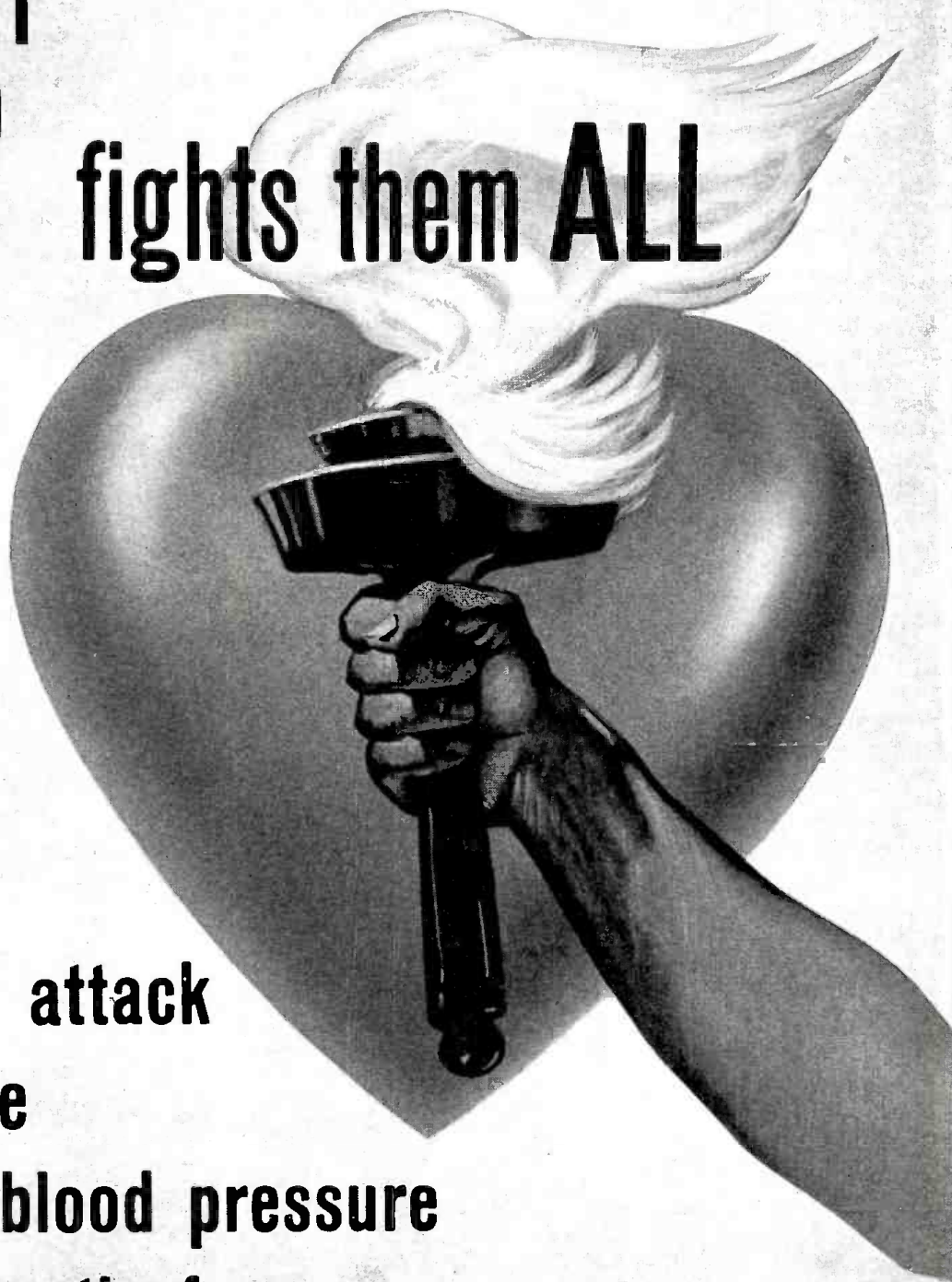
The bureau, in proposed findings filed in the hearing case, said Angel Lerma Maler, 75% owner of International Panorama, had attempted "to deceive and mislead" the commission in denying any responsibility for the circulation of documents containing material disparaging to KMEX-TV (ch. 34) Los Angeles.

International Panorama, however, said the bureau has not proved the charges of misrepresentations, contended that the government case was constructed out of "false affidavits."

Mr. Lerma, a well-known figure in Spanish-language television in the Los

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Rheumatic fever
Inborn heart defects**

Angeles area, is president and a major stockholder of Panorama Latino Inc., producer of *Panorama Latino*, seen on KCOP-TV Los Angeles. The bureau said an "atmosphere of competition and rivalry exists" between Mr. Lerma and KMEX-TV "with respect to the Spanish-speaking population" in the Los Angeles area.

The bureau noted that principals of the station head a television production service, Tella-Systema of Mexico, which had supplied Mr. Lerma with program material. The supply was cancelled, however, after KMEX-TV went on the air in 1962.

Petition to Deny ■ The application for channel 40 was designated for hearing after KMEX-TV filed a petition to deny.

At issue were letters criticizing KMEX-TV and signed with fictitious names, which were sent to the commission as well as to the station's advertisers, and an excerpt from a report on conversions to all-channel television sets in the Los Angeles area. The original report, prepared by the Associated Research Company, indicated a low rate of set conversions.

Alexander G. Golomb, an employee of Panorama Latino, has admitted writing and mailing the letters, as well as copying the excerpted report on set conversions and distributing it to Los Angeles advertising agencies.

However, Mr. Lerma said Mr. Golomb had acted without his knowledge or consent, and the employe has assumed sole responsibility for his actions. [BROADCASTING, June 21].

But, the Broadcast Bureau, basing its conclusions on the testimony of witnesses, asserted that Mr. Golomb "produced and mailed" the excerpted report with Mr. Lerma's knowledge and consent. The bureau quoted witnesses who said Mr. Lerma had discussed the report with them in January 1963.

In discussing the letters—six of which were sent after January 1963—the bureau said, "It is inconceivable that Golomb would have conceived and executed this plan and not have told Lerma . . ."

International Panorama, in its proposed findings, noted that the commission recently adopted a policy requiring those in hearing cases who make serious charges of misconduct to prove them (BROADCASTING, July 10).

And the bureau, the applicant said, had not carried its burden. It challenged the credibility of the testimony of three government witnesses—James Coyle, general manager of KALI, San Gabriel-Los Angeles, who had originally received the UHF report from Associated Research Company; Miguel Reyes Medina, a reporter for a Spanish-language newspaper, who said he had discussed the

report with Mr. Lerma, and Dorothy Sutton of the "Irwin, Wassey Agency of Los Angeles," who said she had received a copy of the report in the mail.

International also questioned the validity of the affidavits of the witnesses which were supplied by KMEX-TV and which International said "appear" to have been typed on the same typewriter. International added that the spacings, punctuation characteristics and physical setup of all the affidavits "are strikingly similar."

The applicant asserted that the testimony given on the stand by Mr. Coyle and Mr. Medina differed substantially from the statements contained in their affidavits. It also said they changed their testimony while on the stand. Miss Sutton was characterized as a "frightened" woman who couldn't remember what she was supposed to have stated in her affidavit.

International Panorama also noted that there would be no point in Mr. Lerma distributing a report indicating a low rate of set conversions, since he had planned at the time to seek a license for a UHF station.

Dominant Factor ■ The bureau said that while the writing of the letters and the mailing of the excerpted report are "serious" matters "reflecting adversely" on Mr. Lerma's qualifications, "the dominant factor which establishes Lerma's unfitness to be a licensee is his continuing misrepresentations and lack of candor."

Couric warns: Don't scorn profit motive

The broadcaster makes a profit when the advertiser is happy, the advertiser makes a profit when the audience is



Mr. Couric

happy, and everyone benefits from profit gained under these circumstances, John M. Couric, vice president for public relations of the National Association of Broadcasters, told a Pittsburgh Rotary Club gathering last week.

He warned against "the kneejerk critics who kick the electronics media without thinking why; the pat rejectors who thumb down a whole industry because of a pat opinion that once strayed into their pat minds; and the stylish videophobes who scorn television and broadcasting in general because, somehow, it's the smart thing to do so."

Such people, he told his audience, "are a very small minority. But they

hurt me—and you—when they are able to translate their prejudices into politics—the politics of government regulation." He listed as objectionable "such stifling regulations as equal political time no matter how minor the party, archaic engineering rules, and mountains of paper work created by bureaucrats who think performance should be measured by the pound."

Mr. Couric left the Rotarians with four "broadcasting guidelines:

"1. Understand that radio and television are mass media of communications. To reach the masses, they must serve the masses.

"2. Support the sound principle that, although broadcasting is a licensed medium, it is still protected by the constitutional guarantees of free speech. And that includes protection from government dictation.

"3. Encourage the broadcaster in his presentation of good programing and advertising by letting him hear directly from you. Let him know of your displeasures too, but accentuate the positive as well as the negative.

"4. As businessmen, as viewers, and as listeners support those stations which subscribe to the NAB radio and television codes."

WEKY gives its side in revocation case

Tinker Inc., licensee of WEKY Richmond, Ky., last week asked the FCC to reconsider its revocation proceedings against the station.

The commission on July 23 had ordered WEKY to show cause why its license should not be revoked, charging the station had failed to report stock transactions and ownership changes, had practiced double billing and had failed to post locally the names of its chief stockholders and executive officers (BROADCASTING, July 26).

J. Francke Fox Jr., the station owner, replied that no one had bought or sold stock in the station. He said that on two occasions he had considered selling stock, but had withdrawn his offers.

He also told the commission that the double billing charge was "hazy" but nevertheless the station had ceased the questionable practice following the FCC's inquiry.

He admitted that Donald J. Horton had had control of the company's books and that Mr. Horton had written checks on the station's accounts. But, he said, Mr. Horton was a personal friend and had agreed to aid the station in its selling and promotional ventures.

Mr. Horton, himself licensee of wwky Winchester, Ky., in a supporting affidavit, told the commission that Mr. Fox had moved to Florida due to illness and that he had come to the station in

an advisory capacity only. He said part of the agreement was that he would be reimbursed for any out-of-pocket expenses and would receive some compensation for his efforts.

Mr. Horton said that at no time did he take control of the station and that at all times Mr. Fox had the final word in policy decisions.

Mr. Fox told the FCC that due to a personnel shakeup an inexperienced general manager took control of the station and that for a time, the officers and stockholders were not locally posted, but that the general manager was subsequently replaced and the matter rectified.

CBS Radio affiliates to meet Sept. 15-16

Formal scheduling of the 12th annual CBS Radio Affiliates Association Convention for Sept. 15-16 at the Hilton hotel in New York was announced last week.

The network said that business meetings have been set for 9 a.m. both days, using the Trianon and Mercury ballrooms. The second day's meeting will end in the afternoon. The annual association banquet will be held on the night of Sept. 15.

NBC Radio affiliates to meet Oct. 21-22

Executives representing more than 200 affiliated stations are expected to attend the annual meeting of NBC Radio affiliates Oct. 21-22 at the Continental Plaza hotel in Chicago, Tom Knode, vice president, NBC station relations, is announcing today (Aug. 30).

Scheduled to address the group are Robert W. Sarnoff, board chairman, and Robert E. Kintner, president, NBC, and Stephen B. Labunski, executive vice president in charge of NBC Radio.

NLRB examiner upholds AFTRA in KPOL dispute

A ruling by a National Labor Relations Board examiner in Washington last week punctuated the continuing dispute between the Los Angeles local of the American Federation of Television and Radio Artists and KPOL-AM-FM-TV, there. Ruling in favor of AFTRA, Hearing Examiner Wallace E. Royster found that telegrams sent to employees of KPOL prior to the April strike urging them to support their union on pain of losing

representation were not illegally coercive.

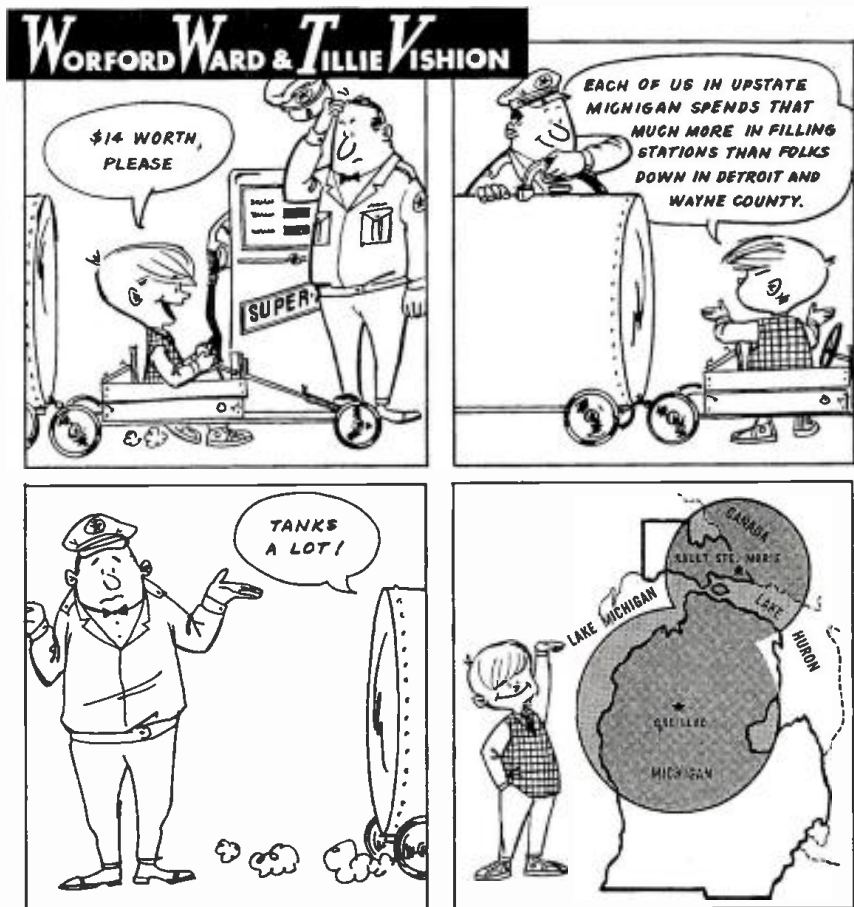
Through the period before the walk-out was ordered, several of the station's employees had showed increasing disenchantment with the union's representation. In efforts to solidify support, AFTRA through its local agent, Claude McCue, had dispatched notices to the dissenters reminding them "that KPOL management is committing unfair labor practices." The telegrams continued: "Anyone who renounces AFTRA will give up his right to such representation forever."

In the labor complaint which ensued, NLRB found that "faced with elements of discord, AFTRA told . . . employees

that if they did not support it they would be making a mistake, that their situation would not be improved, and if they failed to heed the advice offered them AFTRA would wash its hands of them forever."

The hearing examiner stated: "AFTRA was under no compulsion imposed by [law] to continue to represent the KPOL unit. It follows . . . that a threat to discontinue such representation even if published in an attempt to bring apostates back to the fold does not constitute a violation" of law.

Issues at stake in the current dispute are programing automation instituted by the station and a policy of airing tapes recorded by announcers outside



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A million people, a billion dollars in annual retail sales! These are the additives that give Upstate Michigan real drive, real buy-power, real response to your TV advertising.

Here's high-octane proof: at service stations, people in our 36 counties outspend folks in Detroit and Wayne County by \$13.65 a year.

(\$141.23 vs. \$127.58. Source: SRDS, July, 1964.)

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 KOLN-TV LINCOLN, NEBRASKA
 WISN-TV CRAWFORD ISLAND, WIS.

WWTV/WWUP-TV

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CHANNEL 9 / CHANNEL 10
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Avery-Knodel, Inc., Exclusive National Representative

their normal working hours. Effectiveness of the strike, which enters its sixth month Thursday (Sept. 2), is widely contested (BROADCASTING, Aug. 2).

ARB says Calif. soon will have most TV homes

There will be 54.4 million U. S. television homes by the end of 1965, according to American Research Bureau estimates. That figure would represent a 3% increase for the year and bring total TV penetration of the country to 94%, the Beltsville, Md., firm said last week.

ARB's 1965-66 *United States TV Homes Estimates* shows California edg-

ing out New York for top position in total TV homes 5,628,700 to 5,459,300. Wyoming has least, with 100,400. In terms of penetration, New Jersey leads with 98%, while Mississippi, at 80%, is at the bottom.

California also registered the greatest gains, 349,800 since September 1964, and Hawaii the least, with an increase of 1,500 TV homes.

Federal aid allocated for Indiana U. ETV center

A contract providing for \$1,104,652 in federal support for a new educational television center at Indiana University has been announced by the Office

of Education, Department of Health, Education and Welfare.

The project, to be known as the National Center for School and College Television, will develop and distribute instructional programs to stations around the country.

Deason gets hearing

The Senate Commerce Committee last week held a hearing on the nomination to the Interstate Commerce Commission of Willard Deason, former owner of KVVU Austin, Tex. Mr. Deason, who helped organize the Texas Association of Broadcasters and has served as its president, had the support of his senators and is expected to be confirmed shortly.

EQUIPMENT & ENGINEERING

A hole in clear channel fence?

The protection accorded clear channel stations will no longer be as absolute as it has been if an FCC hearing examiner's decision issued last week

becomes final.

Examiner Jay A. Kyle, in an initial decision commission attorneys believe has no precedent, approved the request of a daytime station for a power increase that will result in "minimal" co-channel interference to a class 1-B clear-channel station.

WCRA Effingham, Ill., which operates on 1090 kc, is seeking a license to cover a construction permit providing for a power increase from 250 w to 1 kw. The co-channel interference would be caused to KAAV Little Rock, Ark., a class 1-B station which operates with 50 kw, directionalized at night only. The stations' transmitters are 370 miles apart.

The examiner noted that the commission "has always" had a concern "for the protection" of clear-channel stations. But he said nothing in the rules prohibits the requested grant and "the public interest dictates" that one be made.

New Service — The examiner held that the requested higher power would enable WCRA to bring a new primary service to 108,450 persons in 3,640 square miles.

The interference, he said, would be caused in a "small area in Tennessee and Missouri void of any import to a 'clear channel' station in Arkansas." He said the co-channel interference would affect 17,658 persons in 453 square miles. He said this was "negligible."

Examiner Kyle also noted that the same area is already subject to first-adjacent channel interference from a new daytime station in East Prairie, Mo.

But this appeared to have little bearing on his decision.

"With the present ever-crowding condition of the spectrum" he said,

"the public interest is the first consideration respecting utilization of the spectrum.

"There is nothing to indicate," he added, "that . . . a remote interference area many miles from a 'clear channel' station should be protected, thus depriving a new primary service to a large segment of the public, including a second primary service to a substantial number of people."

Emerson enlarges TV line

In reporting additions to the Emerson Radio Inc., New York, 1966 line of TV consoles—four 21-inch color models and a 12-inch black-and white model—Leo W. Hahn, vice president in charge of sales, predicted last week that 80% of color TV sales during the next four months would be in the 21-inch tube size.

As to square color tubes, Mr. Hahn said they would be "strictly allocated" in fall sales and, as a result of tube shortages, would account for no more than 20% of the sales volume.

The four 21-inch models introduced, he indicated, would be sold from \$420 to \$450, while the 12-inch portable would carry an open list price.

New automatic program gear

International Good Music Inc. has announced an improved version of its model 600 automatic program control series with all components now combined into a single console. The new unit has been revised by adding a digital clock readout and by having transistorized monitor panel and network switcher sections. The system uses an IBM automatic typewriter and punched cards are fed to the control unit to provide

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MEMBER Felix The Cat Productions, Inc.

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automatic program control for a full day or more. As many as 500 program events can be controlled from punched cards through the use of a high-speed NCR card reader. The control unit types the log with all necessary FCC data included. The new model 600 is available at \$20,000 and soon will be in operation at WJW-AM-FM (a Storer station) in Cleveland.

Technical topics . . .

On the move ■ Colortran Industries, TV, motion picture and graphic arts lighting systems manufacturer, has moved to 1015 Chestnut Street, Burbank, Calif. Phone: 843-1200.

Coloraxial concept ■ Jerrold Electronics Corp., Philadelphia, which introduced

a coloraxial concept last March, will start a series of schools for TV dealers and station personnel to demonstrate applications of the coaxial lead-in cable, as opposed to twinleads for improved color TV set reception.

GE equipment being used for P.R. ETV

General Electric, Syracuse, N. Y., is delivering what it claims to be the largest order of its kind. 1,800 educational TV sets, to Puerto Rico as part of a \$537,000 five-year contract to build up its school system.

The contract, secured through International General Electric Puerto Rico

after competition with 10 other TV set manufacturers from England, Germany, The Netherlands and the U.S., requires the supply, installation and service of receivers especially designed for school use. General Electric said it had already shipped one-third of the order.

The Puerto Rican school program, inaugurated in 1962 with 11,000 pupils and only five classroom subjects, will develop from a government-operated educational TV network reaching city elementary and high schools as well as country one-room schools and off-shore islands. Dozens of subjects will be televised to children in 71 school districts. The TV receivers will primarily be used for audio-visual instruction, but will be equipped with a phonograph or a tape recorder amplifier for separate use.

PROGRAMING

Highest price for movies?

ABC-TV to get 15 MGM films and 6 made-for-TV at average \$400,000 each

The pressure on TV networks to fill the program bin with feature film for future prime-time presentation was accentuated last week with disclosure of an estimated \$8.4 million agreement that will give ABC-TV 15 MGM motion pictures and an additional six that MGM will produce for ABC using the network's financing.

The ABC-MGM agreement is aimed for the nighttime schedule in 1966-67—a full season away. The new features will be based on stories selected from the extensive properties MGM has in its library.

This newest agreement, tying motion picture output even closer to TV, was greeted with special interest on at least two counts: the apparent escalation in prices paid for features and new evidence that the TV networks are pursuing the production of feature-length film.

MGM said that it believed the pictures were licensed for the highest prices ever paid by a network for feature films. ABC indicated the network would pay an average of about \$400,000 for each feature. But with respect to the six two-hour films, it was reported that MGM expected to spend about \$200,000 above the \$400,000 ABC outlay, thus relying on overseas showings to make up the difference as well as to supply additional revenues.

Universal TV (MCA) has pioneered in producing feature film for network TV. The studio produced three features for NBC-TV; two of them were telecast on the network last year but the third picture, "The Killers" (first to be produced in the concept), was judged unsuitable for network showing and later was moved into theatrical outlets.

The two Universal TV productions on NBC last season were "The Hanged Man" and "See How They Run," under the overall title of "Project 120," and NBC reportedly has still other Universal-produced pictures blueprinted.

Universal TV and CBS-TV announced two months ago that they would prepare a two-hour color film, tentatively titled "The Plainsmen," for the 1966-67 season as a test on the feasibility of using this route to fill a movie period in the schedule as well as a way of developing a pilot for a new series (BROADCASTING, June 14).

In the new season that starts in mid-September, the networks will program eight hours of feature film weekly:

ABC-TV on Sunday night; CBS-TV on Thursday night, and NBC-TV on Tuesday and Saturday nights. All of the networks will start the features at 9 p.m. and end the period at 11 o'clock—or later if the film requires additional time.

Various reports indicated all three networks are continuing to shop for more features for TV presentation in the years ahead. CBS-TV has acquired rights to about 90 films from all the major studios and has screened additional product, looking toward possible acquisition from Columbia pictures of another 20 features.

Though titles in the MGM group of 15 post-'49 films were not revealed, it was reported that ABC has leased "The V.I.P.'s" (Richard Burton and Elizabeth Taylor), "The Prize" (Paul Newman and Edward G. Robinson), "High Society" (Grace Kelly and Bing Crosby), "Of Human Bondage" (Kim Novak and Laurence Harvey), "Period of Adjustment" (Anthony Franciosa and Jane Fonda), and "Jumbo" (Doris Day and Jimmy Durante).

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NETWORKS FOLLOW ASTRONAUTS FROM BLAST-OFF TO SPLASHDOWN

Extensive continuous coverage and numerous special reports marked the radio and TV networks' reporting of the Gemini-5 manned space flight that began Aug. 21 and was scheduled to end yesterday (Aug. 29). Much of the television coverage was in color.

The TV networks began their Aug. 21 launch coverage at different times. NBC-TV's telecast started at 7 a.m., EDT and continued until 6:06 p.m., while ABC-TV's report began at 8 a.m. and stopped at noon, then resumed again from 1:11 p.m. to 6:30 p.m. CBS-TV coverage ran from 9:30 to 12:36 p.m. and from 1:07 to 6 p.m.

Throughout the week, following the launching, NBC-TV had special progress reports every evening at 11:30-11:45 p.m. On launch day, the network also presented a special report in color entitled *The Flight of Gemini 5* which was narrated by Frank McGee (8:30-9 p.m.). The following day two special reports were presented, one at 12-12:30 p.m. and the other at 11:30-11:45 p.m. In addition, from Monday to Friday NBC-TV, on its morning *Today* program, presented special ten-

minute "Progress Reports" on the flight of Gemini.

Special nightly reports were scheduled by ABC-TV from Aug. 23 to Aug. 28 at 11:15-11:30 p.m. A special program on the launching was also telecast Aug. 21 at 10:30-11 p.m.

Daily reports were given throughout the week by CBS-TV at 5-5:05 p.m. and as five-minute inserts on the network's *11 O'Clock News*. On Sunday, Aug. 23, the network televised a Gemini news special.

Re-entry Programs ■ Coverage of the "splashdown," which was expected Sunday morning, was scheduled by NBC-TV to begin at 8 a.m.; by CBS-TV at 8:30 a.m., and by ABC-TV at 9:30 a.m. The three networks as of late last week planned to stay on the air until astronauts Cooper and Conrad were safely aboard the recovery ship. Specials were planned for the night of the recovery by NBC-TV (10-11 p.m.), CBS-TV (6:30-7:30 p.m.) and ABC-TV (11:15-11:45 p.m.).

In addition, throughout the eight-day flight the three networks scheduled a number of news bulletins and short

news reports.

It was estimated that 31 million watched the actual launching, according to computations by NBC researchers based on available Arbitron data.

Radio networks provided a variety of complementary and supplementary coverage. Live coverage of the launching was carried by ABC from 9:30 to 10:30; by NBC from 9:40 to 10:30; by CBS from 9:40 to 10:41, and by Mutual from 9:30 to 11.

In addition to the network's heavy schedule of regular news programs, a large number of special Gemini reports were broadcast. NBC Radio, for example, had 65 two- and three-minute reports, scattered throughout its Aug. 21-22 *Monitor* program and was reported to have a heavy schedule of similar reports planned for *Monitor's* Aug. 28 and 29 weekend shows.

Gemini 5 live coverage was sponsored on NBC-TV by Gulf Oil, on CBS-TV by nine advertisers on a participating basis and ABC-TV's was sustaining, as was that of the radio networks except for one-quarter purchase of ABC radio's by General Motors' Oldsmobile division.



President Johnson was an interested observer throughout the Gemini 5 launching and flight. Each of the networks repeatedly picked up the Presi-

dent on its cameras. This picture was taken during the period of anxiety when Gemini 5 was launched before its success had been determined.

Facsimile shows Gemini weather

Within the next few years most U. S. TV viewers may be receiving much of their daily weather information direct from the Nimbus and Tiros weather satellites.

Facsimile weather maps and photos of cloud formations received from the satellites are now being sent directly to more than 20 TV stations around the country from the U. S. World Weather Center in Suitland, Md. The maps and photos are sent out over telephone company lines and are received at the station on the Alden facsimile recorder, developed by Allen Electronic & Impulse Recording Equipment Inc., Westboro, Mass.

The use of this system was dramatically demonstrated last week by NBC's meteorologist, Dr. Frank Field, during the Gemini 5 flight. The fast-changing world cloud weather pattern and typhoon and hurricane locations were displayed by spraying white foam on one of the world's largest weather pattern displays.

Dr. Field received instant graphic

weather data from the U. S. World Weather Center in Suitland, which in turn received it from the satellites. After the launch on Aug. 21 viewers were able to see the world weather patterns seen on the first orbit.

At mid-day when the fuel cell pressure dropped in the Gemini V capsule, Dr. Field brought into close focus on his weather display the meteorological story on the projected Pacific splash-down area. Viewers saw the world weather picture as seen by the astronauts while circling the globe.

Dr. Field also pasted actual satellite photographs of the typhoon activity in the Indian and Japanese seas on his world weather chart. The hour-by-hour changes in the cloud cover pattern were being received on stage at the NBC space center in New York from the weather center in Suitland.

Special direct wire tie-ins supplemented this information with verbal reports from the Coast Guard, Air Force and Navy stations.

With this data available in rapid, ready-to-use form, Dr. Field was able not only to offer TV viewers an exact preview of weather conditions around the world, but also to highlight the weather at every stage of the flight.

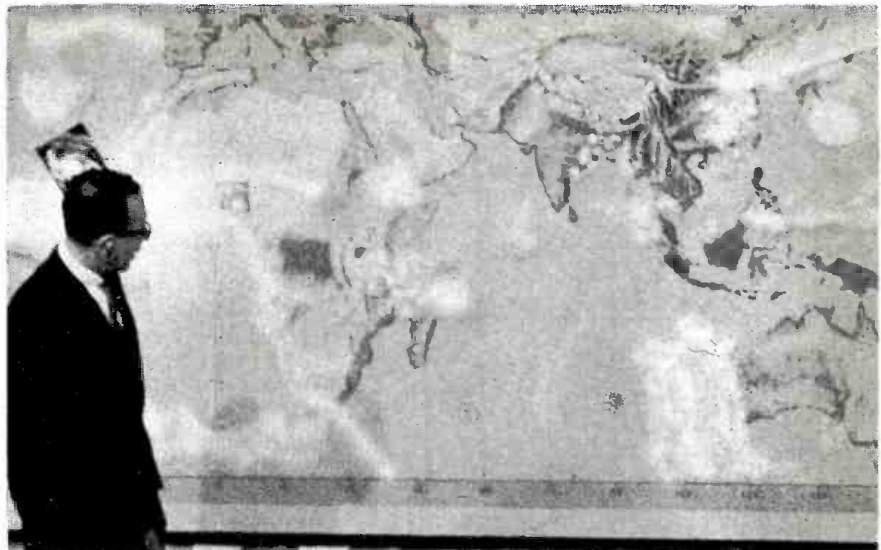
The pictures seen last week are sent to stations by the National Franchise Network. The U. S. Weather Bureau provides a license to any qualified meteorologist enabling him to make telephone line connections to the network.

Another development which can be expected in TV weathercasting in the near future will be the showing of weather cloud cover pictures received directly at the TV stations from the new weather satellite APT (automatic picture transmission) systems to be airborne after the first of the year.

WLAC-TV Nashville and WTVT(TV) Tampa are already equipped to receive APT directly at the stations for instant recordings and TV presentations.

Among the stations that have installed the special equipment are: WBZ-TV and WNAC-TV, both Boston; WBAP-TV Forth Worth; KFDA-TV Amarillo, Tex.; WKYC-TV Cleveland; WBBM-TV Chicago; WJZ-TV Baltimore; WFAA-TV Dallas-Forth Worth; WLWT(TV) Cincinnati; KWT(TV) Oklahoma City; KPRC-TV Houston; WFIL-TV Philadelphia, and KWTX-TV Waco, Tex.

The Alden automatic weather recorder sells for \$3,500. It is also available on a three-year lease plan at \$137.-50 monthly. The rental for the use of telephone company lines is about \$3.50/mile/month plus a \$40 monthly terminal charge. For those stations receiving directly from the satellites equipment is available for \$3,450 and up where the station uses its own antennas, receivers and converters. For the complete system the cost is \$15,000 and up.



NBC meteorologist Frank Field gives viewers of the Gemini V flight coverage a picture of world-wide weather conditions by use of an Alden facsim-

ile recorder at the NBC News space center in New York. Similar equipment is in use by a number of TV stations throughout the country.

Network news chiefs swap snarls

CBS announces curtailed Gemini coverage, NBC and ABC say they will judge news on merits; football is only casualty

A dispute between two network news chiefs, CBS News President Fred Friendly and NBC's William R. McAndrew, executive vice president in charge of the news division, broke out Aug. 20, the day after the original launch-date of Gemini-Titan-5 was postponed.

Mr. Friendly put CBS on record as no longer beginning TV coverage of spacecraft flights more than a half-hour before launching, and implied strongly that CBS-TV would no longer give gavel-to-gavel coverage of political conventions (AT DEADLINE, Aug. 23).

Among other things, Mr. Friendly

said that full coverage on Aug. 19—from 7 a.m. to 2 p.m. for CBS-TV, 7 a.m.-2:30 p.m. for the other TV networks—had been a "mistake." Launch time had been set for 10 a.m. EDT. On Aug. 21, when the Gemini flight got off on schedule, launch time again was set at 10 o'clock and CBS-TV started its coverage a half-hour before. The other networks began earlier, NBC-TV at 7 a.m. and ABC-TV at 8 a.m.

Answers ■ Mr. Friendly's observation was greeted by comments from the news organizations of NBC and ABC that they, in effect, would continue to judge pre-launch air time on the merits



Mr. Friendly



Mr. McAndrew

of each spaceflight as it is scheduled. Elmer Lower, ABC News president, said that "unpredictable news events don't lend themselves very well to generalizations."

A more detailed NBC view was issued by Mr. McAndrew on Aug. 23. He said that it "makes better sense" to NBC to report "news accurately, report it fully and report it first—in that order," noting that in starting Gemini coverage at 7 a.m. (three hours before launch time) "we believe NBC is discharging that basic responsibility."

Mr. McAndrew charged that CBS "apparently" had begun coverage at 9:30 a.m. with intention to end at 2 p.m. "in order to shift to a football game. NBC also had a football game at 2 p.m. Saturday, but we decided that live coverage of the Gemini flight should take priority. We do not know how a news judgment can be made in advance that coverage will stop being newsworthy at 2 p.m. We will judge the developments as they occur."

A CBS News spokesman said the NBC reference to a cut-off point of Gemini coverage in order to show football came as a surprise to CBS officials. He said CBS had not planned its Saturday that way, but had been prepared to stay with Gemini as long as necessary—"we had said nothing about 2 p.m. conclusion."

On All Afternoon ■ All three TV networks were on the air with coverage for most of Saturday afternoon after it was indicated that the Gemini spacecraft was having temporary trouble in its fuel-cell system. Both CBS-TV and NBC-TV cancelled football—the Chicago Bears vs. Green Bay Packers NFL exhibition game on CBS, and the New York Jets vs. Buffalo Bills AFL exhibition play on NBC—though the games were taped in the possibility that the telecasts would be needed. Neither game got on the air.

CBS News noted that in fact it had continued its Gemini coverage despite complaints that piled up on telephone switchboards in major cities. A spot check of six cities showed some 6,900 calls from disappointed football fans (1,600 both in New York and in Chicago, 2,000 in Los Angeles, 1,000 in Washington, 500 in St. Louis, and 200 in San Francisco).

In addition, CBS said an uncounted batch of mailed complaints had been received. NBC also reported a number of complaints, though a count was not available.

CBS News said it had gone off with its Gemini coverage at 12:36 p.m. EDT on Saturday but returned a 1:07 p.m. EDT and continued on the air with Gemini until 6 p.m. EDT.

Meanwhile, Mr. Friendly last week stood by his earlier statement, adding that CBS News would use air time

Paar goes local

Jack Paar, owner of WMTW-TV Poland Spring, Me., apparently thinks a TV station owner should be seen and heard—on his own TV station, preferably.

Mr. Paar, who has discontinued his weekly NBC-TV show, will kick off WMTW's fall programming season with an hour special, *A Talk with Jack Paar*, Sept. 8 at 7:30 p.m. Mr. Paar will show film clips shot for but never used on his network show.

He'll also give local viewers WMTW-TV's fall programming roster. And, Mr. Paar will be seen on a regular basis over his station when he introduces the Tuesday night feature movies from WMTW-TV studios each week beginning Sept. 7.

"judiciously" and not saturate viewers with coverage of a space story in view of other network coverage demands that include such important events as the war in Vietnam and politics.

Mr. Friendly also expanded on his earlier reference to the effect that there'll be "no more gavel-to-gavel coverage." Mr. Friendly said that examination was needed of network coverage that starts at 10 a.m. and continues until 4 o'clock the next morning. The possibility of a limitation on the extent of coverage afforded political conventions had been suggested by CBS authorities last month (BROADCASTING, July 26). Mr. Friendly also said that CBS would telecast a one-hour documentary on the subject in the coming season.

Answer forms to cover N.Y. for opinion show

WCBS-TV New York, is announcing details of its *Feedback!* two-way communications project, today (Aug. 30) that has been budgeted at more than \$250,000 for its year's operation.

The station said that nearly 13 million questionnaires will appear Sept. 1 and 2 as paid advertisements in 23 newspapers and *TV Guide* in the metropolitan New York area inviting residents in New York, New Jersey and Connecticut to take part in the project. An initial panel of interested viewers, solicited through the questionnaires, will be asked for their opinions on various local, regional and national issues. Panel members will be sent IBM cards on which they'll indicate their opinions

on questions posted from time to time following the 11 p.m. newcast on the station. Within 48 hours, tabulations and analyses of the surveys will be reported on the air. The telecasts will begin in October.

Major contracts are being drawn by WCBS-TV and the Service Bureau Corp. and Monroe Mendelsohn Research for processing and collecting the data on a semi-monthly basis. Monthly and special telephone surveys among more than 2,000 residents within the 18-county signal area of the station will provide a comparison between the results of the volunteer viewer panel and the scientifically cross-sectioned sample.

The station, which will pose the questions to the panel, said it has placed an initial order with IBM for 1.5 million response cards. The Service Bureau Corp. will provide the computer operations for data processing for the Mendelsohn back-ups. For the viewer surveys, 25 operators will be assigned to key punch operating equipment and to the IBM computers that translate punch cards into impressions on magnetic tape and tabulate results for station analysis and reporting.

Dr. Ira Cisin, professor of sociology at George Washington University, has been retained by WCBS-TV as consultant for the project. John W. Murray, manager of special projects at the station, will direct the program.

New draft is made of news access bill

Newsmen and lawyers are being asked to comment on a new draft of the House "freedom of information bill," designed to aid in prying facts from secretive government agencies.

Primary difference between the new and old versions is in procedure. Under the first draft, when a federal agency withheld information the injured party would have had immediate recourse to the courts. In the bill now under consideration, the complaining individual would have to go first to the agency head, then if still not satisfied, to court after a 60-day wait (at which time, his suit would be given top priority).

The legislation became the subject of a division-of-powers dispute between executive and congressional branches of the government when it was introduced last spring (BROADCASTING, April 5). Since then, the Department of Justice and the professional staff of the House Government Information Subcommittee have been conducting discussions looking toward a compromise. Chances are slim that anything along these lines will pass this session, even if everyone likes the new bill.

ETV group gets 'Esso' show from Standard Oil

Standard Oil Company (New Jersey) has given prints of its *Esso World Theater*, a series of eight one-hour cultural programs filmed in eight countries, to the Eastern Educational Network, Boston. The network is a 16-station eastern seaboard subsidiary of National Educational Television.

The programs, shown last fall on a limited number of commercial stations, will begin on the EEN stations in late October. The Esso will be deleted from the title when the programs are telecast, but Standard Oil will receive courtesy credit for its contribution.

Standard Oil also said that it will provide money to the stations for newspaper advertising of the show. A company spokesman declined to indicate the amount, saying that "all the financial details have not yet been worked out with the stations."

Public may yet view John F. Kennedy film

The general public may yet get a look at *John F. Kennedy—Years of Lightning, Day of Drums*, a film on the late President produced by the U.S. Information Agency. The Senate Foreign Relations Committee voted last week to sell six prints of the motion picture to the John F. Kennedy Center for the Performing Arts for \$122,000. The center, now under construction in Washington, could then distribute and rent the prints for public showing.

If the Senate approves the committee action, both houses of Congress will

have given their blessing to distribution of the film in this country. The proposal has been a controversial one, since USIA is the official propaganda arm of the U.S. government and Congress has always opposed domestic distribution of its products.

Republicans have protested the budgeting of a similar film on President Johnson, but so far, no one has proposed that that one be shown here (the Senate Committee resolution specifically prohibits U.S. distribution of USIA films dealing with living persons).

CBS slates color for Saturday a.m. schedule

CBS-TV's color plans this fall are perking behind the proposed green, blue, red and yellow eye trademark.

On Sept. 25, CBS will initiate six color cartoon series along with color rebroadcasts of *My Friend Flicka* inserted in a Saturday line-up of 5½ hours of varied children's half-hour programs, from 8 a.m. to 1:30 p.m.: *Captain Kangaroo*, *Heckle and Jeckle*, *Tennessee Tuxedo*, *Mighty Mouse Playhouse*, *Linus the Lionhearted*, *Tom & Jerry*, *Quick Draw McGraw*, *Sky King*, *The Adventures of Lassie*, and the *Flicka* program.

CBS also said that the new *Hogan's Heroes* comedy series (Friday, 8:30-9 p.m., EDT), which will be in color in the new season, will open Sept. 17 with a black and white pilot film produced several months ago but thereafter it will be in color.

Five new radio series ready for distribution

The availability of five new radio series has been announced by Charles M. Conner Productions, 6412 Ella Lee Lane, Houston. The programs:

Country-Boy Talk, produced for country and western stations and consisting of one-minute witticisms;

Words of the Philosophers, for readings of Plato, Aristotle and other philosophers;

Listen, 25-minute Bible readings by dramatic actors as nondenominational programs (churches not permitted to sponsor);

Inquiry and Debate, guests in 25-minute debates on controversial and current subjects with Carl Brazell of KTRH Houston as moderator;

The Womenly Art of Self-Defense and Safety taped five minute shows by lecturer-author Paul Bosch with advice to women on such things as obscene phone calls, instructing children about molesters, etc.

Slim chance of theater TV for NFL games

The prospect of National Football League games appearing on closed-circuit theater TV on a regular basis this fall appears to be dim.

According to an NFL spokesman, the four teams that experimented with theater TV live coverage last season—the New York Giants (13 games), Chicago Bears (six games), Detroit Lions (four games) and Baltimore Colts (one game)—will not permit the use of theaters this season. He said other NFL teams have indicated little interest in theater TV.

The NFL spokesman, in noting the poor win record of the Giants, Lions and Bears in 1964 compared to 1963, said though fans might support "a losing team at the ball park, they won't do it in a theater." A change of heart, he thought, was possible on the part of the teams should there be a tight league title race toward the season's end.

According to the NFL, each team is free to negotiate its own pay-TV agreements without consulting the other teams or the league. It was reported that the Giants, Lions and Bears lost money on their theater-TV arrangements last season.



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It's a question of 'standing'

Church of Christ court appeal on WLBT (TV) short-term renewal says FCC erred in holding that it had no grounds on which to intervene

The question of the FCC's right to exclude radio-TV listeners and viewers from full participation in station-license proceedings was put to a federal court last week.

This was one of several issues raised by the office of communication of the United Church of Christ in asking the U. S. Court of Appeals for the District of Columbia to overturn a short-term license renewal that the FCC granted to WLBT(TV) Jackson, Miss., last May (BROADCASTING, May 24).

The church's brief contended the FCC erred in granting the renewal without a full hearing and in holding that the church, representing viewers, had no "standing" to intervene in the case.

The brief asked the court to send the case back to the FCC for a hearing on charges that WLBT was guilty of racial discrimination and of excessive commercials.

Local Parties ■ The church, a national organization, was joined in the appeal by Aaron Henry and Robert L. T. Smith, two leaders in the civil rights movement in Mississippi, and by the United Church of Christ at Tougaloo, Miss. The brief also asked the court to hold that all of them "were parties in interest, entitled to standing as interveners before the commission, and are parties aggrieved, entitled to appeal."

The case, one of the most delicate the FCC has faced in the civil rights field, involved charges of racial discrimination and violations of the fairness doctrine by WLBT going back to 1955. The FCC, on a 4-to-2 vote, granted a one-year renewal of license on a probationary basis.

WJDX-AM-FM Jackson, radio affiliates of WLBT, received similar short-term renewals at the same time but these were not challenged in the church's brief. Five other Mississippi stations, involved in charges of discrimination—WSLI and WJTV(TV) Jackson, WRBC Jackson and WCBI-AM-TV Columbus—were granted full-term renewals on a finding that they had taken steps to meet the complaints or promised to do so.

The brief filed last week by the church and its associated appellants reviewed charges that, although 45% of the population in WLBT's prime service area is Negro, the station had consist-

ently discriminated against Negroes and refused Negro representatives an opportunity to reply to attacks broadcast against them.

In granting the short-term renewal, the brief contended, the commission recognized the existence of "substantial issues" regarding WLBT's performance but failed to resolve them. They cannot be resolved, the brief maintained, without a hearing.

Viewers' Standing ■ Interwoven with the racial-discrimination charges throughout most of the 47-page brief was the argument that as viewers the appellants had a right, or "standing," to intervene in the case.

Consumers and customers in other fields are accorded such standing before

Kudos for coverage

The activities of California broadcasters in their coverage of and efforts to help halt the Los Angeles riot (BROADCASTING, Aug. 23) have been called a "job well done" and "a fine illustration of responsible journalism and public service broadcasting" by FCC Chairman E. William Henry.

In a letter to Robert M. Light, president of the Southern California Broadcasters Association, Chairman Henry wrote that he had read "with much interest" BROADCASTING's Aug. 23 story "How radio-TV covered L.A. riot." He said broadcasters efforts "under difficult and dangerous circumstances" show that broadcasting "is much more than a news and information service." Radio and television stations, he continued, "can provide avenues of communication for citizens, law enforcement agencies, and others, at a time when such communication may be vital."

Chairman Henry concluded: "This is an example of the broadcast industry's ability to use its facilities to make a unique contribution to a community and to the nation."

other administrative agencies and courts, the brief contended, but the FCC "has repeatedly held that members of a station's audience do not have standing before the commission."

As a matter of policy, the brief said, the commission considers "allegations by petitioners, irrespective of their standing, whenever it appears that such allegations may be relevant to its duty to grant licenses in the public interest."

But, the brief maintained, "this is scarcely a satisfactory solution for the television viewer or radio listener. No matter how meritorious his case, he would be unable to present evidence unless the commission wished to hear it, and he could not appeal from any decision, however, arbitrary. His adversary, the licensee, has an absolute right to a hearing and to appeal from adverse determinations. This unequal contest does not invite public participation."

If "rigorously enforced," the brief asserted, the FCC's limitations on "standing" would produce "the anomalous result that only persons with selfish economic interests would be permitted to present evidence bearing on the question of public interest. No one with primarily public motives could be heard. . . . The commission's small staff cannot, in all cases, be fully informed on considerations affecting the public interest."

'Groundless' Fears ■ The brief dismissed as "groundless" fears that according standing to members of the radio-TV audience would cause administrative inconvenience: "No reason appears why it should be less convenient to hear television viewers than to hear bus passengers or oleomargarine consumers."

Moreover, the brief continued: "To recognize the legitimate interest of viewers in programing will not make it necessary to permit intervention on the basis of insubstantial or irrelevant charges or on the basis of rumor or speculation."

In the current case, the court was told: "The petition is filed on behalf of a substantial group [and] shows a pattern of discrimination, which has damaged the interests of almost half the television viewers in the community. . . .

"A grant of standing in this case will not necessarily compel a grant of standing in any other case [but] will merely serve notice that victims of substantial discrimination are 'aggrieved' and have a right to be heard."

Even apart from a statutory right to standing, the brief continued, "the rights of appellants as representatives of a

major class of television viewers are so substantial that they require protection under established principles of constitutional law, in order to avoid impairment of their rights under the First, Fifth and Fourteenth Amendments of the United States Constitution. . . .

"Each of the individual petitioners and many members of the United Church of Christ and its Tougaloo affiliates have been deprived of civil rights by the licensee in that each has been deprived of the right to appear on the station."

A Question of Rights ■ Anticipating the counter-argument that a station has the right to exercise judgment in selecting its program material and that nobody has a right to appear, the brief asserted:

"Tougaloo College and the United Church of Christ at Tougaloo had a right to reply to assertions that 'conditions at the college are horrible and that the place is teeming with Communists.' It had a right not to be excluded from the regular *Our Colleges* program and not to have announcements of significant public events at Tougaloo College excluded by the licensee because Tougaloo is integrated and 'controversial.' It had a right to be free from libels by doctored newsreels and false statements. . . ."

If anybody argues that a viewer isn't comparable to a bus rider in the matter of "standing" because the viewer doesn't pay the station anything, the brief said the answer is that viewers spend 10 times as much on sets as broadcasters spend on their facilities.

"Since Negroes comprise almost half the television viewers in the WLBT service area," the brief estimated, "it is a safe assumption that the Negro investment in television equipment in the area is several times the investment of WLBT and that a substantial part of the value of the license derives from this Negro investment."

The brief also anticipated arguments that WLBT's record "is justified by community pressures, threats of retaliation, economic risks involved in fair programming, and similar considerations." Its reply:

"We do not believe that excuses of this kind can ever justify a failure to meet the public interest standard of the act. Even if such considerations could affect the weight of disciplinary action to be taken by the commission, we think it clear that the licensee must prove to the satisfaction of the commission that it has done its best to deal with any conditions in its service area which prevented it from more adequately performing its public obligations. If it can be shown that the licensee by its own conduct has aggravated the tensions and hostilities which it relies upon

to excuse its behavior, then it has no excuse at all."

The last sentence apparently was an allusion, at least in part, to a charge earlier in the brief that "the editorials delivered personally by WLBT's general manager urging resistance to the admission of James Meredith to the University of Mississippi were followed by serious rioting at the university, and may well have played a part in causing the attacks on federal marshals and the death and injuries that ensued."

Court raises its eyebrow

It wants FCC to consider questions of racial discrimination in programs

The U. S. Court of Appeals indicated last week that it is concerned about questions of racial discrimination in broadcasters' program content and expects the FCC to look into them.

The court indicated this view in a decision affirming the commission's refusal to grant a waiver of the so-called 10% rule to WJAZ Albany, Ga.

WJAZ, a daytimer, requested the waiver in connection with an application to operate nighttime as well as day. Some 19% of the population within

FCC moves deadline

The FCC last week granted more time for comments on a proposed rulemaking which would permit independent TV stations to pick up network shows not carried by the affiliate in the particular market (BROADCASTING, June 7). Additional time was also granted for the comments and reply comments on the inquiry which seeks to find whether the rulemaking would hurt contractual agreements between networks and affiliates. An extension of time had been asked for by NBC and the CBS-TV Affiliates Association.

For the rulemaking, the deadlines have been extended from Sept. 3 to Nov. 1 for comments, and from Oct. 5 to Dec. 3 for reply comments. On the inquiry, deadlines have been extended from Oct. 5 to Dec. 3 for comment and for reply comments from Nov. 4 to Dec. 31.

the station's normally protected contour at night would not have been able to receive the signal because of interference. The rule allows a maximum of 10% interference.

Counsel for WJAZ, in arguing the appeal before the court, said one reason the waiver should be granted is that the station provides superior service to the Negro audience. Negroes are said to constitute 40% of the population in the community.

The court's decision, written by Judge Carl McGowan, described this as an important matter and dealt with it in some detail. But the court concluded that although WJAZ may have made "more of an effort to reflect the interests and activities of the colored community," there was no evidence that other stations in the community (three AM, two FM and one TV) did nothing to serve the Negroes' interests.

FCC Aware of Service ■ The decision added that there was no indication, either that the commission disregarded the service that WJAZ was providing the colored community. Rather, the court said, the commission appeared to have concluded that there was no need to relax the 10% rule in order to assure Negro groups "of at least one outlet for self-expression."

The case is of particular interest in view of the appeal, now pending before the same court, involving WLBT (TV) Jackson, Miss. (see page 54). The commission penalized WLBT with a short-term renewal for discriminating against Negroes in its programming. The United Church of Christ, which had protested renewal of the station's license, has asked the court to overturn the commission's decision and order it to hold a hearing on the renewal application.

The commission's decision in the WLBT case, handed down May 20, involved a total of eight Mississippi stations. WLBT's sister stations, WJDX-AM-FM, were given the same penalty as that meted out to WLBT. Five other stations were granted full-term renewals but warned to serve the needs of all members of their communities. Judge McGowan noted the decision in a footnote in his opinion.

Judge Edward A. Tamm joined in Judge McGowan's decision. Chief Judge David L. Bazelon, the third member of the panel, wrote a concurring opinion underlining the court's readiness to deal with questions involving discrimination in programming. He said the court's "expertise" on this issue is at least as great as the commission's and "our scope of review here is correspondingly wider than it is on the 'white' and 'gray' area questions [of the 10% rule question]."

Technical Rule ■ In discussing the technical aspects of the request for

waiver, the court indicated it is reluctant to reverse the commission on such matters.

"Opinions might vary about the correctness of [the commission's] conclusion," the opinion said, "but it is a determination which Congress has primarily committed to an expert agency of its own creation, with a reviewing function in ourselves which is purposefully limited."

The commission's review board, which made the decision the commission later declined to review, had concluded that the service proposed by WJAZ would have provided a second service to some 47,413 persons.

The board held that this was a strong argument for waiver but not strong enough. In affirming this decision, the court said that "the concept of administrative discretion does not mean that the failure to accept a good argument is invariably an abuse of discretion."

Ad Council commercials feature space walker

Astronaut Edward H. White, the first American to "walk" in space, will be seen this fall in a series of TV commercials created for the Advertising Council. They are designed to appeal mostly to young Americans to continue their education.

For the commercials, scheduled to begin in late September, the National Aeronautics and Space Administration has released to the Advertising Council color films of Lieutenant Colonel White performing his space walk. A separate radio, print, outdoor and transit advertising campaign emphasizing the importance of education, but without Colonel White, began last week.

Volunteer advertising agency for "continue your education" is Foote, Cone & Belding, New York, represented by Ron McCullough, FC&B vice president.

Radio series sales . . .

Christmas Around the World (Charles M. Conner Productions): KPRC Houston, Tex.

Jimmie Fidler Hollywood News (Jimmie Fidler): KOLR Sterling Colo.; CKX Brandon, Ont., and CFSL Weyburn, Sask.

Miss America Pageant Reports (Ken Gaughran Productions): WVJS-WSTO (FM) Owensboro, Ky.

Earl Nightingale Show (Nightingale-Conant): WCBI Columbus, Miss.; WTHH Port Huron, Mich.; WIRD Lake Placid, N. Y.; KLMX Clayton, N. M.; KFUN Las Vegas, and WEJL Scranton, Pa.

Specials to investigate causes of L. A. riot

The causes of the Los Angeles race riots will be studied by two broadcast news organizations, Westinghouse Broadcasting Co. for a series of radio programs, and CBS News for a *CBS Reports* telecast.

Westinghouse last week dispatched a seven-man team to Los Angeles for a two-week study of the causes of the violence. Their findings are to be reported in a special radio series by WBC stations, syndicated to other radio outlets and made available to closed-circuit school systems.

WBC said the series, *Los Angeles: Profile of a Riot*, will be a journalistic-sociological examination produced in cooperation with New York University's graduate school of social work. Two men from that school, Dr. Alex Rosen, dean, and Robert C. Sharp, assistant professor, will work with five WBC people: Art Schreiber, Washington news director; Stan Brooks, WINS New York news director; George Baker, KDKA Pittsburgh reporter; Walter McGraw, reporter and producer, and William Kaland, director of public affairs.

The final report will be broadcast in four half-hour programs, plus brief daily reports. WBC stations, which will carry the series, are WINS New York, WBZ Boston, KYW Philadelphia, KDKA Pittsburgh, wowo Fort Wayne, Ind., and WIND Chicago.

CBS News said its program is in production for scheduling early in the fall. News correspondent Bill Stout, who covered the riots in Los Angeles, and producer Jack Beck, West Coast producer for *CBS Reports*, are the principals in the program's production.

Film sales . . .

Cavalcade of the 60's—Groups, I, II, and III: (Allied Artists TV Corp.): WLCY-TV Largo-Tampa, Fla.; KOVR-TV Sacramento, Calif.; WNDU-TV South Bend and WANE-TV Ft. Wayne, both Indiana; WICS(TV) Springfield, Ill.; KLFY-TV Lafayette, La.; WCOV-TV Montgomery, Ala.; WOAY-TV Oak Hill, W. Va.; KFDA-TV Amarillo, Tex., and KOLO-TV Reno.

Bob Hope Features (Allied Artists TV Corp.): WLCY-TV Largo-Tampa, Fla.; KOVR-TV Sacramento, Calif.; WNDU-TV South Bend, Ind.; WANE-TV Ft. Wayne, Ind.; KFLY-TV Lafayette, La.; WCOV-TV Montgomery, Ala.; WOAY-TV Oak Hill, W. Va.; KFDA-TV Amarillo, Tex.; KOLO-TV Reno, and KGUN-TV Tucson, Ariz.

Bomba (Allied Artists TV Corp.): WLCY-TV Largo-Tampa, Fla.; WANE-TV

Ft. Wayne, Ind.; WOAY-TV Oak Hill, W. Va.; KGUN-TV Tucson, Ariz.; WTVW (TV) Evansville, Ind., and WAVE-TV Louisville, Ky.

Bachelor Father (MCA-TV): WGAL-TV Lancaster, Pa.

Revue Anthology (MCA-TV): KRLD-TV Dallas.

Arrest & Trial (MCA-TV): WSUN-TV St. Petersburg, Fla.; KMSP-TV Minneapolis-St. Paul, and KPTV(TV) Portland, Ore.

Thriller (MCA-TV): WSUN-TV St. Petersburg, Fla.

M-Squad (MCA-TV): WFIE-TV Evansville, Ind.

Love that Bob (MCA-TV): WTVJ (TV) Miami.

Epicolor '64 (Allied International TV): WFTV(TV) Orlando, Fla. and WREX-TV Rockford, Ill.

Epicolor '65 (American International TV): WFTV(TV) Orlando, Fla.

N.Y.'s Ryan would curb 'exodus' of film makers

In bidding for the democratic nomination in New York City's mayoralty race, Representative William F. Ryan (D-N. Y.) proposed last week a radio-TV-film production center, presumably to be provided by the city and its facilities leased to independent producers, stations and performers.

The proposal was issued during the congressman's campaign. He intimated that if elected, he would press for the production center to curb what he viewed to be a "massive, near total, exodus of television and film production" from the city over the past decade.

Racial special in San Diego

KFMB-TV, KOGO-TV and XETV(TV) San Diego combined facilities Friday Aug. 27, 7:30-8:30 p.m. to present a special program, *The Race Issue in San Diego*. The general managers of the stations issued a joint statement saying: "The recent Los Angeles riots and the subsequent disturbances in San Diego have focused attention on the question of racial problems in our community. We have decided that question ought to be explored so that if problems exist community effort can be brought to bear to solve them. We have a special responsibility as broadcasters to take the lead in providing information to the community and it is with this in mind that we are combining to present this special report."

Legion announces Golden Mike awards

The American Legion presented its annual auxiliary radio-TV poll awards, the Golden Mikes, on Aug. 25 to the programs deemed tops in their respective categories. The Golden Mike awards were established as a means of showing appreciation for programs reflecting high standards, both in viewing pleasure and interest, and in all-round production. This year's awards were presented during the legion's convention in Portland, Ore.

Claiming top national awards were NBC-TV's *Bonanza*, named the "best action program series" for the third time. Also from NBC-TV came the "best Americanism program series," *Profiles in Courage*, and the "best variety program series," *The Andy Williams Show*.

CBS-TV received the award for the best panel series for *Password*. And, ABC-TV's rock 'n' roll show, *Shindig*, was voted favorite television show of the year by over 100,000 junior members of the Legion auxiliary.

The 1965 Fourth Estate Award was presented to the Golden West Broadcasters for the radio production, *Heritage*, a series of announcements which redefine the basic principles set forth in the Declaration of Independence and the Constitution. Radio commentator, Paul Harvey, and Clark Mollenhoff, a Pulitzer prize winning reporter, who is now head of Cowles Publications' Washington news bureau, also won Fourth Estate awards.

On the local level, programs were judged as to their interest in youth. With this in mind, awards were presented to WXYZ-TV Detroit, for the program *Junior Sports Club*, and to WJW-AM-FM Detroit, for its program, *Young America Speaks*.

WNAC plans fall promotion

Everyone in the Boston area can get into the ratings business as WNAC-TV Boston begins its fall promotional schedule. The ABC-TV affiliated station is distributing entry cards through local stores and gas stations which ask viewers to watch its programs from Sept. 10 to Oct. 20 and decide which five shows will be listed as the most popular in the first fall ratings. Top prize for the correct prediction is \$10,000.

Publicity for the contest, reported the station, includes 500 radio spots on 14 radio stations, use of billboards and subway posters, and \$45,000 worth of



Phillies thank Atlantic with an award

Thornton F. Bradshaw, president of The Atlantic Refining Co. (c), receives plaque honoring Atlantic for the longest continuous sponsorship of games of a baseball team (Philadelphia Phillies) from Warren Giles,

president of the National League. Looking on is Dr. Arthur B. Hersberger, vice president and general manager of marketing for Atlantic. Atlantic began its sponsorship of the Phillies games on April 14, 1936.

advertising in dailies plus 1,500 lines in weeklies and 20 full pages in *TV Guide*.

Drumbeats . . .

SMPTA award ■ Otto H. Schade Sr. of RCA's Electron Tube Division, has been named 1965 recipient of the Journal award of the Society of Motion Picture and Television Engineers. The award goes yearly to the author of the most outstanding paper originally published in SMPTA's journal. Mr. Schade's award-winning paper was entitled, "An

evaluation of photographic image quality and resolving power."

'Insignificant prize' ■ WCAU Philadelphia has been offering its listeners an "insignificant" prize, a picture of Ben Franklin, a blue thread, some snow. Entrants simply wrote in what they thought the "insignificant" item symbolized and a winner was chosen. Examples: Ben Franklin—\$100 bill, thread—a man's suit, snow—a television set. At the end of thirteen weeks the contest had received a total of 87,055 post cards.



Plea for bigger minority blocks

CBS says FCC is too tough in charging 1% ownerships against station quotas

CBS Inc. last week asked the FCC to increase the limits of minority ownerships that may be commonly held in two or more broadcasting companies.

CBS described present rules as unrealistic. Under existing standards technical violations of the commission's multiple-ownership rules occur if one investor acquires interests of as much as 1% in two or more broadcasting companies that collectively own more than the quota of stations permitted any one licensee. The FCC has proposed new rules that would give it the power to require stockholders to divest themselves of such cross ownerships (BROADCASTING, Sept. 21, 1964).

CBS, commenting on the proposed rules, said that no concentration of control of radio and television stations had been demonstrated. Further, the company asserted, the commission has no authority to move directly against the stockholder.

CBS suggested that the commission regard 5% as a controlling interest "in appropriate situations" but said that even then the commission should proceed to determine whether the stockholder is "moving into [such] a position of significant influence" that he may be said to exert undue control.

Other Factors — CBS said that the 1% rule is "unnecessarily restrictive and is inappropriate in the absence of any evidence of other factors which may indicate a significant influence in the broadcast decisions of the applicable licensee."

And CBS feels that rather than looking into increased methods of enforcement, the basis of the rules should be reevaluated.

"The point of concern," CBS stated, "is when an individual or group—whether through stock holdings or other position—has a significant voice in several competitors within that field."

"Thus," CBS continued, "the critical question is what factors indicate such a position."

CBS said it recognizes the administrative need, in appropriate situations, for standards of general applicability and does not ask that the sole basis of determining undue control be on a

case-by-case basis. Holdings of a specified size could represent an interest that may be called "controlling," CBS said.

CBS asked that the commission require notification of all holdings in excess of 1% and adopt a presumption that all holdings in excess of 5% represent a controlling interest. This, CBS contends, would be a realistic and manageable range of ownership within which the commission could then inquire on a case-by-case basis as to situations in which persons or entities may have moved into positions of significant influence in more than the specified number of licenses.

Duopoly Rule — CBS told the commission that a strict interpretation of its duopoly policy—which prohibits cross ownership of two or more stations of the same kind in the same market—has no rational basis. The FCC has proposed that all cross ownership, even in the minutest percentages, in duopoly situations be eliminated and that violators be required to divest themselves of their holdings. The commission has said that this policy has always been in force but now it intends to "put teeth into it." (BROADCASTING, Sept. 21, 1964).

CBS feels that to extend the policy to include minor holdings in publicly owned licensees would involve the commission and broadcast licensees in a never-ending, pointless pursuit of individual stockholders with minor holdings.

CBS asked the commission to adopt the 5% standard and use the power of

license renewal to serve as a self-enforcing rule. CBS reasoned that no investor would be likely to buy stock in two or more licensees if he knew that, by so doing, he jeopardized the licenses.

CBS feels that the policing of the stockholders in broadcast companies should lie with the Securities and Exchange Commission, which, CBS pointed out, is expert in the field of mutual funds, trust funds, brokerage houses and controlling interests. CBS said that publicly held corporations including licensees are already subject to the SEC rules and are currently required to file certain information relating to stockholders as well as other relevant information with the SEC.

Moreover, CBS continued, the SEC now has jurisdiction over the activities of mutual funds and other investment houses about which the commission expressed concern and now has jurisdiction over some activities of persons who may be in controlling positions or who exercise controlling influences in publicly held corporations.

Ampex sales up 8.6% in quarter

Ampex Corp. sales for the first quarter of fiscal 1966, ended July 31, 1965 were up \$2,813,000 or 8.6% over the total for the first quarter of fiscal 1965.

William E. Roberts, president of the Redwood City, Calif., based company, said orders received in the first quarter were the highest in any quarter in the company's history.

For the first quarter ended July 31:

	1965	1964
Earnings per share	\$0.15	\$0.14
Sales	35,273,000	32,457,000
Net earnings (after taxes)	1,408,000	1,290,000
Shares outstanding	9,295,376	9,204,563

Financial notes . . .

■ MCA Inc., New York, has declared a dividend of 37½ cents a share on outstanding convertible preferred stock to stockholders of record Sept. 17, payable on Oct. 1.

■ Paramount Pictures Corp., New York, has voted a quarterly dividend of 50 cents a share on common stock to stockholders of record Sept. 3, payable on Sept. 20.

■ Cowles Magazines and Broadcasting Inc., New York, has declared a 25% increase on its third-quarter dividend, raising the sum from 10 to 12½ cents a common share to stockholders of record Sept. 1, payable on Sept. 15. Cowles owns KRNT-AM-TV Des Moines,

RCA's expanded base

RCA, the parent of NBC, has broadened its base of public ownership in the last 18 months to a point where it now lists itself among the 10 most widely held companies.

Last week RCA reported its stockholders had increased in number by 70% since January 1964 and, as of June 30, 1965, it was held by 271,000 investors.

Early in 1964 RCA accomplished a three-for-one split of its common shares, a move held largely responsible for the wider company ownership. A strong position in the color television set manufacturing industry was also considered a factor.

At the June 30 accounting date RCA ranked eighth among widest-held corporations.

Iowa, and WREC-AM-TV Memphis, along with a new community antenna television company in Winter Haven, Fla.

▪ The board of directors of Walt Disney Productions has declared a quarterly cash dividend of 10 cents a share payable Oct. 1 to stockholders of record as of Sept. 15.

Avco earnings down 4.3% in half-year

Avco Corp. earnings for the six months of 1965 ended May 31 were down \$488,166 or 4.3% from the same period in 1964.

Avco has announced that it plans to acquire all of the common stock of Iowa Finance Co. and its affiliated and subsidiary companies for about \$16 million in cash.

Crosley Broadcasting Corp., a broadcasting subsidiary of Avco, has purchased WOAI-AM-TV San Antonio, Tex. and certain assets for \$12 million subject to FCC approval. The sale of WWDC-AM-FM Washington to Crosley was approved by the FCC in July (BROADCASTING, Aug. 2).

Avco Corp. is also 50% owner of Meredith-Avco Inc., a community antenna television system owner. The company now has nine systems in operation with four more under construction.

Six months ended May 31:

	1965	1964
Earnings per share	\$0.83	\$1.06
Earnings	11,301,128	11,789,294
Sales	201,673,144	217,145,140
Shares outstanding	13,693,255	11,170,634

Columbia cites 6-month gains

Columbia Records, division of CBS Inc., New York, last week reported a 21% sales increase during the first six months of 1965 over the same period of 1964. The gain was broken into a first-quarter rise of 13% and second-quarter increase of 29% and was attributed to increases in the single record and teen-age album markets.

The company indicated that its recently acquired Fender Musical Instrument Co. will open a factory in Fullerton, Calif., to meet a backlog order of from \$4½ to \$7 million. Columbia's expansion plans also include completion of a manufacturing plant and distribution center in Santa Maria, Calif., and enlargement of three service centers in Dallas, Cleveland and Pitman, N. J. Future construction plans call for recording studios in Hollywood and Nashville, and for a research and development center.

Paramount sues to drop directors

Paramount Pictures Corp., which took two insurgent stockholders into its fold last May making them members of its board of directors after a threatened fight for control of the company, last week went to court to get rid of them.

Paramount filed a suit in district court in New York to remove Herbert J. Siegel, chairman of Baldwin-Montrose Chemical Co., and Ernest Martin, a principal in the Broadway production company Feuer & Martin, from its board of directors. The two directors were charged with a conflict of interest.

Baldwin-Montrose has 70% control of General Artists Corp., a major talent agency and packager of TV programs. George Weltner, Paramount president, said GAC is "the single largest source of performing talent employed by Paramount."

Messrs. Martin and Siegel were also charged with "harrassment" tactics and it was said their actions as board members have been detrimental to the interests of the company's stockholders. Mr. Weltner said that a condition of their acceptance on the board had been a promise of Baldwin-Montrose to divest itself of its GAC holdings (BROADCASTING, May 31), but that no such divestiture had yet been made.

Paramount has a large number of feature films as yet not released to television.

A hearing on the Paramount suit is scheduled for tomorrow (Aug. 31).

U.A. has record earnings

United Artists Corp., New York, reported its highest net earnings for a six-month period at \$6,189,000 (\$3.06

a share) after income taxes of \$5,950,000 in 1965, for a period ended July 3. Last year's comparable period saw net earnings at \$4,509,000 (\$2.23 per share). The current gross income totaled \$95,247,000, as opposed to 1964's half-year period of \$88,877,000.

Rollins net earnings up 400% in quarter

Rollins Inc., Wilmington, Del., has reported almost a six-fold increase in revenues for the three months ending July 31, over the same three-month period last year.

Revenues rose from \$3,260,000 in 1964 to \$18,445,038 in 1965, with a four-fold rise in net earnings. The large increases reflect in part the firm's purchase last summer of Orkin Exterminating Co. and other diversification moves.

At a board of directors meeting Aug. 24 in New York, the company also declared a quarterly dividend of 5 cents a share on common stock and 2½ cents a share on class B common stock payable Oct. 24 to shareholders of record Sept. 24.

It was revealed that Rollins, in association with Harry Odell Productions Ltd., Hong Kong, has applied to the Hong Kong government's broadcast bureau for permission to form a five-station TV system.

Rollins Inc. owns 11 U. S. radio and TV stations, outdoor advertising firms in the U. S. and Mexico, a termite and pest control division, a pesticide firm, a building maintenance division, citrus groves and a cosmetics division.

For three months ended July 31.

	1965	1964
Earnings per share*	\$0.40	\$0.10
Revenues	18,445,038	3,260,542
Earnings before federal and foreign income taxes	2,362,733	575,741
Net earnings	1,233,061	297,497
Average shares outstanding	3,079,583	2,886,873
*Adjusted to reflect 3 for 1 stock split.		

Broadcasting

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ITA orders cut in U. S. shows

Wants no more than 40% American programs in 8 p. m. time period

Prime-time screening of American westerns, crime shows and comedy series on Britain's commercial network has been cut by order of the Independent Television Authority. The partial ban goes into effect in September despite initial protests by TV companies. Programs affected include *Rawhide*, *The Fugitive*, *The Reporter* and *87th Precinct*.

The ITA has instructed the 14 TV companies to change their fall schedules to provide greater variety in programming. The authority felt that there were too many American shows immediately before the main evening newscast at 9 p.m. It has ordered that between 8 and 8:55 p.m., Monday thru Friday, not more than two of the five periods may be devoted to U. S.-made programs and in any case not more than three of the five should be filled with crime shows or westerns.

ITA clearly wants more British-made series to be screened in this prime-time segment. Lord Hill, ITA chairman, has told the TV companies that their clear lead over BBC-TV in audience ratings is not sufficient excuse for keeping the same type of programming indefinitely.

TV company executives are worried that the order will mean a big drop in audiences on the commercial network. Once a mass audience has been gained by 9 p.m. it stays with the same channel for the rest of the evening they contend. As BBC-TV is not affected by the ITA instruction it could capture and hold big audiences with popular programs. BBC-TV has not announced its fall schedule. At present the commercial network has been successfully competing with BBC-TV by offering westerns and crime series.

Another problem now faced by the TV companies is increased production costs. If they have to screen more British-made shows in prime time, costs will shoot up. Currently an hour long American show costs about \$1,900 if shown on one of the main network areas. Its price is more than \$5,600 if screened on the entire network. Cost of a one-hour light entertainment show made in Britain can be as high as \$14,-

Up in smoke

Tyne Tees Television in Great Britain will lose about \$840,000 a year because of the ban on cigarette advertising which began Aug. 1. This point is made by E. G. Fairburn, chairman of the company, in his annual report. He adds that the loss will be very difficult to make up from other sources though he believes this can be done.

His forecast for next year is pessimistic with gross revenue down and production costs up, leaving lower profits. After-tax profits for the year covered by the report, the 12 months ended April 30, were \$1,811,334 which is \$256,510 up from the previous year.

000. A 60-minute play costs at least \$19,000.

One explanation put forward for the ITA clampdown is that it wants to improve the network image prior to a renewed campaign for a second commercial network. It wants to wipe out the idea that network programs are mainly mass appeal shows aimed at pleasing advertisers.

Toronto seminar to focus on color

A seminar on color telecasting is to be held at the Lord Simcoe hotel, Toronto, Oct. 14-16, under joint auspices of both independent and government broadcasting systems. Representatives of set manufacturers, film producers and distributors, public and private film studios, and the 1967 Montreal World's Fair, will attend in addition to television station officials. Committee chairman is Ken Chisholm, RCA Victor Co., Montreal.

The three-day program, limited to 200 people, will include discussions on color vision, color psychology, color physics, color TV studio operation at CFTO-TV Toronto, color film practices, lab practices and color production philosophy.

New Y&R London unit

Young and Rubicam Ltd., London, has established a public relations subsidiary, Planned Public Relations Ltd.

Its total initial budget exceeds \$840,000 and it already has more than 20 clients.

Managing director of the new company is Stanley Entwistle who is an account director at Young and Rubicom Ltd. Michael McAvoy, a Y & R assistant director and a director of PPR, is in charge of all PPR client services.

New international clients for Grey

Grey Advertising's international partner agencies in eight countries have gained six new accounts.

Account assignments include Australian advertising for H. J. Heinz Co. and Revlon Inc. to Brown, Bruce & Grey Pty. Ltd.; Revlon and Honda Motor Co. advertising in France to Dorland & Grey S.A.; Block Drug Co. advertising in Italy to Milano & Grey S.P.A. and in Spain to Rasgo-Grey S.A., the Bristol-Myers Co. account in Japan to Grey-Daiko Advertising Inc., and advertising for H. D. Lee Co. in Belgium to Dorland & Grey S.A. and in Germany to Gramm, Grey & International Partners GmbH.

Abroad in brief . . .

Beatles over border ■ Sovereign Film Distributors, Toronto, has acquired from King Features, New York, distribution rights in Canada to *The Beatles*, the new color cartoon series scheduled to begin on ABC-TV on Sept. 25 (10:30-11 a.m. EDT).

Grand slam ■ NBC International Enterprises, New York, has reported a sellout of the 1965-66 TV shows it handles to three networks in Australia. The series, purchased by the Australian Broadcasting Commission, Amalgamated Television Services and United/Austarama, include: *I Spy*, *Convoy*, *Get Smart!*, *Hank*, *Atom Ant*, *Secret Squirrel*, *Laredo*, *Bonanza*, *Dr. Kildare*, *Hullabaloo I and II*, *Astroboy*, *Wild Kingdom*, *Groucho Marx*, *Watch Mr. Wizard* and *Union Pacific*. In addition, six Bob Hope specials were purchased along with the *Shari Lewis Show*.

Private radio show ■ Representatives from international communications and military organizations will be invited to attend a London radio communications exhibition and symposium, being organized by RACAL Electronics of Bracknell (England), from Sept. 7-9. The show will present displays on new radio equipment and topics on HF radio communications, microelectronics, transmit-

ter design and time and frequency standards.

Audience in Britain ■ The British Broadcasting Corp. has reported estimates of TV viewing and radio listening during July. BBC said that on the average 21.1 million watched one or more BBC-TV programs every day in July as against 24.1 million who watched Independent Television Authority programming. Commercial ITV captured an average 7.2 million audience and noncommercial BBC-TV an average 5.1 million audience during the hours of 5-11 p.m. Monday-Friday; 2-11 p.m. Saturday, and 3-11 p.m. Sunday. The number of people who listened on the average to one or more BBC radio programs during each day in July was 24.75 million, and the average audience 3.3 million during the hours 7 a.m.-11 a.m.

Raticate in Sweden ■ Leijon & Luning, Norman, Craig & Kummel AB, Stockholm, a European agency partner of Norman, Craig & Kummel, New York, has been appointed by Johnson & Johnson AB, Stockholm, to handle introductory advertising in Sweden for its Raticate rodent killer.

Moved ■ Screen Gems (Canada) Ltd., has moved to 72 Carlton Street, Toronto 5, Ont. Phone: 927-5490.

Colgate gets "Beauty" ■ Colgate-Palmolive International, New York, has purchased rights from Official Films, New York, to *The International Beauty Spectacular*, and will dub the program in Spanish for telecast in South and Central America, Mexico, the Caribbean, Puerto Rico and the Dominican Republic. Official recently obtained overseas rights to the one-hour program, which was telecast live Aug. 13 on NBC-TV

(BROADCASTING, Aug. 16).

TV drop reported ■ Canadians are watching less television this year, according to the research department of the Canadian Broadcasting Corp. A CBC study disclosed that during the first three months of 1965, the average Canadian had his TV set on for fewer hours than in the comparable periods of 1964 and 1963. The study showed that in January TV viewing averaged 40 hours and 20 minutes and dropped in March to 39 hours and six minutes. A year earlier the January viewing was 42 hours and in March was 39 hours and 48 minutes.

NBC in Mexico City ■ NBC has agreed to sign Televimex S. A. (ch. 2) in Mexico City, as an affiliate, according to George A. Graham Jr., vice president of NBC Enterprises. The station is a subsidiary of Telesistema Mexicana.

FATES & FORTUNES

BROADCAST ADVERTISING

William B. Stewart, executive VP at Needham, Harper & Steers, New York, joins Ted Bates & Co., that city, as senior VP and senior account group head.



Mr. Stewart

Alan Henry, formerly VP and general manager of KJAC Los Angeles, named director of all new sales, WINS New York and KYW Philadelphia. Stations are owned by Westinghouse Broadcasting Co. KYW will change to all news format in late September.

Norman S. Hecht, formerly assistant

media director for media research at Kenyon & Eckhardt, joins New York office of Gardner Advertising in newly created position of corporate media research director.

Robert L. Gilbertson, VP and general manager of WTEN(TV) Albany, N. Y., named VP for sales, Harrington, Righter & Parsons, New York.

William Allen, formerly with Dow Chemical Co. and Grant Advertising, Dallas, joins Post-Keyes-Gardner, Chicago, as account executive on Old Milwaukee beer. **Dan Pearson**, previously with Procter & Gamble Co., Cincinnati, joins PKG as media supervisor. **Dene Voigt**, timebuyer with Compton Advertising, joins PKG in same capacity.

Robert D. Hanna, formerly general manager of KWHK Hutchinson, Kan., appointed sales manager of KBOX Dallas. **Alan S. Golden**, with KBOX since 1960, named sales coordinator. **Irene B. Runnels**, marketing director, promoted to assistant to KBOX managing director and station manager.

Richard J. Frank, account executive with Richard K. Manoff Inc., New York, named account supervisor.

Carmine Coppa, assistant production manager with Cunningham & Walsh, New York, named production supervisor.

Samuel E. Badillo, chairman of board at Publicidad Badillo Inc., San Juan, P. R., agency, named president and chief executive officer of Badillo-Compton Market Development Co., joint venture of Publicidad Badillo and Compton Advertising, New York. Firm will operate in Spanish-speaking markets

around the world.

Joseph G. Fitzgerald, account executive and news director at WSPB-AM-FM Sarasota, Fla., named sales manager. He succeeds **Danford L. Sawyer Jr.**, who

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James Shouse, retired Crosley chairman, dies at 62

James D. Shouse, 62, retired board chairman of Crosley Broadcasting Corp., Cincinnati, died Aug. 22 in his sleep. Death followed an apparent heart attack at his home in St. Croix, Virgin Islands. Mr. Shouse was director of Crosley and VP and director of Avco Corp., Crosley's parent company, at the time of his death. Retiring July 1, 1964, from Crosley, he had continued as a director.

Born in Newcastle, Ky., July 28, 1903, Mr. Shouse started in broadcasting in 1929 with CBS as its first sales representative in Chicago. After a brief period in the advertising field he returned to CBS becoming general manager of the network's KMOX St. Louis in 1935. In 1937, he joined Crosley Radio Corp. as VP and general manager of Crosley's WLW and WSAI Cincinnati.

During his long association with the firm, it became Crosley Broad-



Mr. Shouse

casting Corp., expanding to its present holdings, WLW and WLWT(TV)

Cincinnati; WLWD(TV) Dayton and WLWC(TV) Columbus, all Ohio. WLWI(TV) Indianapolis and WWDC-AM-FM Washington. An application to purchase WOAI-AM-TV San Antonio, Tex., is pending before the FCC.

Mr. Shouse was named chairman of the board in 1948.

Backed War Effort - His efforts in developing radio led to the growth and reputation of WLW Cincinnati as the "Cradle of the Stars." During World War II at the behest of the government, Mr. Shouse developed the powerful system of short-wave transmitters at Bethany, Ohio, employed by Voice of America for broadcasts to occupied countries. In 1947 the State Department named him one of 17 consultants on international broadcasting. He also worked closely in the early days of radio with Dr. Louis Selzer, of Procter & Gamble, a pioneer in techniques of audi-

relinquishes post of sales manager but continues on staff. Mr. Sawyer is executive assistant and advertising manager of Miss Florida Pageant Association.



Mr. Painter

Wayne J. Painter, account executive with WISN-TV Milwaukee, becomes VP of Crowley, Painter & Co., that city, formerly John H. Crowley & Associates, advertising agency.

Robert Berry, VP of Glenn Advertising Inc., San Antonio, Tex., moves offices to company headquarters in Dallas.

Ted Pearson, media supervisor with Guild, Bascom & Bonfigli, San Francisco, named senior media buyer with Wade Advertising, Los Angeles.



Mr. Bankart

Henry R. Bankart, senior VP and director of Compton Advertising, New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as senior VP responsible for Lipton and Johnson & Johnson accounts.

Carl Georgi Jr., VP and media director of Campbell-Ewald Co., Detroit, retires after 40 years in advertising. Mr. Georgi joined Campbell-Ewald in 1926, later was with D. P. Brothier & Co., that city, and returned to assume his pres-

ent position in 1957.

Martin Greenberg, sales marketing and promotion director of wxyz Detroit, joins station's local sales staff as account executive.

Edward Keady, with Reeves Sound Studios, division of Reeves Broadcasting Corp., promoted to director of sales. Mr. Keady has been with Reeves five years.



Mr. Nazionale

David Nazionale, VP and account executive of Weightman Inc., Philadelphia, named senior VP.

Bob Howe, local sales manager with WRTH Wood River, Ill. (formerly WBBY Wood River), named general sales manager.

Pat Duley Masterson, office manager of Benton & Bowles, New York, elected president of Advertising Agencies Office Management Group. Other office managers elected are **Henry Gramlick**, Foote, Cone & Belding, as VP and **Pearl Sheridan**, Parkson Advertising, as secretary-treasurer, both New York.

Paul E. James, with Williamson Sales Co., Shreveport, La., joins KTAL-TV Texarkana, Tex.-Shreveport, La., as account executive.

Fred Snyder, air personality at wvob Bel Air, Md., named account executive.

Robert Chickering, account executive

with McCann-Erickson, New York, joins Cunningham & Walsh, that city, in similar position.

Jay S. Riddle, specialist in package goods marketing at N. W. Ayer & Son, Philadelphia, named VP.

Michael Kaye, art director, and **Robert Finley**, senior copywriter, both with Doyle Dane Bernbach, Los Angeles, join J. M. Sachs & Co., Beverly Hills, Calif., as partners with **Jerry Sachs** under new agency name of Sachs, Finley & Kaye Inc. Mr. Sachs remains president while Messrs. Kaye and Finley become executive VP's in charge of their respective specialties. Mr. Finley's name was previously misspelled here (BROADCASTING, Aug. 16).

Carole Cooper, assistant producer at Elektra Films, New York, named producer at Savage-Friedman, that city, TV production company.

Jack Davidson, local sales manager at WKNR-AM-FM Dearborn, Mich., appointed general sales manager.

Roy D. Sherwood, with Falstaff Brewing Corp. for 16 years, named assistant director of creative services. **Barry Sullivan**, with Falstaff since 1951, appointed assistant director of advertising operations. **James B. Hapeman Jr.**, media advertising manager for Johnson's Wax, Racine, Wis., joins Falstaff advertising division as assistant director for media and programing.

Larry Krasner, radio sales executive at KBIG Avalon, Calif., and KBIG(FM) Los Angeles, named local sales manager.

ence research.

Early in the development of television, Mr. Shouse recognized its eventual impact on the American way of life. He predicted in 1948 a greatly improved advertising medium which might soon rewrite traditional broadcasting techniques. In turn, he advocated a philosophy of radio which sought orientation toward mass consumption as opposed to minority appeal. He was an energetic exponent of the "free system of broadcasting."

Mr. Shouse is survived by two daughters and a grandson.

The family has requested, in lieu of other remembrances, that contributions be made to the James D. Shouse Scholarship Fund, 140 W. Ninth Street, Cincinnati, Ohio 45202. The fund supporting five Cincinnati area schools was established by Mr. Shouse upon his retirement from Crosley.

Robert Hemfling, general manager of KGLA(FM) Los Angeles, joins KBIG stations as account executive.

George Benaman Jr., account executive with Ketchum, MacLeod & Grove, Pittsburgh, named advertising account supervisor.

Jack M. Williams, with WSAZ-AM-TV Huntington, W. Va., sales and promotion staff, named national sales and merchandising coordinator.



Mr. Mortensen

James E. Mortensen, VP of Young & Rubicam, New York, named senior VP and director of marketing services and sales promotion departments. Mr. Mortensen will serve on agency's management committee.

Ernest J. Hodges, manager of Cleveland office of The Marschalk Co., New York, and **Albert A. Sommer**, management service director, New York office, named senior VP's. **John L. Nelson**, associate creative director; **Henry Hayes**, director of media operations; **Guy Durham**, creative supervisor, and (Mrs.) **Tomi Block Weisman**, associate creative director, all named VP's of Marschalk.

MEDIA

Patrick D. Giblin, director of financial planning and analysis, CBS Radio, New York, named assistant controller.

Alexander Smallens Jr., station di-

rector of WABC-FM New York, named editor of National Association of FM Broadcasters Report, monthly newsletter.

Steve Nenzo, with KNX-AM-FM and KNXT(TV), all Los Angeles, named operations supervisor at KHJ-TV, that city.

A. Bruce Matthews, partner at Arthur Andersen & Co., Denver, international public accounting firm, named financial VP of Communications Satellite Corp., Washington. Mr. Matthews has been with Andersen for 20 years.

Martha Rupprecht, station clearance representative, CBS-TV, elected president of New York City chapter of American Women in Radio and Television.

Alan H. Steinberg, manager for advertising services for Standard Rate and Data Service Inc., Skokie, Ill., named director of research for ABC Radio, New York.



Mr. Reed



Mr. Dahlman

Richard E. Reed, general manager of WLWC(TV) Columbus, Ohio, and **Donald L. Dahlman**, general manager of WLWD(TV) Dayton, Ohio, both Crosley Broadcasting stations, named VP's of Crosley Broadcasting Corp., Cincinnati.

George R. Tietjen, chief station payments and network billing departments, promoted to chief accountant for Mutual Broadcasting System, New York. Mr. Tietjen succeeds **Jitendra Sheth**, who resigns.

Maurice Thompson, program director of WLBT(TV) Jackson, Miss., and VP and director of Lamar Life Broadcasting Co., licensee of WLBT, appointed general manager of WJDX-AM-FM Jackson and WLBT. Mr. Thompson succeeds **Fred Beard**, VP and director of Lamar Life Broadcasting.



Mr. Moudy

Dale Moudy, VP and general manager of WSAI Cincinnati, joins WOHO Toledo, Ohio, in similar position.

David Kaigler, station manager of WHY-TV Wilmington, Del., named development officer. **Edward S. Shaw**, news director at WHY-TV, appointed operations man-

ager.

PROGRAMING

Bob McRaney Jr., with WLBT(TV) Jackson, Miss., since 1959, named program director.

Bob Lockwood, DJ and production manager, WJJD Chicago, named assistant program director and DJ at WJRZ Newark, N. J.

Ronald Beach, air personality with WCPO Cincinnati, named television director at WCPO-TV, that city.

Ray Stewart, director of public affairs at WIC(TV) Pittsburgh, resigns to form Ray Stewart Film Productions, non-theatrical film production firm with offices in Pittsburgh.

W. Pierce Burgess, formerly station manager of WVOB Bel Air, Md., named program director at WLMD Laurel, Md., scheduled to go on air Oct. 1.

Albert B. Wann, commercial manager at WVOB Bel Air, Md., named program director.

Chuck Faber, with WTMJ-AM-FM-TV Milwaukee, joins WCEE(TV) Freeport, Ill., as sports director. WCEE is to go on air Sept. 12.

John Q. Quigley, assistant program manager of WJZ-TV Baltimore, named program manager. **Melvin J. Bernstein**, news director, succeeds Mr. Quigley.

Phil Stout, program director at WTOA (FM) Trenton, N. J., joins WDVR(FM) Philadelphia, as program and news director.

Leonard Feldman, research director of Harrington, Richter and Parsons, New York, joins Screen Gems Inc., as

Assistant appointed



Mr. Stambler

Arthur Stambler, senior associate attorney with Grove, Paglin, Jaskiewicz, Gilliam and Putbresi, Washington law firm, named special assistant to **E. William Henry**, chairman of FCC. Mr. Stambler previously served from 1950 to 1963 at commission as legal assistant to the late Commissioner **Frieda B. Hennock**. He has practiced communications law for past 12 years. Mr. Stambler succeeds **Joel Rosenbloom**, who resigned April 23 to enter private practice.

research manager.

Gil Fryer, with WBRE-TV Wilkes-Barre-Scranton, Pa., joins WBOC-TV Salisbury, Md., to produce public affairs programming.

Gary Portmess, program director at WDAD Indiana, Pa., joins WYRE Annapolis, Md., as production manager and early morning personality.

NEWS

Ray Moran, VP and general manager, KRZY Albuquerque, N. M., elected chairman of New Mexico Associated Press Broadcasters Association.

Bob Stahly Moore, assistant news director, WCFL Chicago, promoted to news director succeeding **Art Schreiber** who resigns to take new position in Washington (BROADCASTING, Aug. 16).

John Ruta, former anchor man on Canadian Broadcasting Co. week-end news, named night news editor at WAST (TV) Albany, N. Y.

Terry Leedom, manager of communications, employe and community relations, Whirlpool Corp., St. Joseph, Mich., named news director at WMRN Marion, Ohio.

Robert L. Marsh, director of educational broadcasting, West Virginia Wesleyan College, Buckhannon, W. Va., named news director of WAYE Baltimore. Mr. Marsh succeeds **Dale Cleveland**, who resigned.

EQUIPMENT & ENGINEERING

David Shore, chief systems engineer of RCA's Systems Engineering, Evaluation and Research of Defense Engineering, Moorestown, N. J., appointed chief engineer of communications systems division, Camden, N. J. **Sidney George Miller**, operations analysis manager, succeeds Mr. Shore.



Mr. Franklin

J. Phil Franklin, VP and general manager of South Jersey Television Cable Co., Ocean City, N. J., and president of New Jersey Community Antenna Television Association, joins Entron Inc., Silver Spring, Md., as director of systems operations, responsible for all Entron wholly and partially-owned community antenna television systems.

Sidney Brandt, former head of Pilot Radio Corp., subsidiary of Jerrold Corp., Philadelphia, prior to its recent sale, named general manager of Jerrold International, Plainview, N. Y.

Joseph J. Casale, radio sales manager of Admiral Corp., Chicago, promoted to sales manager for color tele-

vision.

Dewey A. Trostel, chief engineer of KOJM Havre, Mont., named to similar position at KMPL Sikeston, Mo., to go on air Oct. 1.

Myron S. Friedman, manager of retail division of Allied Radio, Chicago, named director of marketing, Harvey Radio Co., New York.



Mr. Friedman

Lloyd V. Morris, sales engineer at visual communications division, General Electric, Syracuse, N. Y., named district sales manager, southwest, for visual communications products.

FANFARE

Neal Amidei, formerly with Fulton, Morrissey Co., Chicago, joins Geyer Morey Ballard Inc., there, in new post of public relations director.

Karl H. Steimbrenner, formerly with American Home Products, New York, and Women's Day magazine, named supervisor of graphics for advertising and promotion, WNBC-AM-FM-TV New York.

Sue Cameron, research assistant with CBS-TV's *Scholarquiz*, named publicity director, KFWB Los Angeles.

John J. Mead, PR and advertising executive with political and non-profit organizations, named public affairs director, WHLI-AM-FM Hempstead, N. Y.

John Embleton, with WSAZ-AM-TV Huntington, W. Va., sales staff, named promotion manager.

ALLIED FIELDS

Philip M. Bottfeld, executive director of Miss Universe Beauty Pageant for past six years, resigns to form own marketing and communications counseling firm.

Eugene Pleshette, VP, head of merchandising for ABC's broadcasting companies and theater departments, appointed executive VP of Madison Square Garden-American Broadcasting Companies Productions Inc., owners of *Holiday On Ice* shows.



Mr. Feddersen

Donley F. Feddersen, professor and assistant director of television, University of Florida, Gainesville, named chairman of Indiana University department of radio and television, Bloomington.

Donald H. McGannon, president of Westinghouse Broadcasting Co., New York, named to Connecticut state com-

mission on higher education by Governor **John N. Dempsey**. Mr. McGannon then was elected chairman of commission by unanimous vote. Group will reassess Connecticut higher education in conjunction with study by U. S. Department of Health, Education and Welfare.

Jerry Jackson, former manager of KWBA Baytown, Tex., named western division manager of Nationwide Broadcast Services, radio-TV employment agency.

INTERNATIONAL

Alick W. H. Cole, manager of communications division, The Marconi Co., Chelmsford, Essex, England, appointed director of product planning.



Mr. Cole

Al Boliska, MC of CKEY Toronto, Ont., named manager of CHIN, that city. CHIN goes on air under new ownership in November succeeding CHFI, previous daytime station.

Elmer Hildebrand, sales manager of CFAM Altona, and CHSM Steinbach, both Manitoba, named station manager of both stations.

Sid Boyling, general manager of CKY Winnipeg, Man., named general manager of CHAB-TV Moose Jaw, and CHRE-TV Regina, both Saskatchewan.

Randy Moffat, president of CKY Winnipeg, assumes post of general manager. **William Grogan**, promotion director of CKY moves to program director.

DEATHS

Robert M. Haig Jr., 45, VP and director of copy for Reach, McClinton & Co., New York, died Aug. 20 of cancer at his home in New York. Mr. Haig joined Reach, McClinton last year from Grey Advertising, that city, where he had been creative VP. He is survived by his wife, Jean; two sons and daughter.

Ira J. Williams, 68, publisher of *Brookfield Daily News Bulletin* and *Marceline News*, both Missouri, died Aug. 20 following long illness. Mr. Williams was original licensee of KGHM Brookfield and later became sole owner of station. Request for approval of transfer of ownership to Mr. Williams' son, George P., general manager since 1958, recently granted by FCC.

Representative Clarence J. Brown (R-Ohio), 70, also newspaper publisher, died Aug. 23 of uremia. Rep. Brown was president of Brown Publishing Co., publishers of Ohio newspapers and licensee of WCOM-FM Urbana.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 19 through Aug. 25 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Norfolk, Va.—Delta Television Corp. UHF channel 33 (584-590 mc); ERP 288.7 kw vis., 43.3 kw aur. Ant. height above average terrain 330 ft., above ground 353 ft. P.O. address c/o Albert G. Hartigan, Barnfield Rd., Rowayton, Conn. Estimated construction cost \$390,800; first year operating cost \$250,000; revenue \$330,000. Geographic coordinates 36° 50' 52" north latitude, 76° 17' 26" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFFU-30J. Legal counsel Welch & Morgan; consulting engineer A. D. Ring & Associates, both Washington. Principals: Sunstand Inc. (20.68%), Albert G. Hartigan (10.34%), Frank N. Merklein (10.34%), Elise E. Allen (10.34%), and Warren E. Eaton, Thomas M. Flanagan, James S. Troy, I. Richer Mitchell, H. William Smith Jr., Robert L. O'Neill-Butler and Anthony Widmann (each 6.9%). Principals also own Omicron Television Corp., applicant for UHF in Orlando, Fla. and Gamma Television Corp., applicant for UHF in Memphis, Tenn. Mr. Hartigan is 5% owner of Six Nations Television Corp., applicant for UHF in Syracuse, N. Y. Mr. Merklein is manager of international production operations for Time-Life Broadcast Inc. Ann. Aug. 19.

Existing TV stations

APPLICATIONS

*WHTV(TV) Syracuse, N. Y.—Educational Television Council of Central New York Inc. Seeks modification of CP to change from channel 43 (644-650 mc) to channel 24 (530-538 mc); increase aur. ERP from 120 kw to 144 kw; and change type ant. to G.E. TY-25-B. Ann. Aug. 19.

NEW CALL LETTERS ASSIGNED

- KCFT-TV Concord, Calif.—Jerry Bassett Inc.
- WWOM-TV New Orleans—Channel 26 Inc.
- WJAN(TV) Canton, Ohio—The Janson Industries.
- WSJK-TV Sneedville, Tenn.—Tennessee State Board of Education.
- WAEO-TV Rhinelander, Wis.—Alvin E. O'Koniski.

New AM stations

ACTIONS BY FCC

Spartanburg, S. C.—Carolina Radio Broadcasting Co. Granted CP for new AM on 1530 kc, 1 kw, CH-D. P.O. address 157½ North Church Street, Spartanburg. Estimated construction cost \$14,164; first year operating cost \$22,500; revenue \$40,000. Principal: D. D. Foster. Mr. Foster owns general insurance agency in Spartanburg. Action Aug. 24.

APPLICATIONS

Ajo, Ariz.—Jack W. Hawkins and Donald Boston d/b as Ajo Broadcasting Co. 1240

kc, 100 w, unl. P.O. address box 740, Cortez, Colo. Estimated construction cost \$16,800; first year operating cost \$36,000; revenue \$36,000. Principals: Jack W. Hawkins (75%) and Donald Boston (25%). Mr. Hawkins is president, general manager and 87% owner of KVFC Cortez, Colo.; owns 98% and is president of KUTA Blanding, Utah, and owns 25% and is vice president of KIUN Pecos, Tex. Mr. Boston is commercial manager of KVFC. Ann. Aug. 23.

Los Angeles, Calif.—Socalcom Inc. 1020 kc, 50 kw, D. P.O. address c/o Harry P. Warner, 5800 Sunset Blvd., Hollywood. Estimated construction cost—facilities donated by Storer Broadcasting Co.; first year operating cost \$262,376; revenue \$357,000. Principals: Telecommunications Foundation (100%). Telecommunications is a non-profit corp. run by board of trustees. Ann. Aug. 17.

McFarland, Calif.—Jack O. Koonce. 1590 kc, 500 w, D. P.O. address 717 Salem St., Delano, Calif. Estimated construction cost \$31,200; first year operating cost \$33,000; revenue \$40,000. Mr. Koonce has business interests in Delano-McFarland area. Ann. Aug. 23.

Bloomington, Ind.—James L. Schmalz, Phyllis Ann Schmalz, James I. Toy Jr. and Thomas A. Gallmeyer d/b as Bloomington Broadcasting Co. 1130 kc, 1 kw, D. P.O. address 1315 South High St., Bloomington. Estimated construction cost \$104,545; first year operating cost \$84,000; revenue \$90,000. Principals: James L. Schmalz (51%), Phyllis Ann Schmalz (25%), James I. Toy Jr. (12%) and Thomas A. Gallmeyer (12%). Mr. Gallmeyer is attorney. Ann. Aug. 24.

Horseheads, N. Y.—Manuel N. Panosian tr/as Chemung County Radio. 1000 kc, 1 kw, D. P.O. address Hanover House, Main and John Streets, Horseheads. Estimated construction cost \$20,794; first year operating cost \$55,000; revenue \$60,000. Mr. Panosian has business interests in Elmira, N. Y. Ann. Aug. 19.

Lima, N. Y.—Elim Bible Institute Inc. 1140 kc, 1 kw, D. P.O. address Elim Bible Institute Inc., Lima. Estimated construction cost \$14,578; first year operating cost \$25,000; revenue \$30,000. Elim Bible Institute is non-profit corporation. Ann. Aug. 23.

Graham, N. C.—Smiles of Graham Inc. 1190 kc, 1 kw, D. P.O. address 4788 Raeford Rd., Fayetteville, N. C. Estimated construction cost \$24,517; first year operating cost \$48,000; revenue \$60,000. Principals: James C. Davis, John T. Minges, Young A. Pully, Bella S. Bowers, Derwood H. Godwin and Norman J. Suttles (each 16⅓%). Messrs. Davis, Minges, Bowers, Godwin and Suttles each own 20% of WISP Kinston, N. C. and WPVA Colonial Heights-Petersburg, Va. Mr. Godwin and Mr. Suttles also own 45% each of WFBS Spring Lake, N. C. Ann. Aug. 17.

Alliquippa, Pa.—Shawnee Broadcasting Co. 1130 kc, 250 w, D. P.O. address Box 244, Chillicothe, Ohio. Estimated construction cost \$24,600; first year operating cost

\$30,000; revenue \$40,000. Principals: Truman A. Morris (100%). Applicant also owns WBEX-AM-FM Chillicothe, Ohio; 50% of WXYC Fort Myers, Fla. and 33.3% of WWAB Lakeland, Fla. Mr. Morris is president of WXYC and WWAB. Ann. Aug. 24.

Greencastle, Pa.—Benjamin F. Thomas and Roy A. Grove d/b as Greencastle Broadcasting Co. 1130 kc, 1 kw, D. P.O. address RR #3, Greencastle. Estimated construction cost \$40,764; first year operating cost \$40,000; revenue \$45,000. Principals: Benjamin F. Thomas (95%) and Roy A. Grove (5%). Ann. Aug. 24.

Hemingway, S. C.—Hemingway Broadcasting Inc. 1000 kc, 5 kw, D. P.O. address Box 144, Hemingway. Estimated construction cost \$71,818; first year operating cost \$42,428; revenue \$55,000. Principals: Merritt E. Morris, Dexter L. Stuckey, W. T. Nesmith Sr. and Jerome P. Askins Jr. (each 23.02%), M. Graeber Jordan, Thomas S. Nesmith Jr. and Donald H. Hastings (each 2.64%). Mr. Hastings is announcer for WDXY Sumter, S. C. Ann. Aug. 20.

Colonial Heights, Tenn.—Seeks amendment to change name of applicant from Ogram Broadcasting Corp. to William R. Livesay, change station location from Colonial Heights, Tenn. to Kingsport, Tenn. and change ant.-trans. and studio location. Ann. Aug. 20.

Humble, Tex.—Albert L. Crain. 850 kc, 500 w, D. P.O. address Box 1116, Crane, Tex. Estimated construction cost \$16,350; first year operating cost \$12,000; revenue \$18,000. Mr. Crain owns KBSN Crane. Ann. Aug. 9.

Clarkston, Wash.—Don Heinen and W. E. Lawrence d/b as Clarkston Broadcasters. 1430 kc, 500 w, D. P.O. address c/o W. E. Lawrence, Box 999, Moses Lake, Wash. Estimated construction cost \$16,603; first year operating cost \$33,600; revenue \$42,000. Mr. Lawrence is president and general manager of KWIQ Moses Lake, Wash. Mr. Heinen is 17.34% owner of KFLY-AM-FM Corvallis, Ore. Ann. Aug. 18.

Mountlake Terrace, Wash.—Mount-Ed-Lynn Inc. 1510 kc, 250 w, D. P.O. address 22905 56th Avenue West, Mountlake Terrace. Estimated construction cost \$20,371; first year operating cost \$29,196; revenue \$39,900. Principals: Patrick D. McMahan, Elliott G. Boisen, Marvin E. Smith, Levy S. Johnston, James P. Miller, Joseph B. Wicklund, Frank C. Moffett, Fred Smethurst and William F. Hennessey (each 11.1%). Messrs. Johnston and Hennessey are attorneys and Mr. Boisen is physician. Ann. Aug. 24.

Existing AM stations

APPLICATIONS

WNUZ Talladega, Ala.—Radio Alabama Inc. Seeks CP to increase daytime power from 250 w to 1 kw, change ant.-trans. and studio location, and install new trans. Ann. Aug. 24.

KSKY Dallas—Sky Broadcasting Service,

EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

partnership composed of A. L. Chelton, Lenore H. Chelton and James Ralph Wood. Seeks amendment of CP (which requests increase in power from 1 kw to 50 kw, installation of new trans., installation of DA-D, delete remote control operation) to change power to 10 kw; delete request directional ant.; change type trans.; request operation of trans. by remote control from main studio location. Ann. Aug. 23.

NEW CALL LETTERS ASSIGNED

■ WOA Miami — Latin Broadcasting Corp. Changed from WMET.
■ WWKE Ocala, Fla. — Greater Ocala Broadcasting Corp. Changed from WKOS.
■ KGCL East Prairie, Mo.—Raymond Lewis.
■ WODI Brookneal, Va.—Lester L. Williams, Changed from WLLI.
■ KSMK Pasco, Wash.—Columbia View Properties Inc. Changed from KGRS.

New FM stations

ACTIONS BY FCC

Ukiah, Calif.—Daniel S. Cubberly. Granted CP for new FM on 93.5 mc, channel 228A, 3 kw. Ant. height above average terrain minus 731 feet. P.O. address Box 638, Ukiah. Estimated construction cost \$10,217; first year operating cost \$10,000; revenue \$8,000. Mr. Cubberly owns KUKI Ukiah. Action Aug. 20.

Iowa Falls, Iowa—Iowa Falls Broadcasting Corp. Granted CP for new FM on 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 57.5 feet. P.O. address 308½ Stevens, Iowa Falls. Estimated construction cost \$10,285; first year operating cost \$12,000; revenue \$15,000. Principals: Hugh A. Preston (50%), Dwight M. Brown and John P. Whitesell (each 25%). Iowa Falls Broadcasting owns KIFG Iowa Falls. Action Aug. 19.

*Baldwin, Kan.—Baker University. Granted CP for new FM on 88.9 mc, channel 205, 10 w. Ant. height above average terrain 53 feet. P.O. address Baker University, Baldwin. Estimated construction cost \$1,683; first year operating cost \$900. Action Aug. 18.

Bryan, Tex.—Bryan Broadcasting Inc. Granted CP for new FM on 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 247 feet. P.O. address Box 433, Bryan. Estimated construction cost \$14,894; first year operating cost \$20,000; revenue \$35,000. Principals: Mike Mistovich (49%), C. J. Niederauer (23%), W. C. Davis (18%) and D. C. Jones Jr. (10%). Bryan Broadcasting is licensee of KORA Bryan. Action Aug. 19.

APPLICATIONS

Emporia, Kan. — Bluestem Broadcasting Inc. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 298.5 feet. P.O. address Box 369, Emporia 66801. Estimated construction cost \$20,600; first year operating cost \$3,060; revenue \$5,500. Principals: Edward J. McKernan Jr. (90%) and Edward J. McKernan III (10%). Applicant is licensee of KVQE Emporia. Ann. Aug. 23.

Columbia, Miss.—WCJU Inc. 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 57 feet. P.O. address Box 472, Columbia. Estimated construction cost \$15,370; first year operating cost \$1,000 (above AM operation); revenue \$1,000 (above AM operation). Principals: Lester Williams (51.6%), Mrs. V. F. Williams (40%), Thad B. Lampton Jr. (5%) and John M. Skipper (3.4%). Applicant owns WCJU Columbia. Mr. Williams is publisher and 49% owner of Columbian-Progress. Mrs. Williams is 49% owner of Columbian-Progress. Ann. Aug. 23.

Sikeston, Mo.—Semo Broadcasting Corp. 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 195 feet. P.O. address 310 E. Center St., Sikeston. Estimated construction cost \$17,417; first year operating cost \$6,000; revenue \$6,000. Principals: M. Standley, Lynn M. Twitty and Robert L. Mitchell (each 17.24%), Tharon E. Stallings, Fielding Potashnick, Ralph E. Boyer, Bridwell Sarns, Donald Sarns, Garwood Sharp and William F. Sikes (each 6.89%). Applicant is licensee of KMPL Sikeston. Ann. Aug. 24.

*Binghamton, N. Y.—State University of New York at Binghamton. 90.5 mc, channel 213, .0141 kw. Ant. height above average terrain 390 feet. P.O. address George B. Dearing, president, State University of New York at Binghamton. Estimated construction cost \$1,915; first year operating cost \$1,794. Ann. Aug. 12.

*New York—New York University. 89.1 mc, channel 206, 7.6 kw. Ant. height above average terrain 220 feet. P.O. address 40

Washington Square South, New York. Estimated construction cost \$59,480; first year operating cost \$6,000. Ann. Aug. 9.

Clinton, N. C.—A. G. Williams, George T. Williams, John B. Williams Jr. and J. L. Austin d/b as WRRZ Radio Co. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 339, Clinton. Estimated construction cost \$19,530; first year operating cost \$8,000; revenue \$2,500. Principals: A. G. Williams, George T. Williams, John B. Williams Jr. and J. L. Austin (each 25%). Applicant is licensee of WRRZ Clinton. G. T. Williams and J. B. Williams Jr. are attorneys. Ann. Aug. 23.

*Springfield, Ohio—Board of Directors of Wittenberg University. 89.1 mc, channel 206, 10 w. Ant. height above average terrain 81 feet. P.O. address Wittenberg University, Springfield. Estimated construction cost \$8,755; first year operating cost \$3,000. Ann. Aug. 9.

San Antonio, Tex.—K.E.P.O. Broadcasting Co. 101.9 mc, channel 270, 49.7 kw. Ant. height above average terrain 460 feet. P.O. address 5500 Alma Dr., San Antonio. Estimated construction cost \$28,755; first year operating cost \$14,400; revenue \$12,000. Principals: A. Bamford (98%), Maxine Bamford (1%) and Hortense Somnitz (1%). Mr. Bamford owns 55% of KOQT Bellingham, Wash. Ann. Aug. 24.

*Waco, Tex.—Baylor University. 91.5 mc, channel 218, 3.75 kw. Ant. height above average terrain 65 feet. P.O. address Box 6397, Baylor Station, Waco 76703. Estimated construction cost \$5,200; first year operating cost \$15,000. Ann. Aug. 23.

Platteville, Wis.—Southwest Wisconsin Inc. 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain 220 feet. P.O. address c/o John F. Monroe Jr., 735 North Water St., Milwaukee 53202. Estimated construction cost \$15,450; first year operating cost \$3,000; revenue \$3,000. Principals: John F. Monroe Jr. (25%), Mary E. M. Schmitz (25%), Margaret M. Zunick (25%), Robert J. Bodden (15%) and Mirlam B. Monroe (10%). Southwest Wisconsin is licensee of WSWW Platteville. Mr. Monroe, Miss Zunick and Miss Schmitz own 31.25% and Mrs. Monroe owns 6.25% of WMIR Lake Geneva, Wis. Ann. Aug. 12.

Existing FM stations

NEW CALL LETTERS ASSIGNED

■ WMFC-FM Monroeville, Ala.—Monroe Broadcasting Inc.

■ KTUX(FM) Hayward, Calif.—Vernon C. Hatfield. Changed from KBBM.

■ WKXI(FM) Smyrna, Ga. — Jupiter Broadcasting of Georgia Inc. Changed from WDJK.

■ WELL-FM Freeport, Ill.—Triad Stations Inc. Changed from WFRL-FM.

■ WKUZ(FM) Wabash, Ind.—Upper Wabash Broadcasting Corp.

■ WSTM(FM) St. Matthews, Ky.—J. W. Dunavent.

■ WDMJ-FM Marquette, Mich.—The Lake Superior Broadcasting Co.

■ WFFM(FM) Muskegon, Mich.—Greater Muskegon Broadcasters Inc. Changed from WMUS-FM.

■ WOAP-FM Owosso, Mich. — Owosso Broadcasting Co.

■ WEMU-FM Ypsilanti, Mich.—Eastern Michigan University.

■ KDSU(FM) Fargo, N. D.—North Dakota State University of Agriculture & Applied Science.

■ WGEV(FM) Beaver Falls, Pa.—Geneva College.

■ WKLC-FM St. Albans, W. Va. — St. Albans-Nitro Broadcasting Co.

Ownership changes

ACTIONS BY FCC

KFIF Tucson, Ariz.—Granted assignment of license from KFIF Broadcasting Corp., owned by R. E. Pruitt Jr. (100%), to John B. Walton Jr. Consideration \$215,000. Mr. Walton owns KVKM-AM-TV Monahans, and KVII-FM-TV Amarillo, both Texas, and KVOD Albuquerque, N. M. Action Aug. 19.

WWOG(FM) Boca Raton, Fla.—Granted assignment of CP from Homer and Carole Akers to WWOG Inc., owned by Homer Akers (40%), Carole Akers (40%), Edgar Speiden (2.4%) and Herman A. Youngman (7.6%). Consideration: transfer of 400 shares of stock to Mr. and Mrs. Akers. Ann. Aug. 18.

WLBK-AM-FM De Kalb, Ill.—Granted transfer of control of licensee corporation, De Kalb Radio Studios Inc., from George C. and Genevieve C. Biggar (100% before,

none after), to Jerome F. Cerny (100% after). Consideration \$230,000. Mr. Cerny was 50% owner of WJOL Joliet, Ill. Action Aug. 24.

KNCO-AM-FM Garden City, Kan. — Granted assignment of license from Ark-Vally Broadcasting Inc., owned by Ellsworth Sherman (5%), O. D. Charnichael (4.4%), Fred L. Brown (2%), Victor W. Hoflich (2%) and others, to KAKE-TV and Radio Inc., owned by Sherrill C. Corwin (15.1%), Tom Palmer (19.61%), Theodore Gore (9.3%), Rita L. Gore (9.3%) and others. Consideration \$105,000. KAKE-TV and Radio owns KAKE-AM-TV Wichita, Kan., and KUPK-TV Garden City. Action Aug. 19.

KUDI Great Falls, Mont.—Granted assignment of license from James F. Had-dock, d/b as Radio Station KUDI, to Frontier Broadcasting Inc., owned by Stanley A. Peterson (33%), James E. Croddock (32%), Arden E. Roney (22%), Gale Connors Kirby (11%), James R. Hanson (1%) and Don C. Brown Jr. (1%). Consideration \$259,500. Ann. Aug. 10.

KLIN Lincoln, Neb.—Granted relinquishment of negative control of licensee corporation, Shurtieff-Schorr Broadcasting Corp., by Paul G. Schorr Jr. and Donald O. Shurtieff (each 50% before, 38% after), through sale of stock to Jack L. Callaway (24% after). Consideration \$15,800. Mr. Callaway is general manager of KLIN. Action Aug. 19.

KBRL McCook, Neb.—Granted acquisition of positive control of licensee corporation, McCook Broadcasting Co., by LeRoy W. Lenwell (25% before, 100% after), through purchase of stock from Arthur V. Henri, Edward Cooper and William J. Cox (each 25% before, none after). Consideration \$45,000. Action Aug. 20.

KSIL Silver City, N. M.—Granted assignment of license from James H. Duncan, to KSIL Inc., owned by Dennis Behan, Harlan Johnson and Marvin Strait (each 33⅓%). Consideration \$168,000. Mr. Behan has 25% interest in KLMR Lamar, Colo., and has 33⅓% interest in CATV firm in Lamar. Mr. Johnson is attorney. Mr. Roberts is CPA. Action Aug. 18.

KSOO-AM-TV Sioux Falls, S. D.—Granted transfer of control of licensee corporation, KSOO-TV Inc., from Morton H. Henkin (33⅓% before, 10% after), Thomas Barnstable (27⅓% before, 5% after), Harold W. Bangert (23⅓% before, 8% after), and Julius Hetland (15.9% before, none after), to Messrs. Henkin, Barnstable, Bangert, Gordon Ritz (41.5%) and Wheelock Whitney (28.5%). Consideration \$770,000. Mr. Ritz was project director for Time Inc.'s Sports Illustrated, and vice president of Time-Life Broadcasting's WTCN-AM-TV Minneapolis. Mr. Whitney is chairman of board of J. M. Dain & Co. Inc., Minneapolis investment bankers. Action Aug. 23.

WLIV-AM-FM Livingston, Tenn.—Granted assignment of license from R. H. McCain t/r as Audio Broadcasters to WLIV Inc. (Richard Gillespie 100%). Consideration \$130,000. Mr. Gillespie has 66.66% interest in both KXGI Ft. Madison, Iowa and WGHN Grand Haven, Mich. Action Aug. 19.

KMCO Conroe, Tex.—Granted transfer of control of licensee corporation, Montgomery County Broadcasting Inc., from F. Regan Smith (80%), deceased, to Mrs. F. Regan Smith, independent executrix. No financial consideration. Action Aug. 19.

KTES(TV) Nacogdoches, Tex.—Granted assignment of license from G. P. Scogins, to Fredonia Broadcasting Corp., owned by Jessie B. Cudlipp (40.32%), Albert E. Cudlipp (32.25%), Pitzer Garrison (10.75%) and others. Consideration \$4,500. A. E. Cudlipp owns PR firm in Lufkin, Tex. Others have business interests in and around Lufkin. Action Aug. 20.

KLGN Logan, Utah—Granted transfer of control of licensee corporation, KLG N Radio Inc., from F. Gray and Jeanne Ziser. R. H. and Melba Ziser, Paul F. and Dorothy Reynolds, to George A. Freund (45.2%), Arthur Oppenheimer Jr. (38.2%), John R. Hart (15.1%) and Orval Hansen (3.5%). Consideration \$36,800. Action Aug. 19.

WLVA-AM-TV Lynchburg, Va.—Granted assignment of licenses from Lynchburg Broadcasting Corp., owned by Philip P. Allen (25.56%), John P. Read Jr. (4.2%), Champe C. Allen (25.56%) and others to Evening Star Broadcasting Co., owned by Ruth Sheldon and Elizabeth Noyes Hempstone, trustees (11.4%), Sutter & Co. (7%), Willmott Lewis Jr. (3.9%), Godfrey W. Kaffmann (2.84%), Miriam H. Kaffmann (2.84%) and others. Consideration \$125

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 25

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,041		43	67	478
FM	1,345		9	250	320
TV	552 ¹		43	118	215

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 25

	VHF	UHF	TV
Commercial	510 ²	167	677
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30, 1965

	AM	FM	TV
Licensed (all on air)	3,999	1,317	559
CP's on air (new stations)	26	26	30
CP's not on air (new stations)	72	222	95
Total authorized stations	4,097	1,565	684
Applications for new stations (not in hearing)	242	174	70
Applications for new stations (in hearing)	78	58	52
Total applications for new stations	320	232	122
Applications for major changes (not in hearing)	204	47	23
Applications for major changes (in hearing)	39	3	10
Total applications for major changes	243	50	33
Licenses deleted	1	1	0
CP's deleted	0	1	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

million. Evening Star Broadcasting owns WMAL-AM-FM-TV Washington and is owned by Washington Evening Star. Action Aug. 23.

WOLD Marion, Va.—Granted assignment of license from Charles E. Seward (55%), Charles L. Harrington (8.75%), James F. Killinger (8.75%), Allen H. Whitney (7%) and others, to Emerald Sound Inc., owned by Robert S. Dix, Roy E. Caldwell, Chloetta E. Dix and J. Russell Dix (each 25%). Consideration \$78,000. Mr. R. S. Dix is chief engineer and salesman for WKOY Bluefield, W. Va. Action Aug. 20.

APPLICATIONS

KVEE Conway, Ark.—Seeks assignment of license from J. C. Willis, Harold J. Nichols, Hugh C. Jones and William E. Cooper d/b as Central Arkansas Broadcasters, to Brown Broadcast Inc., owned by Robin Brown (100%). Consideration \$30,000. Mr. Brown is self-employed management consultant in Conway. Ann. Aug. 20.

KSPA Santa Paula, Calif.—Seeks assignment of license from Franklin James to Rancho Broadcasting Inc., owned by William F. Wallace (100%). Consideration \$120,000. Mr. Wallace is TV engineer and technical director for ABC, Hollywood. Ann. Aug. 9.

KIQS Willows, Calif.—Seeks assignment of license from Glenn County Broadcasters Inc., owned by Walter D. Stewart, Vernon C. Hatfield, and William F. Ward (each 33 1/3%), to KIQS Inc., owned by Robert C. Rose and Jo Ann Rose (each 50%). Consideration \$65,000. Mr. Rose is news director at KRDO-TV Colorado Springs, Colo. Ann. Aug. 19.

WIVY Jacksonville, Fla.—Seeks assignment of CP from WIVY Inc., owned by Edward J. Oberle (100%) to Edward J. Oberle. Consideration none. Ann. Aug. 12.

WMMB-AM-FM Melbourne, Fla.—Seeks assignment of license from Indian River Radio Inc., owned by Elizabeth H. Hardy (40%), Warren Munger (20%), Edward B. Williams, Robert E. Haskins, Thomas F. Fitzpatrick and Wilson M. Meeks (each 10%), to Broadcast Enterprises Inc., owned by Lee Ruwitch and Gordon Sherman (each 50%). Consideration \$268,750. Mr. Sherman is officer and director of WMAV-TV Springfield, Ill. and WMTV(TV) Madison, Wis. Mr. Ruwitch is also director and officer of WMTV(TV). Ann. Aug. 17.

WSFR Sanford, Fla.—Seeks assignment of license from Sanford-Seminole Broadcasting Inc. to Seminole Broadcasters Inc.,

owned by Fred S. Grunwald (100%). Consideration: assumption of debts and liabilities not to exceed \$10,000. Ann. Aug. 24.

KCOG Centerville, Iowa—Seeks transfer of control of licensee corporation, Hope Inc., from Lambert W. Holland (46.9%), Donald J. Porter (46.9%), Twila J. Holland (2.9%), Harriet J. Porter (2.9%) and M. J. O'Leary (4%), to E. G. Faust, Robert G. Einhaus, Franklin G. Miller and Boyd M. Cambridge (each 25%). Consideration \$85,000. Transferees each own 25% of KJAN Atlantic, Iowa. Ann. Aug. 20.

WIOS Tawas City-East Tawas, Mich.—Seeks assignment of license from Superior Broadcasting Co., owned by Harold L. Gould (9.5%), Irwin O. Schiller (7%), Newell A. Eddy (5.5%), Charles L. Wells, Henry E. Schwartz, Simon Fisher and William J. Anderson (each 5%) and others, to Airway Broadcasters Inc., owned by S. Franklin Horowitz, M.D. and Anthony F. Bielawski (each 50%). Consideration \$58,000. Mr. Bielawski is attorney. Ann. Aug. 20.

KRBN Red Lodge, Mont.—Seeks transfer of control of licensee corporation, Carbon County Broadcasters Inc., from John Jarussi (18.4% before, 11.7% after) and Bernt and Katherine Egenes (21.1% before, 14.4% after), to Bob and Eva Davies (none before, 25.2% after) and Lee H. and Dorothy Fields (none before, 25% after). These figures include 205 new shares issued to Messrs. Davies and Fields. Consideration \$29,100. Mr. Davies is manager of KRBN. Mr. Fields is employe of KRBN. Ann. Aug. 24.

KLRS Mountain Grove, Mo.—Seeks involuntary transfer of negative control of Kickapoo Prairie Broadcasting Co. (parent company of licensee, KLRS Broadcasting Co.) from Lester F. Strauss (.7% before, none after) to Mrs. Hanna R. Strauss, executrix of estate of Lester F. Strauss (50% before, 50.7% after). Kickapoo Prairie Broadcasting Inc. will own 98.6% of KLRS. Kickapoo is owned by Mrs. Strauss and Taylor Sales Co. (each 50%). Consideration: none. Ann. Aug. 24.

KICK Springfield, Mo.—Seeks involuntary transfer of negative control of licensee corporation, Kickapoo Prairie Broadcasting Inc., from Lester F. Strauss (50% before, none after) and Taylor Sales Co. (50%) to Mrs. Hanna R. Strauss, executrix of estate of Lester F. Strauss (50% after). Consideration: none. Ann. Aug. 24.

WWOK Charlotte, N. C.—Seeks transfer of control of licensee corporation, WWOK

Inc., from W. J. German Inc. to Frederick A. German and Arthur W. German (sons of late W. J. German and beneficiaries of residuary trust under his will). Consideration \$450,000. Mr. A. W. German is president and 90% owner of WTBO-AM-FM Cumberland, Md. Ann. Aug. 9.

WJRI Lenoir, N. C.—Seeks assignment of license from Katherine B. Rabb, executrix of estate of John P. Rabb, deceased, to WJRI Inc., owned by Katherine B. Rabb, John P. Rabb Jr., and Katherine B. Rabb, guardian for Mary G. Rabb (each 33 1/3%). Consideration: none. Ann. Aug. 17.

WOPI-AM-FM Bristol, Tenn.—Seeks assignment of license from Pioneer Broadcasting Corp., owned by Donald W. Owen (77.8%), Eddred F. MacLeod (11.1%) and John C. Thomas (11.1%), to Tri-Cities Broadcasting Co., owned by E. O. Roden (45.45%), W. I. Dove (26.14%), James E. Reese (14.77%) and Zane D. Roden (13.64%). Consideration \$155,000. Principals are directors, officers or partners in WGCM Gulfport, Miss.; WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. Mr. Roden is owner of WBIP Booneville, Miss. and partner of WTUP Tupelo, Miss. Mr. Dove is partner in WTUP. Ann. Aug. 20.

WHYE Roanoke, Va.—Seeks transfer of control of licensee corporation, Dove, Doyle and Quann Broadcasting Corp., from Edwin L. Doyle (33 1/3% before, none after) to Justin W. Dove (33 1/3% before, 50% after), Homer M. Quann (33 1/3% before, 48% after) and Lillie C. Dove (2% after). Consideration: cancellation of \$13,334 note. Ann. Aug. 19.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Effingham Broadcasting Co. for license to cover CP which authorized increased power of WCRA Effingham, Ill., from 250 w to 1 kw, continued operation on 1090 kc, D. Action Aug. 25.

■ Hearing Examiner Basil P. Cooper issued supplemental initial decision looking toward denying application of Ned N. Butler and Claude M. Gray, d/b as Prattville Broadcasting Co., for new AM to operate on 1330 kc, 1 kw, D, DA, in Prattville, Ala. Action Aug. 24.

OTHER ACTIONS

■ Commission announced that Volume 15 of FCC Reports is now on public sale at Government Printing Office for \$4.00 per copy. Volume contains selected decisions and reports of commission for period July 7, 1950 to June 28, 1951. Ann. Aug. 20.

■ Commission gives notice that June 29 initial decision which looked toward granting application of South Norfolk Broadcasting Co. for new daytime AM to operate on 1600 kc, 1 kw, in Chesapeake, Va.; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419, became effective Aug. 18 pursuant to Sec. 1.276 of rules. Action Aug. 20.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By order, granted joint request by Dixie Broadcasting Inc. and Tupelo Broadcasting Inc. for approval of agreement whereby Dixie's application would be dismissed; dismissed latter's application for new FM in Tupelo, Miss.; and granted Tupelo's application for new FM in Tupelo. Action Aug. 25.

■ By order, held in abeyance action on petition and motion by Trustee in Bankruptcy of Twelve Seventy Inc., to change hearing issues and for oral argument thereon, until commission has resolved trustee's pending petition for reconsideration and grant of application for renewal of license of WTID Newport News, Va. Action Aug. 25.

■ Granted motion by Benay Corp. (KTEE), Idaho Falls, Idaho, and Radio Nevada, Las Vegas, to extend time to Sept. 14 to file responsive pleadings to motion by WGN Inc., to modify and enlarge issues in proceeding on AM applications in Doc. 16109-15. Action Aug. 23.

■ In proceeding on applications of Greater Erie Broadcasting Inc., and James D. Brownyard for new AM's in Lawrence Park and North East, Pa., respectively, in Doc. 16023-4, granted petition by former to extend time to Aug. 27 to file reply to partial opposition by Broadcast Bureau to joint petition for approval of agreement, dismissal of Greater Erie's application and grant of Brownyard. Action Aug. 23.

■ Members Nelson, Kessler and Berke-

meyer, latter concurring with statement, adopted decision granting application of Mid-Utah Broadcasting Co. to increase daytime power of KEYY Provo, Utah, from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; conditions and without prejudice to whatever action commission may deem appropriate in light of circumstances surrounding D. Spencer Grow's (KEYY's principal stockholder) involvement in charges of mail fraud by US Government. Nov. 12, 1964 initial decision looked toward a grant. Action Aug. 23.

■ Denied joint appeal by O. K. Broadcasting Corp. (WEEL), Fairfax, Va., and WGAY Inc. (WQMR), Silver Spring, Md., for stay of proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, Va., and WBXM Broadcasting Co. Inc., Springfield, Va., pending disposition of joint appeal from examiner's July 9 adverse ruling. Member Nelson not participating. Action Aug. 18.

■ Members Berkemeyer, Pincok and Kessler, latter dissenting and issuing statement, adopted decision granting applications to increase power on 800 kc, D, of Berkshire Broadcasting Corp. (WLAD), Danbury, Conn., from 250 w to 1 kw; and South Jersey Broadcasting Co. (WKDN), Camden, N. J., from 1 kw to 5 kw with DA, each with condition; and Richard M. Brescia, Jack Wormser and Marnette L. Sz, d/b as Eaglecon, for new daytime AM to operate on 800 kc, 1 kw, DA, in Rockville, Conn.; conditioned that program tests not be authorized until permittee has submitted evidence that Brescia has severed connections with station WDEW Westfield, Mass.; and denying application of Chambersburg Broadcasting Co., to increase power of WCHA Chambersburg, Pa., on 800 kc, D, from 1 kw to 5 kw. An Oct. 20 initial decision looked toward granting applications. Action Aug. 18.

ACTIONS ON MOTIONS

By Commission

Commission on Aug. 23 granted petitions by National Broadcasting Co. and CBS television affiliates association to extent of extending time from Sept. 3 to Nov. 1 to file comments and from Oct. 5 to Dec. 3 for replies to paragraphs 14 through 22 of proposed rulemaking and from Oct. 5 to Dec. 3 to file comments and from Nov. 4 to Dec. 31 for replies to paragraph 23 of notice of inquiry concerning territorial exclusivity of TV programs in Doc. 16041. Action Aug. 23.

By Hearing Examiner Thomas H. Donahue

■ Denied petition by Southington Broadcasters for continuance of Sept. 1 hearing conference in proceeding on application for new AM in Southington, Conn. Action Aug. 24.

By Hearing Examiner Charles J. Frederick

■ Granted petition by United Artists Broadcasting Inc. for leave to amend TV application to specify channel 20 in lieu of channel 23 at Houston. Action Aug. 20.

■ Granted petition by United Artists Broadcasting Inc. for leave to amend TV application to specify channel 43 in lieu of channel 31 at Lorain, Ohio. Action Aug. 20.

By Hearing Examiner Millard F. French

■ Granted petitions by Erway Television Corp. and Chesapeake Engineering Placement Service Inc. for leave to amend TV applications to specify channel 45 in lieu of originally allocated channel 72 in Baltimore. Action Aug. 17.

By Hearing Examiner Arthur A. Gladstone

■ In proceeding on applications of Associated Television Corp. and Capitol City Television Co. for new UHF's in St. Paul, granted petition by Capitol City for leave to amend application to specify channel 29 in lieu of channel 23, and to make certain engineering and financial changes. Action Aug. 23.

By Hearing Examiner Isadore A. Honig

■ Granted motion by Midwest Television Inc. for leave to amend TV application to specify operation on channel 49 in lieu of channel 26 in Springfield, Ill., and to make other changes with respect to engineering statement. Action Aug. 18.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petitions by Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for leave to amend applications for new UHF's in Chicago to specify channel 50 in lieu of channel 38. Action Aug. 23.

■ Granted petition by Chapman Radio and Television Co. to reopen record in proceeding on application for new TV to oper-

ate on channel 21 in Homewood, Ala. and identified certain exhibits, received them in evidence, and closed record. Action Aug. 23.

By the Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to Aug. 31 to file responses to application for review in proceeding on applications of Saul M. Miller and A-C Broadcasters for new AM's in Kutztown and Anncville-Cleona, Pa., respectively. Action Aug. 24.

By Hearing Examiner Herbert Sharfman

■ In remand proceeding on applications of WMOZ Inc., for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla., granted applicants' petition to extent of extending time from Aug. 30 to Sept. 10 to file proposed findings and from Sept. 20 to Sept. 30 for replies. Action Aug. 19.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Aug. 24

WFPR Hammond, La.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

KENM Portales, N. M.—Granted license covering change in ant.-trans. and studio location.

WJOF(FM) Athens, Ala.—Granted license covering installation of new trans. and ant., increase in ERP, and decrease in ant. height.

KROS-FM Clinton, Iowa.—Granted license covering installation of new trans. and ant., increase in ERP, and decrease in ant. height.

KFEQ-AM-TV St. Joseph, Mo.; KLIK Jefferson City, Mo.; WAMM Flint, Mich.; WMAX Grand Rapids, Mich.; WQDC(FM) Midland, Mich.; WSWM(FM) East Lansing, Mich.; WABX(FM) Detroit, and WGMZ(FM) Flint, Mich.—Granted mod. of licenses and mod. of CP to change name to Panax Corp. Includes adjuncts: KE-2977, KH-4678, St. Joseph; KC-7407, KAI-465, Jefferson City; KF-5730, KJ-2964, KQK-753, Grand Rapids, and KD-5699, Flint.

WREO Ashtabula, Ohio.—Granted CP to install new alternate main trans.

KNUZ Houston, Tex.—Granted CP to make changes in ant. system, change ant.-trans. location and make engineering changes; conditions.

WJSM(FM) Martinsburg, Pa.—Granted CP to increase ERP to 390 w, and decrease ant. height to 610 feet; remote control permitted.

K7IBF, K73BD, K82AU Bijou, Calif.—Granted CP's to make changes in ant. system for UHF-TV translators; also change type trans. for station K73BD.

Standard Tobacco Co. Maysville, Ky.—Granted mod. of CP to change ant.-trans. location, and increase ant. height to 300 ft. for FM; remote control permitted.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KDLK Del Rio, Tex.; KDMI(FM) and SCA Des Moines, Iowa; KFRM Salina, Kan.; KMCO Conroe, Tex., and KVII-FM and SCA, Amarillo, Tex.

■ Granted licenses covering changes in ant. system for following: WAGY Forest City, N. C.; WSTR Sturgis, Mich.; WLBC Muncie, Ind.; WFPG Atlantic City.

■ Following were granted extensions of completion dates as shown: WLMC(FM) Okeechobee, Fla., to Oct. 1; WRIP-FM Rossville, Ga., to Oct. 11.

Actions of Aug. 23

Western Navajo TV Assn., Tuba City, Moenkopi, Kaibito and The Gap, Ariz.—Granted CP's for new VHF-TV translators on channels 2, 4, 7 and 13, to rebroadcast programs of KTAR-TV and KPHO-TV, both Phoenix.

WCBM Baltimore—Remote control permitted; conditions.

Actions of Aug. 20

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KBAL San Seha, KBLT Big Lake and KIZZ El Paso, all Texas.

KQOT Yakima, Wash.—Granted change in facilities from 940 kc, 250 w, D to 930 kc, 1 kw, D, and installation of new trans.; condition.

WDVA Danville, Va.—Granted increased nighttime power on 1250 kc, from 1 kw to 5 kw, continued operation with 5 kw-LS, and make changes in ant. system; conditions.

*KSDS(FM) San Diego, Calif.—Granted CP to change ant.-trans. location, install new ant., and increase ERP to 830 w, and ant. height to 170 feet.

KFBD(FM) Waynesville, Mo.—Granted CP to make changes in ant. system.

WWLA(FM) La Crosse, Wis.—Granted mod. of CP to change ant.-trans. and studio location, delete remote control operation, change type trans. and type ant., and increase ERP to 100 kw, and ant. height to 540 ft.

■ Remote control permitted for following: WICK Scranton, Pa.; WDUN-AM-FM Gainesville, Ga.

■ Following stations were granted extensions of completion dates as shown: WFGW Black Mountain, N. C., to Oct. 1; WPIK Alexandria, Va., to Dec. 1; WCER Charlotte, Mich., to Feb. 24, 1966; WPVL Painesville, Ohio, to Sept. 13; WCNC Elizabeth City, N. C., to Sept. 10; WFTN Franklin, N. H., to Dec. 24; WXLN Potomac-Cabin John, Md., to March 1, 1966; WREC-FM Memphis, Tenn., to Feb. 23, 1966; WFOY-FM St. Augustine, Fla., to Nov. 5; WCLI-FM Corning, N. Y., to Nov. 16; WAWZ-FM Zarephath, N. J., to March 13, 1966; WCOA-FM Pensacola, Fla., to Nov. 15; WNRN(FM) Circleville, Ohio, to Dec. 1.

Actions of Aug. 19

WVEC-TV Hampton, Va.—Granted CP to install formerly authorized driver of old main trans. and formerly authorized ant. as auxiliary trans. and ant. at old main trans. and ant. location.

KTBS-TV Shreveport, La.—Granted CP to install alternate main trans. and reduce aur. ERP to 20 kw.

*KCSB-FM Santa Barbara, Calif.—Granted CP to install new trans.

KQRS-FM Golden Valley, Minn.—Granted SCA on sub-carrier frequency of 67 kc.

WKOW-TV Madison, Wis.—Granted mod. of CP to move ant. tower, increase ant. height to 1,182 ft., and make minor change in geographical coordinates.

WTUP Tupelo, Miss.—Granted license covering increase in daytime power.

Actions of Aug. 18

KAVR-FM Apple Valley, Calif.—Granted mod. of CP to change type ant., increase ERP to 3 kw, and decrease ant. height to 45 ft.; remote control permitted; conditions.

WPOK Pontiac, Ill.—Granted mod. of CP to make changes in directional ant. system; conditions.

WAAT Trenton, N. J.—Granted mod. of CP to make changes in DA system; conditions.

*KNME-TV Albuquerque, N. M.—Granted extension of completion date to Feb. 18, 1966.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KANI Wharton, Tex.; KCJC(FM) and SCA, Kansas City, Kan.; KFDI Wichita, Kan.

WMT-FM Cedar Rapids, Iowa.—Granted SCA on sub-carrier frequency of 67 kc.

WSMJ(FM) Greenfield, Ind.—Granted license covering use of old main trans. as auxiliary trans. at main ant.-trans. location.

KHIL Willcox, Ariz.—Waived Sec. 73.30(a) of rules, and granted mod. of license to extent of permitting relocation of main studio and remote control point beyond corporate limits of Willcox at Cochise recreational area, near Willcox; Willcox station identification to be continued.

KCSJ Pueblo, Colo.—Remote control permitted; conditions.

KFMB San Diego, Calif.—Granted CP to change frequency of auxiliary trans. to 760 kc.

KAVR-FM Apple Valley, Calif.—Granted CP to replace expired permit for new FM. WLDM(FM) Detroit, Mich.—Granted CP to install new ant., decrease ant. height to 320 feet, and make engineering changes.

WLNR-FM Lansing, Ill.—Granted CP to install new trans. and new ant., and increase ERP to 3 kw.

KTRH-FM Houston, Tex.—Granted CP to change ant.-trans. location to main trans. site, change studio location, delete remote control operation, install new trans. and new ant., increase ERP to 60 kw, and decrease ant. height to 350 ft.

*WAMU-FM Washington, D. C.—Granted CP to install new ant., make changes in ant. system and increase ERP to 13.5 kw.

Action of Aug. 16

WTTM-FM Trenton, N. J.—Remote control permitted; conditions.

Actions of Aug. 12

■ Granted change in remote control authority for noncommercial educational FM station WPLN Nashville.

■ Remote control permitted for WKRC

(Continued on page 75)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Young assistant manager, strong on sales, by midwest station, metro area of 50,000. Attractive compensation plan. Box H-181, BROADCASTING.

Radio station Assistant Manager for market in the deep south with big city characteristics and potential. Prefer a man with medium market experience who has a proven sales background and is promotion minded. You must have good administrative ability and an intense desire to collect your accounts. You will be part of a group operation. Starting salary from \$10,000 to \$12,000 plus an expense account. Good opportunity to prove yourself and become a station manager with top earnings for the industry. Write giving complete details of your experience. Box H-309, BROADCASTING.

Leading station in multi-station market now interviewing applicants for sales manager. Man who qualifies will have something to sell. Quality product, good music, highly rated local news. ABC, 5000 watts community service operation. Southeastern University city 75,000 population. Unparalleled opportunity for successful radio salesman. Will consider top salesman in smaller market who is ready for advancement. Box H-328, BROADCASTING.

Manager-Partner with \$15,000 to invest in new Middle Atlantic station. Box H-387, BROADCASTING.

Sales

Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-107, BROADCASTING.

Working salesmanager, "Self-starter" proven ability, operate, manage, small mkt. C&W radio, with opportunity to own part of Station after ability is proven. Box H-349, BROADCASTING.

Wanted: Salesman for a quality radio station in North Central Ohio. This is a good opportunity for a capable, experienced, radio salesman. \$100.00 weekly guarantee. Established accounts. Should earn \$150.00 or more a week. Send resume to Box H-366, BROADCASTING.

No. 1 Hooper—No. 1 Pulse in South central metro market over 400,000 population needs accomplished, financially straight, local market salesman, good incentive plan, work on monthly quota. Property you can feel proud to represent; send resume. Box H-375, BROADCASTING.

We want a salesman with guts and know-how. He must love radio—know what it can do for an Advertiser and be anxious to prove it. He must sell volume and write darn good copy. He can't be a clock watcher. Must have a car, a first class ticket would also be welcome though not essential. Salary and commission should put at least \$8,000 in your pocket your first year with us. In addition we pay car operating expenses. We are located in the North East. Write or wire today. Box H-389, BROADCASTING.

Wanted: Outside Sales Organization to sell radio advertising on well-rated stations in several major markets for major group. Box H-391, BROADCASTING.

Minneapolis-St. Paul market WPBC-AM-FM-Stereo adult radio wants creative radio time salesman. Unusual opportunity through excellent incentive plan. Men or women. Send picture and full resume. 6845 Nicollet, Minneapolis 55423.

Announcers

Morning personality and morning newsmen needed by one of America's great good music stations. We need two men who are creative, imaginative and mature. One will handle a record show and the other will gather and read news in a distinctive and authoritative style. These are not just jobs, but career positions with unlimited potential. We are not as interested in what you have done as what you can do. If you are either of these men, rush us a tape, resume and references to Box H-267, BROADCASTING.

Experienced 1st phone announcer needed immediately. Possibly some sports. Box H-329, BROADCASTING.

Morning air personality wanted by top middle-of-the-road station in one of Florida's major markets. Top money for right man. Tape an dresume to Box H-342, BROADCASTING.

Play-by-play man who can double in either sales or news. Fulltime radio. . . . Maximum power TV soon. Southwest. Box H-344, BROADCASTING.

Expanding Northeastern group seeks multiple talented, experienced announcer. If you're versatile we promise to use all your talents plus a few you didn't know you had. Send middle-of-the-road tape, resume, salary requirements and photo to Box H-351, BROADCASTING.

Florida middle of road station needs announcer. Send audition tape, resume, snapshot to Box H-353, BROADCASTING.

A Midwestern station that's a "go getter" in a single station market wants to add another versatile man to its staff. This man will be basically an air man, but should have an interest in all areas of station activity. If you're the man, let's get together. Box H-354, BROADCASTING.

Announcer who would like to learn sales. Top salary for announcing; commission on sales. Established accounts. Will consider announcer with limited experience and good potential. Top small market station in southeast. Send audition tape, resume of training, experience and education. We'll return. This is a good opportunity. Box H-356, BROADCASTING.

South central No. 1 station in all surveys in metro market of half million population, needs first class phone, contemporary music dj & news. Must be capable of maintaining stations present ratings. Salary open, dependent on your ability. Send tape and resume immediately. Box H-376, BROADCASTING.

New Jersey independent seeks experienced announcer-newsmen. Send tape & resume to Box H-381, BROADCASTING.

Sports announcer needed immediately by midwest station handling heavy schedule of football and basketball. Applicant should have solid experience in both and should also have supplemental interest and abilities in either regular announcing or in sales. Reply immediately to Box H-395, BROADCASTING or call 618-242-1236.

Are you a pro, equally at home in radio and television? Immediate opening for versatile announcer and good newsmen in upstate New York market. Must have college plus experience. AFTRA scale plus talent. Please rush resume, photo, and audio tape to Box H-400, BROADCASTING.

Announcer with third phone. Pay commensurate with ability. KBRZ, Freeport, Texas.

Announcers—(cont'd)

Announcer with 1st phone for one of Iowa's better good music stations. KCFI, Waterloo-Cedar Falls. Phone 319-266-7567, W. C. Porsow.

First phone experienced announcer, salary commensurate with abilities. Multiple station group. Contact Norton Warner, KIMB, Kimball, Nebraska.

The top rated station in Salina, Kansas, KLSI, is looking for a man strong on news delivery, production, and airwork. If you are such a man send resume, photograph, and air-check to KLSI, P. O. Box 788, Salina, Kansas.

Good opportunity for one man with play-by-play experience who can do air work . . . also one man for announcing and sales . . . KVBR, Brainerd, Minnesota.

Announcer 1st phone, good music station 50 miles from N.Y.C. Top pay. WBNR, Beacon, N.Y. Phone 914-831-1260.

Can you announce, sell, service or write copy? If you can do any of these or a combination of any, there's a good opening for you at WBYS, Canton, Illinois.

Immediate opening for announcer-engineer, 1st phone required. Great station; good community; good pay. Contact Ron Farmer, WDRK, Greenville, Ohio 548-1997.

Announcer with first phone, adult format. An opportunity to become part of one of Northeastern Ohio's fastest growing operations. Rush tape and resume to WELW, Willoughby, Ohio.

WFFG, Marathon, Florida has immediate opening for announcer with 1st class license. Ideal working conditions in fabulous Florida Keys. Send tape & resume.

Where are all the good radio announcers? Need mature, experienced morning announcer, for adult format. Permanent with minimum starting salary \$100 per week. Established, progressive station in fast growing Space Center of the World. Send tape, Resume and photo to John Garrison, Manager WFIX, Huntsville, Alabama 35804.

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st phone. Salary open. WHMC, Gathersburg, 301-948-9400.

Immediate opening for experienced top 40 professional personality. If you're good and can really swing with the best of them, contact us now. Additional money if you can handle production and/or news. Salary dependent upon your ability. Group operation. Send tape and full particulars as to availability to Bob Michael, Manager, WJAB, Portland, Maine.

Country & Western disc jockey—man with warm and mature, but lightly-produced approach and a belief in C&W music. Mid-night to 6 am show on 5 kw regional station. Write or phone W. P. Williamson, Sr., WKBN, Youngstown, Ohio. Phone 216-782-1144.

1st phoners—We need 3 quality announcers for our brand new station going on the air about Oct. 1st in the Baltimore-Washington market. No maintenance. If you're good and want to get ahead with a modern fully equipped station send resume, tape and photo to: W. Pierce Burgess, Program Director, WLMD, Laurel, Maryland.

Announcer for adult music-news station, 2 years minimum commercial experience. Send air check or audition and radio background in first letter. No phone calls. Manager, WRTA, Altoona, Pennsylvania.

Announcers—(cont'd)

Bright morning personality for 5 kw station in solid central Illinois mkt. Experience necessary. Will pay for right man. Send tape and resume to WSIV, 15 S. Capital St., Pekin, Ill. 61555.

Modern fast paced disc jockey wanted by the OK Negro Group in Houston and Memphis. Can you do a tight fast moving, exciting modern format Rhythm & Blues show with the big beat? You must be able to conform to a strict format with a minimum of conversation and be a good board man. Only thoroughly experienced personnel need apply. Liberal pay schedule and fringe benefits. Join one of America's oldest and best known Negro programed groups. Send summary of employment, picture and tape. Write: Tom Col'lins, OK Group, 505 Baronne St., New Orleans, Louisiana.

Technical

Chief engineer—must be capable of assuming full responsibility for AM-FM UHF-TV. Fine future. Box H-348, BROADCASTING.

Engineer-manager: For growing AM-FM and CATV organization in Pittsburgh, Pennsylvania area; must be capable of managing, directing and operating engineering staff. All fringe benefits, salary open. Box H-350, BROADCASTING.

Immediate opening for announcer-engineer, 1st phone required. Great station good community; good pay. Contact Ron Farmer, WDRK, Greenville, Ohio 548-1997.

Experienced chief engineer. Write: Education, experience, salary & hours. WEEF, Highland Park, Ill.

Wanted: Chief engineer, some announcing, but emphasis on engineering. Contact Dennis J. Keller, WITZ, Jasper, Indiana.

Wanted: Combo engineer-announcer emphasis engineering salary open. WLTC, Gastonia, N.C.

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, Shenandoah, Penna.

News

1st phone required. Secure position with No. 1 rated mid Atlantic news operation. Good salary, top benefits. Send tape and complete resume 1st letter. Box H-282, BROADCASTING.

Immediate opening for newsman—upstate New York. Ideal condition—fringe benefits. Need experienced journalism graduate. Rush tape and resume. Box H-355, BROADCASTING.

We're looking for a News Director again after another two years. Every guy we hire is that good that he ends up in the big city. Are you big city material? Here's your chance to move up to a 5000-watt full-time station with a heavy accent on local news. The experienced man we want must be good at gathering, writing & delivering real local news for our county. In return our well equipped station offers a good salary, hospitalization—major medical-life insurance, profit sharing plan and other benefits. WCOJ, Coatesville, Pa. (40 miles west of Phila.). 215-384-2100.

WDBJ—Radio in Roanoke, Virginia, has opening on 3-man news staff. College and some experience preferred. Contact Personnel Department giving previous employment and education details.

Newsman—Opening for young news tiger equally adept gathering, writing and performing news. Journalism grad preferred. Some television if qualified. WSAV Radio and Television, Savannah.

Conscientious newsman to gather and air local news. Must become a permanent, integral part of our community. Tape, photo, resume. WSTU-WMCF, Stuart, Florida.

Production—Programing, Others

Production director—writer needed. Top rated, adult station in city, limited air work, new facilities. Expanding educational community, \$7,000 starting minimum, insurance. Call-write: Geo. A. Foulkes, WAAC, Terre Haute, Indiana. C-9618.

Opening for enthusiastic, experienced dj. Send tape, resume to WAZY-AM-FM, Lafayette, Indiana.

Production conscious station wants program director-announcer. Young, imaginative. Maintain tight staff control. Responsible, aggressive. College preferred. Send tape. State salary. Write WCOW FM and AM, Sparta, Wisconsin.

Program Director-Announcer for pleasant medium market modern format station. Excellent spot for announcer several years experience minimum, good on production, ready advance to P.D. 5 station expanding chain, good future. Start \$450-\$500. Resume, tape, photo, recent earnings to Jim McDonald, WKNY, Kingston, N.Y.

Girl for merchandising and promotion director job at top pop music station in Washington, D. C. market. Must be alert and ambitious with good moral, academic and scholastic record. Call Harry Averill at 703-534-8300.

RADIO

Situations Wanted—Management

General manager available, midwest area. Single or multiple market. Over ten years experience all phases. Strong promotion, sales, programing. Finest references from present and past employers. Box H-207, BROADCASTING.

General manager, experienced all phases small and medium market. Now managing. Prefer Midwest. Will consider all. Box H-325, BROADCASTING.

Radio Veteran of 17 years seeks relocation in management. 40 years old, married, family responsible, dependable, honest and a leader. Now in Illinois. Box H-360, BROADCASTING.

10 years experience announcer-news-sales—1st ticket. Desires management. Box H-378, BROADCASTING.

Manager radio-TV excellent news, comment, editorials, production, well traveled, first phone, installed radio, TV station, sales, any part of radio TV operation. Prefer news, consider management. Could invest. 303-768-2739.

Sales

Sales job calling on Southern broadcasters—or manager, sales manager radio south. Box H-346, BROADCASTING.

Announcers

Attention New Jersey, New England, New York: Experienced disc-jockey, news and commercial announcer. Ten years in profession. Box H-169, BROADCASTING.

Professional broadcaster, \$12,000 minimum annual guarantee. Box H-258, BROADCASTING.

Highly skilled classical music and all 'round announcer. Warm, relaxed approach. Currently program manager 100 kw. Classical and good music station. Available Sept. 6. Box H-289, BROADCASTING.

Top forty dj/newsman ready for move up. 27, B.A. Degree, 7 years experience; 4 years in present slot. Heavy production. Now employed metro St. Louis. Minimum \$600/mo. Box H-296, BROADCASTING.

Major markets, if you're looking, listen here. Top 40 personality ready to move up. Box H-318, BROADCASTING.

Moving family to California, Desire permanent job as announcer or combo man. 3 years extensive experience. (Drive-time announcer, chief-engineer) 1st phone. Box H-336, BROADCASTING.

Announcers—(cont'd)

Announcer, married, good voice, experienced, wants permanent position with good music station. Box H-338, BROADCASTING.

Rock dj with experience, talent, and imagination seeks new position with alert Top 40 operation. Prefer midwest medium. Box H-339, BROADCASTING.

Announcer: Available today, beginner with third class, adult, sober, family man. No minimum. Contact Box H-340, BROADCASTING.

First phone/college graduate, dj-news, light engineering. Some experience. Prefer west-coast. Box H-343, BROADCASTING.

Young, mature, top 40 jock desires to move up, willing to re-locate to almost any market. Now employed, selling own show. Air check, resume available. Good references. Reply Box H-347, BROADCASTING.

Have reached potential in small market. Ability and aggressiveness to capture total audience in medium market . . . present situation no longer affords advantages desired. Young, talented desiring contemporary modern sounding operation. Salary secondary to working conditions. Box H-352, BROADCASTING.

Top 40 personality, top 100 market seeks improvement, less burden. First phone, competent chief engineer. Single, 22. College, military reserve. \$150. Box H-363, BROADCASTING.

Illinois & Midwest, experienced sportscaster-DJ, with 1st, wants to relocate. Family. Box H-368, BROADCASTING.

High rated drive time dj, now employed in very major market, looking for drive or mid-day slot with stable, happy major operation. Box H-369, 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 H-370, BROADCASTING.

Top 40 dj, sharp production, hard working personality. . . . Box H-371, BROADCASTING.

Attention Minnesota or Wisconsin station manager. Experienced first phone announcer, married, family would like to relocate. Also experienced play-by-play man. Box H-372, BROADCASTING.

Business grad—25—1st phone, desires beginning announcers position small station—no experience but have good voice, tempo and projection. Box H-373, BROADCASTING.

Top rated dj with 1st phone wants 3 hr. air shift and sales. Box H-379, BROADCASTING.

Young Negro dj. Dependable and available immediately. Radio school graduate, right sound, desire permanent position. Box H-382, BROADCASTING.

Negro newscaster, dj, announcer. Third class FCC. Will relocate. Box H-383, BROADCASTING.

1st phone looking for position as broadcast Technician. Box H-384, BROADCASTING.

Announcer, disc jockey, happy, bright sound. Authoritative newscaster. Not a prima donna. Not a floater. Box H-385, BROADCASTING.

Good music dj. Authoritative news, tight board, third phone, stable and dependable. Will relocate. Box H-393, BROADCASTING or phone 201-759-6521.

Young ambitious dj announcer. AM/FM news, commercials. Top 40—mid road. Available now! Box H-394, BROADCASTING.

Dj-announcer. Experienced, married, steady, 3rd. class license. Relocate. Versatile, Box H-396, BROADCASTING.

DJ, announcer, authoritative newscaster. Married, tight board, not prima donna or floater, not draftee age. Box H-397, BROADCASTING.

Announcers—(cont'd)

Announcer—married. 30. good voice. Experienced—wants permanent position with opportunity to work in TV. Bob Urquhart, 919 Edgewood St. Sw., Decatur, Ala. 205-353-8745.

Announcer—married, dependable, 3rd ticket, 6½ yrs. experience as morning man, sports-caster, news, manager, sales. Light board, Relocate. P. O. Box 10072, Norfolk, Va.

Technical

1st phone man; lots amateur experience, seeking part time work in broadcast field. Long Island or N.Y.C. area. Box H-362, BROADCASTING.

Chief engineer—FM, AM, directionals. All phases maintenance. Some announcing. Minimum \$150. Box H-380, BROADCASTING.

Engineer desires position, Chief or assistant chief. Heavy experience on construction and installation, xmtr., studio and microwave. College engineering, 11 years experience. Northern states only. Box H-386, BROADCASTING.

Broadcast first phone technical graduate, commercial, military experience. Military obligation completed. Single. Resume, references available. Harry Beynon 314-581-2195. Mexico, Missouri.

First phone field installer. Anything electronic. Wire "Engineer" Hampton, Ga.

Broadcast first phone technical graduate, commercial, military experience. Military obligation completed. Single. Resume, references available. Harry Beynon 314-581-2195. Mexico, Missouri.

First phone field installer. Anything electronic. Wire "Engineer" Hampton, Ga.

Production—Programing, Others

Male copywriter. A decade of solid sell in radio and TV. Creative, effective, speedy. Copy counts! Declare war on the competition with a new sellational sound! Box H-285, BROADCASTING.

Experienced play-by-play—Sports, news, some sales. Interested in television. Will relocate. 408-245-8589 or Box H-335, BROADCASTING.

Attention California and Arizona: Married, Stable. Six years radio. Experience in Program director, sales, R&B. C&W. Gospel. pop. 3rd phone. Box H-345, BROADCASTING.

Program director that knows how to put a station in the numbers. Currently number one. Not a wise guy. 29 years old. Knows how to handle people. Box H-357, BROADCASTING.

Program manager—DJ. Professional. Available mid September. With No. Indiana station. Prefer Ohio or area. Box H-367, BROADCASTING.

Copywriter-announcer. Quality copy. Deep voice best suited to commercials, news better music. Currently employed. Box H-398, BROADCASTING.

Position in programing desired. Recently in charge of music programing for leading Midwest FM stereo station and syndicated "music service." Familiar with broadcast operation, automated or otherwise. Degree. Will relocate. Resume, James Hultin, 1346 Shawview Ave., Cleveland, Ohio 44112, 216-681-2587.

Male copy writer-announcer third endorsed, experienced, best references. Anywhere now. Greene, P.O.B. 883, Sierra Vista, Arizona.

TELEVISION—Help Wanted

Management

CATV manager and engineer. Multiple owner expanding into community antenna field needs high level systems manager and qualified engineer. Send resume in confidence to Box H-390, BROADCASTING.

Technical

Chief engineer for New England states VHF. Multiple station ownership, right person would have excellent future. Send details, experience and background. Box G-178, BROADCASTING.

Director of engineering; Immediate opening in southwest. Must have administrative experience and knowledge of all phases of technical operation including microwave. Send details including experience, background, reference and salary requirements. Box H-337, BROADCASTING.

Wanted—Engineer with first class license and extensive experience television studio equipment. KHOL-TV, W. Mirven Greely, Director of Engineering, Holdrege, Nebraska.

Television maintenance technician immediate opening. Must have good technical background. First phone required. Send resume to Chief Engineer, KXLF-TV, 1003 South Montana, Butte, Montana.

Opening for studio engineers in resort city in South Florida, should be experienced in video tape recording. Opportunity to work in color. A first class license is a requisite. Applicants should forward resumes to Ross McPherson, WEAT-TV, P. O. Box 70, West Palm Beach.

Chief engineer . . . fully experienced, qualified television man with electrical engineering degree preferred; excellent opportunity; new studios, film color operation, established VHF and UHF ETV stations. Contact Otto Schlaak, Manager, WMVS/WMVT, Milwaukee, Wisconsin.

Studio engineer, experienced, for radio, tape duplication, CCTV, VTR. Send resume, picture, references, expected salary. WRFK-FM, Union Seminary, Richmond, Va.

WTOC AM, FM & TV, Savannah, Georgia, has opening for first class engineer. Write for our application form.

Major TV outlet in Southern California seeking top flight live color video technician for maintenance and operations. Salary in excell of \$10,000. Box 36537, Los Angeles, California 90036. (Applicants who previously applied to this ad in care of Box 35637, please apply again to Box 36537.)

Join the Society of Broadcast Engineers. Details Secretary, 1210 North Buchanan, Arlington, Va.

Help—We need immediately a television engineer with vidicon camera experience. Image orthicon and VTR knowledge helpful. Interest in work with mobile videotape operation. Salary open. Write General Television Network, 901 Livernois Avenue, Detroit, Michigan 48220.

News

Newsman—Good newscaster, reporter/writer combination wanted immediately by major market VHF. Must be top flite. Send photo, tape, resume and salary requirement 1st letter. Box H-281, BROADCASTING.

News director—Must have experience in gathering, writing, editing and on-the-air work. New UHF-CBS affiliate station in Midwest. Write giving resume, photo, VTR, if possible, and salary requirements. Box H-365, BROADCASTING.

Aggressive Newsman wanted to gather, write and present Television and radio news. Knowledge of 16-mm film and editing desirable. Send resume, picture and audio tape to Box H-399, BROADCASTING.

TELEVISION—Situations Wanted

Sales

TV sales, sales management, 14 years experience, reliable, self starter, top sales record, commercial production background. Box H-190, BROADCASTING.

Eleven years television experience. Two in programing-operations. Need larger market, potential. Employed. Box H-374, BROADCASTING.

Sales—(Cont'd)

Account Executive major market, mature family man. Fifteen years television sales, programing, production, seeks national sales, sales management or combination sales, station management. Box H-377, BROADCASTING.

Announcers

Television sports director available. Excellent organization. Accent on film at local level. Fine news gatherer. Top writer. Editorial approach. Image builder in sports minded market. Box G-267, BROADCASTING.

Weathercaster and commercial personality. Five years solid experience. VTR, on request. Box H-279, BROADCASTING.

Technical

Engineer: Experienced 5 years in TV transmitter operation, maintenance, and supervision of maintenance. Box H-266, BROADCASTING.

Engineer: Twenty-two years experience radio, television, microwave, some CATV. Chief engineer, construction, operation, maintenance. West or midwest preferred. Box H-326 BROADCASTING.

First class engineer desires position in Northeast area. Box H-334, BROADCASTING.

Manager of Engineering—15 years experience. Excellent record in all phases of technical management. Looking for progressive station or group. Box H-392, BROADCASTING.

Recent graduate of RCA TV-Studio School wishes employment at north-eastern TV station. Will send resume and details on request. Fred Ficke, 1024 Madison Ave., Paterson 3, New Jersey 07501 phone 201-

News

Newsman, DJ, on the air radio, with TV background, desires television spot. Box H-361, BROADCASTING.

Production—Programing, Others

Assistant promotion manager at #1 TV station in large midwest mkt. desires assistant's position in larger market or manager's position in smaller market. Will consider programing or production. Box H-263, BROADCASTING.

September 15th up for grabs by major market. One producer-director knowledgeable in all phases of TV production. Six years in commercial TV. Five years as producer director. Adequate background in film production. M.A. in Broadcasting. Experienced, married and non floater. Large local production-oriented stations please inquire. Write: Charles C. Hollyday, 212½ Allen Street, Lansing, Michigan.

WANTED TO BUY—Equipment

FM transmitter, 1 kw, suitable for multi-plex use, for 2 sub-channels, replacement parts must be available. Write WEAW, Evanston, Illinois.

Self supporting tower 300-500 ft. capable of supporting UHF and FM antennas. Box H-332, BROADCASTING.

UHF transmitter to 30 kw, high gain antenna, 400' or higher tower, related equipment; all or part. Box H-333, BROADCASTING.

Wanted immediately Gates RDC-10 or similar D.C. remote control system. Bob Badger, WDOT, Brulington, Vermont.

Major market station wishes to purchase a good used 50 kw AM transmitter. Must be complete, and in operating condition. Prefer air cooled. State age, condition, and price. Box H-358, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable, Hellax, Styroflex, Spirolinex, 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.

The complete source of used Radio-TV broadcast equipment. . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

For sale 2 GPL model TA-100A 16mm projectors, serial numbers 124, 125, both in good operating condition. Spare parts include intermittent drive and an assortment of small parts. Units removed from standby service to make room for newer equipment. Ready to run as is or used as a wealth of spare parts. \$550 buys pair including spare parts and manuals but less lenses, or \$650 complete. Jim Harris, WVEC-TV, Hampton, Virginia. 703-722-6331.

RCA-BTA-IL-1000 watt transmitter good for auxiliary—500 dollars. B. Zucker, 203-756-4641.

GE 3 kw FM transmitter complete. Some Extras. Ted Kalin, WSRS (FM), Paxton, Mass.

For sale—1 UHF transmitter—12½ kilowatts. Transmission line and fittings also available. Going to higher power. Box H-324, BROADCASTING.

Motorola 60 watt base unit. Now operating on 166.25 mc. Wideband. Contact Chief Engineer, WCUE, Akron, Ohio.

Andrews 1304-2 FM 4-bay antenna. 125 feet Hellax ¾-inch transmission line, double instruction lights. Good condition. KLAY-FM, Tacoma, Washington, 627-3137.

ALTEC 708A "Astro" AM-FM-MX broadcast monitor. New condition. David Young, 9746 Hathaway, Dallas, Texas.

Houston Fearless "Labmaster" film processor. Model No. L16R (Black & White/reversal) only four years old. Excellent condition. Reason for sale—now full color operation. Contact KTAL-TV, Shreveport, Louisiana. 318-425-2422.

For Sale Sarkes-Tarzian Vidicon Film Camera chain complete with head control chassis, power supplies, remote control chassis, 17 inch picture monitor, wave form monitor, cables, lens, and multiplexer with mirrors. \$1575. Please Contact the Chief Engineer, WYAH-TV, 393-6001, Portsmouth, Va.

GEL FMT-10 kw FM transmitter. 15 kw by addition of harmonic filter. Presently in use. Make offer. WHIL, Medford, Mass.

RCA 3-bay, channel 3 (or 2) TV antenna. Real bargain. WSAV-TV, Savannah, Georgia.

Ampex 600 series users, gain up to 20 db s/n ratio using VIFkit 1001 6F5 replacement adaptor containing selected (for low noise) 7025. \$10.00 each postpaid. Send check with order to VIF International, P. O. Box 1555, Mountain View, Calif. 94042.

For sale—One RCA TS-5A switcher with control head fader and amplifier chassis. \$350. Please contact the Chief Engineer, WYAH-TV, 393-6001, Portsmouth, Va.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

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.

MISCELLANEOUS—(Cont'd)

Signs, Name plates, Decals, Badges, Trophies, Plaques. Seton Corp., Dept. BRP, New Haven, Conn. 06505.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

If your newscasts sound like your competition . . . You need "Twenty-Original-News Sound-Effects" . . . Recorded. Backgrounds — story-dividers — introduction — conclusions. . . Exclusive per market . . . \$10.00. . . Command Productions, 1943 Nw. Irving, Portland, Oregon.

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 class starting October 20. For information, references and reservation, write William B. Oden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. 814 H St. NW, Washington 1, D. C.

REI in beautiful Sarasota by the sea has the most complete training, shortest course, lowest tuition and the only truly guaranteed course in the nation for the First Class Radio Telephone License. Tuition \$295.00. Private rooms \$10.00 per week. Classes begin Sept. 7, Oct. 12, and Nov. 16. Call or write REI, 1336 Main St., 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.

First phone—seven weeks—nationally known instruction in beautiful San Francisco. Next class September 20. Chris Borden School, 259 Geary Street. Brochure or call 415-YUkon 2-9640.

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. Schools located in major cities throughout United States.

First phone in six weeks. Tuition \$330.00. Next class September 8. Sundays off for surfing. Bob Johnson Radio License Training, 221 S. Sepulveda, Manhattan Beach, Calif. FR 2-0828.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted—Announcers

SOPHISTICATED SENSE of HUMOR

required by morning man sought by major market good music AM station with quality adult listenership.

High five figure salary to right applicant Please furnish tapes, pix., full details.

Box H-301, BROADCASTING

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY
OR SELL?

For Best Results
You Can't Top A
Classified AD

in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ENGINEERING

OUTSTANDING TECHNICAL CAREER OPPORTUNITIES
EXIST AT AMERICAN BROADCASTING COMPANY,
DUE TO CONTINUED AND RAPID GROWTH,
OPENINGS ARE IN THE FOLLOWING AREAS:

MANAGER EQUIPMENT PLANNING

to head up a laboratory & staff responsible for investigating and evaluating new products and industry developments relative to company need, and for designing equipment for special needs. Requirements: BS Degree Electrical Engr'g + 8-10 yrs. exp. TV engineering.

RF ENGINEER

to prepare plans, system layouts, specifications, cost estimates & equipment selection for radio & TV transmitters, antennas, towers, RF communication systems; to provide installation supervision & liaison with equipment manufacturers and internal domestic and international operations. Requirements: BS degree Electrical Engineering + 3-5 yrs. exp. RF design, broadcasting or related communications field (microwave, radar, community antenna companies.)

AUDIO/VIDEO PROJECT ENGINEERS

to prepare plans, system layouts, specifications, cost estimates & make equipment selections for live & film cameras, video switching systems, video tape & kinescope recorders, projectors and lighting; to provide supervision & liaison with equipment manufacturers and internal domestic and international operations. Requirements: BS Degree in Electrical Engr'g. + 3-5 yrs. exp. in TV or allied communications field (manufacturers, designers, or developers of broadcast equipment.)

LOCAL INTERVIEWS CAN BE
ARRANGED FOR QUALIFIED CANDIDATES

Send resume and salary requirements to:
MR. P. J. BAINBRIDGE,
Technical Staffing Specialist

AMERICAN BROADCASTING COMPANY
7 West 66th Street, New York, N. Y. 10023

News

NEWSMAN WANTED BY THE NO. 1 Station IN THE SOUTH

Bright, alert morning Newsmen with well paced authoritative delivery. Only qualified Newsmen with an interest in job security need apply. Good pay, profit sharing and other excellent benefits await the right man. Send tape, resume to: *F. Michael Franklin, News Director, WNOE, New Orleans.*

Situations Wanted

Production—Programing, Others

Looking for a
PROGRAM DIRECTOR
I'm ready to move up. 8 Years experience.
News Director. Music Director, Production-Promotion Director, DJ . . . your name it.
Box H-364, BROADCASTING

TELEVISION—Situations Wanted

Production—Programing, Others

TV Producer-Writer
Outstanding documentarian - reporter desires challenging, stable position with news oriented facility. Network experience. Currently employed. State details and compensation.
Box H-388, BROADCASTING

INSTRUCTIONS

EARN MORE!!!!
LEARN MORE
F.C.C. 1st Phone
(in 8 weeks)

**DON MARTIN SCHOOL
OF RADIO & TV**
1653 N. Cherokee HO 2-3218
Hollywood, Calif. 90028

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JOB HUNTING?

Let us put you in touch with your next employer. Call or write!

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707 Colorado Bldg., Denver, Colo. 80202
Phone (303) 292-3730
If you need a job, we need you!



broadcast services

LARGE MARKET OPENINGS

**RADIO AND TV PERSONNEL
ARE URGENTLY NEEDED TO FILL
HUNDREDS OF OPENINGS IN
THE BROADCASTING INDUSTRY.**

Send tape and resume today.
NATIONWIDE BROADCAST SERVICE
925 Federal Blvd. Denver 4, Colorado
Phone area code 303-292-0996
Station Inquiries For Personnel Invited.

FOR SALE—Equipment

AUCTION SALE:

The following equipment will be sold to the highest bidder.

1. Schafer 600 automation with Time Machine and 2 built up Time Machines complete with 4 #351 Ampex.
2. 4 Model PC 2150 ATC tape cartridge play back units and one record unit.
3. 1 Collins Model 6 M Limiter amplifier.
1 Stay Level Gates Model M 567.

We have a lot of other various electronic gear also for sale.

Call **Stan Kaplan, WAYS Radio**
392-6191, Charlotte, N. C. Wire or write **WAYS Radio, Charlotte, N. C.**

FOR SALE CHEAP:

1 automatic Dry-Air 115 Volt 60 cycle Dehydrator. 8X12 Aluminum Reflector HF with tower mounting used for Channel 36. Call **Stan Kaplan, WAYS Radio** 392-6191, Charlotte, N. C. Wire or Write **WAYS Radio, Charlotte, N. C.**

DO YOU NEED PERSONNEL?
ARE YOU LOOKING FOR A
NEW POSITION?

USE

**BROADCASTING'S CLASSIFIEDS
FOR NATIONWIDE DISPLAY**

Broadcasting
THE BUSINESS DIRECTORY OF TELEVISION AND RADIO

OPPORTUNITIES WANTED

Management

BROADCASTERS INTERESTED IN CATV

Executive experience in franchise applications, telephone company negotiations, building CATV systems, their promotion and management. More than 20 years in sales and management major networks. Mature, imaginative, well organized. Can save you many heartaches. Reply.

Box H-250, BROADCASTING

WANTED TO BUY—Stations

Want to Buy

Radio station in one, two or three market town in West Texas, New Mexico or Oklahoma. Your reply confidential. Box 853, Plainview, Texas.

Wanted To Buy

Radio stations—North or central Texas
South central Oklahoma
Give full details.

Box H-265, BROADCASTING

FOR SALE—Stations

FOR SALE A TOP 15 MARKET

5,000 watt fulltime plus FM
\$1,000,000 category
Sincere qualified principals only.
Box H-341, BROADCASTING

FOR SALE

SOUTHEASTERN FM
Major Metro Market
1964 Gross over 80M
\$130,000. Cash

Box H-359, BROADCASTING

Ta Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

HA 1-0818

TE 2-9362

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

(Continued from page 69)

(alternate main and auxiliary trans.), Cincinnati.

Actions of Aug. 4

■ Remote control permitted for following stations: KAKC-FM Tulsa, Okla.; WGIG-FM Brunswick, Ga.

Actions of Aug. 2

■ Remote control permitted for following stations: WELK, Charlottesville, Va.; *KCWS-FM, Ellensburg, Wash.

Rulemakings

PETITION FOR RULEMAKINGS FILED

■ New London, Wis.—New London Enterprises Inc. Requests amendment of FM table of assignments so as to provide FM channel for New London as follows: Merrill, Wis., delete 228A and add 244A; New London, Wis., add 228A; Neenah-Menasha, Wis., delete 230, and Newberry, Mich., add 230. Received Aug. 18.

■ Washington, D. C.—Kear and Kennedy. Requests amendment of rules to permit introduction of field intensity measurements in matters not directly related to mileage separations, protection from interference, etc., but where presence or absence of actual service is critical; further proposed that commission delete from rules specification of continuous mobile measurements and substitute for it techniques developed by TASSO. Received Aug. 16.

■ WETA-TV Washington—Greater Wash-

ington Educational Television Association Inc. Requests amendment of rules so as to reallocate channel 32 from Lock Haven, Pa., to Washington and reserve it for non-commercial educational television use. Received Aug. 16.

■ San Clemente, Calif.—Leon Hyzen and Donald A. Dewey, t/b as Hyzen and Dewey Co. Requests institution of rulemaking proceeding to amend table of assignments so as to assign Class A FM channel 285 to San Clemente, Calif. Received Aug. 13.

■ KDSN Denison, Iowa—Denison Broadcasting Co. Requests following change in FM table of assignments: Delete channel 296A and add channel 290C in Denison. Received Aug. 13.

■ KCIM Carroll, Iowa—Carroll Broadcasting Co. Requests following changes in FM table of assignments: Carroll, delete 286C and add 229C; Cherokee, Iowa, delete 228A and add 272A, and Algona, Iowa, delete 228A and add 224A. Received Aug. 11.

New call letters requested

■ WENZ Highland Springs, Va.—Baron Radio Inc. Requests WILY.

■ KMCS Seattle—Market-Casters Inc. Requests KBBX.

■ KHOK-AM-FM Hoquiam, Wash.—Grays Harbor Broadcasting Co. Requests KGHO-AM-FM.

■ WBKB(TV) Chicago—American Broadcasting Co. Requests WBKB-TV.

■ WIIC(TV) Pittsburgh—WIIC-TV Corp. Requests WIIC-TV.

■ Hot Springs, Ark.—Radio Hot Springs Co. Requests KBDA.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Aug. 25. 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 of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

■ Eufala, Ala.—Lake Shore Master An-

tenna Corp. Douglas Smith, pres., was awarded a 15-year franchise. The city will receive a fee based on a sliding scale of percentages of the company's gross receipts.

■ Dermott, Ark.—A franchise has been granted to McGehee Video Co. Maximum fees have been set at \$40 for installation and \$6 monthly; that city will receive a 4-cent franchise tax on monthly payments.

■ Manitou Springs, Colo.—Garvey Communications Systems Inc. (KKTV[TV] Pueblo-Colorado Springs) and Pikes Peak Tele-events Inc. have been granted a joint franchise.

■ Starke, Fla.—Two companies have applied for franchises. Starke Enterprises Inc., represented by Buford Mitchell, offered the city 4% of annual gross revenue plus \$1.35 for each city-owned utility pole used. Al Dun Amusement Co., West Point, Ga., offered 2% the first year, 3% after three years or 700 customers, and 4% after five years or 1,000 customers plus \$2 for each pole used.

■ Glenwood Springs, Colo.—Western Colorado Television Co., represented by Jerry Fitch, manager, KLGW Glenwood Springs, and Homer K. Peterson, of Salt Lake City, has applied for a franchise.

■ Canton, Ill.—Fulton Community Antenna Television System Inc., represented by attorney Albert Scott, has been granted a 25-year franchise. The city will receive 3% of the gross income. Customers will pay \$15 for the original connection and \$5 monthly.

■ Christopher, Ill.—The Mt. Vernon Cable Television Co. has applied for a 10-year franchise. The city would collect, under the proposal, 3% of the total revenue and the company would charge not more than \$20 for installation and \$7 monthly.

■ Decatur, Ill.—Macon Cable Television Inc., 104 N. Water St., Decatur, (held by James F. and Jack H. Rebert, owners of Rebco Audio-Visual Co., Decatur,) have applied for a franchise. Other applicants are GE&T Communications Inc., a subsidiary of The General Telephone & Electronics Corp.; General Electric Cablevision Corp. (a subsidiary of General Electric Co.); Tele-Trend Inc., Fort Wayne, Ind., and Decatur CATV Inc. (principals include Steve Bellinger, one of the owners of WDW, Decatur; George H. Fathauer, owner of the Fathauer Realty Corp.; Robert A. Grohne, former Decatur mayor; William Harner, president, Decatur Park Board, and Richard W. Huff, president, board of education).

■ Galesburg, Ill.—Galesburg All-Channel

FOR SALE—Stations

Continued

READY TO OWN YOUR OWN?

A qualified and proven manager can own this fulltime Pacific northwest AM for 1-times gross plus reat. Priced at \$150,000 with \$25,000 down. Population 50,000.

Box H-401, BROADCASTING

M.W.	single	daytime	\$ 70M	terms
Tenn	medium	fulltime	130M	SOLD
Gulf	medium	race	125M	29%
N.Y.	metro	daytime	275M	terms
S.E.	Top 50	FM	60M	terms

✓ CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

1. SOUTHWEST. Major market. Gross \$10,000 a month. Owner anxious for quick deal. Open to reasonable offer.
2. PACIFIC NORTHWEST. Gross over \$45,000. Priced at \$60,000. One-third down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Cable Vision Inc. has made application for a 25-year nonexclusive franchise. The city would collect 3% of gross revenue and the firm intends to charge \$5 monthly. Officers and directors of Galesburg All-Channel are attorney Burrell Barash (who is on the board of Galesburg Printing & Publishing Co. and Galesburg Broadcasting Co. [WGIL Galesburg]), Charles Morrow, general manager of the Galesburg Register-Mail, and Roger Coleman, general manager of WGIL.

Mattoon, Ill.—The General Electric Cablevision Corp., a wholly owned subsidiary of General Electric Co., has become the sixth firm to apply for a franchise. Other applicants are Friendly City Broadcasters Inc. (WEIC Charleston, Ill.); Central Communications Co. (a subsidiary of Illinois Consolidated Telephone Co.); Frisina Theater Co.; E. J. Deibel & Associates, and Clearview Cable Co.

Paris, Ill.—Adlai C. Ferguson Jr., general manager of WPRS Paris, has been awarded a 20-year franchise. The franchise of Tele-systems Inc. has expired.

Brazil, Ind.—Cable TV Inc., Robinson, Ill. (John Gwin, president) has been granted a 20-year exclusive franchise. The city will receive 3% of the gross on the first 2,000 subscribers and 4% of gross over 2,000 subscribers.

Huntington, Ind.—Community Teleception Inc. (Bruce R. Storm, president; Murray J. Feiwell, vice president) and the Telesis Corp. (parent corporation of Huntington Cable Vision Inc.) have both applied for franchises. Community Teleception would provide 12 channels, FM channels and a weather channel. Rates would be \$4.90 monthly and \$14.90 for installation. The city would receive 3% of gross revenue for the first five years and 4½% a year after five years. Telesis Corp. would provide three Fort Wayne, Ind., channels, two independent stations from Detroit and three educational channels for \$5 monthly after an installation cost of \$18.75. Other applicants are Citcom Inc. and Tele Trend Inc.

Mishawaka, Ind.—Community Teleception Inc., 500 Union Federal Bldg., Indianapolis (Bruce Storm, Bloomington, Ind., president) has been awarded a franchise. Community Teleception intends to assign the franchise to a local corporation, St. Joseph Valley Teleception (Thomas P. Loughlin, president). Community Teleception has submitted applications in South Bend and Elkhart, both Indiana.

Mooreville, Ind.—Community Teleception Inc., Indianapolis, has been granted a franchise. The firm, which has franchises in 30 Indiana towns, is owned equally by Jerry Kunkel (program director, WATI Indianapolis), Bruce Storm (Bloomington, Ind., druggist & real estate), Murray J. Feiwell (Indianapolis attorney) and Jack Brinson (Indianapolis stock broker). The town will receive a \$300 payment for the franchise and 3% of gross revenue. Installation is \$14.90 and the monthly rate is \$4.90.

New Castle, Ind.—Three firms have applied for a franchise: Community Teleception Inc., Indianapolis, has requested a 20-year franchise; General Electric Cablevision Corp. has applied for a franchise, and Fair Enterprises Associates (Richard M. Fairbanks, president [WIBC Indianapolis], in association with New Castle Broadcasting Corp. (Alan E. Yergin, New Castle attorney, president) has proposed to provide 12 channels while paying the city 3% of gross monthly charges.

North Vernon, Ind.—Cox Broadcasting Corp. has combined interest with Columbus Communications Corp., holder of franchises in North Vernon and Vernon, both Indiana and is seeking a franchise in Columbus.

Creston, Iowa—On Sept. 7 an election will be held to determine whether to grant Southwest Iowa Broadcasting Co. (KSIB Creston) a franchise.

Spencer, Iowa—The city council has revoked a 1958 franchise granted to Spencer Community Antenna System Inc. and now owned by Webster Vending Co. on the grounds of failure to begin construction within the prescribed time limit. Three other firms which have been pursuing franchises are: Telesis Corp., York, Neb.; Arrow Theater Corp., Sioux City, Iowa, and Minnesota All-Channel Cable Vision Inc., Alexandria, Minn.

Baxter Springs, Kan.—Systems Inc., Shawnee, Kan., has been granted a franchise. The company, which also holds a franchise in Columbus, Kan., has agreed to pay the city 3% of the annual gross revenue on the first 500 subscribers, 4% on the next 500, and 5% on those above 1,000.

Goodland, Kan.—Telesis Corp., Chicago, a group owner, represented by Les Frazier

and Selby Soward, has applied for a franchise to establish a \$125,000 system. An earlier applicant is Robert E. Schmidt, KAYS Inc. (KLOE-AM-TV Goodland and KAYS-AM-TV Hays), Hays, Kan.

Paris, Ky.—Multi-Channel Cable Co., Portsmouth, Ohio, represented by Charles Drew, Lexington, Ky., has applied for a franchise. Cost for subscribers would be about \$25 for installation and \$5 monthly.

Lee, Mass.—Television Communications Corp., owner of Pittsfield TV Cable Corp., has purchased Berkshire TV Cable Co., which operates in Dalton and Lee, both Massachusetts. The Berkshire franchises will be transferred to the Pittsfield Corp.

Pennfield Township, Mich.—Triad Stations Inc. (WALM Albion, Mich.) has been granted a nonexclusive franchise.

Three Rivers, Mich.—Voice of Three Rivers Inc. (WLKM radio) has applied for a franchise. An earlier applicant is Twin Valley CATV Inc., Hillsdale, Mich. Both parties hope to use poles leased by General Telephone Company, a state-licensed concern, and it has been debated whether they would then need an actual city franchise.

Clinton, Mo.—Continental Cable Co., Lebanon, Mo., represented by Bob Appling and Bob Wall, has applied for a franchise.

Aurora, Neb.—Hamilton Telephone Co. has been granted a 25-year franchise with right of revocation for cause resting with the city council. The city will receive 3% of annual gross receipts.

Boulder City, Nev.—Community Cable TV Inc. (H. N. Greenspun, president) has applied for a franchise for Boulder City and the surrounding Clark county. A previous applicant is Don Reynolds, publisher, Las Vegas Review-Journal.

Collingswood, N. J.—The Jerrold Electronics Corp., a group CATV owner and a CATV equipment manufacturer, has applied for a franchise.

Hunterdon County, N. J.—CATV Service Co. has been chartered by Edward R. Bott, Doylestown, Pa., prior to filing franchise applications.

Lambertville, N. J.—A franchise request from CATV Service Co. of N. J. has passed first reading. The proposed ordinance provides maximum rates of \$5 for residential and \$10 for commercial service. The company would pay 2% of its annual gross income to the city.

Princeton, N. J.—Nassau Broadcasting Co. (WTOA Trenton, N. J., and WHWH Princeton) has applied for a franchise. Other applicants are Community Service Antenna Systems Inc. (WBUD Trenton) and Crosswicks Industries, Tom's River, N. J.

Brewster, N. Y.—Putnam Community Antenna Television Company (Bernard Kilbaner, president, John H. Prentiss, vice president, James Edgett, treasurer, William C. Nichols director) has applied for a franchise. The cost of the system is estimated at \$400,000. Fees will be \$15 for installation and \$5 monthly.

Brookhaven, N. Y.—Long Island CATV Inc., of Hicksville, N. Y., has applied for a 15-year nonexclusive franchise.

Ticonderoga, N. Y.—Champlain Cablevision Inc., Box 646, Manchester, Vt., represented by Justin Mueller, has been awarded a franchise. The firm will provide a minimum of five channels and some FM stations. The Village of Ticonderoga granted the firm a franchise last spring (BROADCASTING, June 21).

Asheville, N. C.—A sixth application, presented by Robert O. Hofland of Chelmsford, Mass., has been filed in the name of Asheville Cablevision Inc. Kellogg Credit Corp., a subsidiary of International Telephone and Telegraph Corp., New York, has granted Hofland a commitment of \$1 million toward Cablevision installation. Five earlier applicants who bid last year are: Skyway Broadcasting Co. (WLOS-AM-FM-TV Asheville); WISE-TV Inc. (WISE-TV Asheville); Broadcasting Co. of the South, Columbia, S. C.; Reeves Broadcasting Co., New York, and Trans Video Corp., Dallas.

Gibsonville, N. C.—American CATV Services Inc., Kingsport, Tenn., has applied for a franchise.

High Point, N. C.—American CATV Services Inc., Kingsport, Tenn., has been refused a franchise on the grounds that all three major networks were already satisfactorily received.

Smithfield, N. C.—Carolina Broadcasting Service (WMPM Smithfield, owned by John Ciccone, Carl Lamm, and Ellis Barbour, has renewed its bid for a franchise first requested in January.

Valdese, N. C.—Burke County Broadcasting Co. has been granted a five-year renewable franchise. The city will receive 3% of the gross receipts.

Ashtabula, Ohio—Ashtabula Cable TV Inc. (N. R. Drenning, president and owner of an Altoona, Pa. trucking firm) has been granted a 10-year franchise. Maximum cost to subscribers would be \$5 monthly. Mr. Drenning's group has systems in Altoona, Pa., and in other Pennsylvania cities.

Bedford, Ohio—Telarama Inc. (Creighton E. Miller, president; Malcolm B. Vilas Jr., vice president, and Herbert C. Hauser, secretary-treasurer) has applied for a 25-year franchise. The company intends to provide a 12-channel service which includes stations from Detroit, Windsor and London (both Ontario), Toledo, Youngstown, and Akron (all Ohio), Erie, Pa., and Cleveland's educational station WVIZ-TV channel 25. Under the system the company would charge not more than \$5.90 monthly and \$25 for installation and the city would receive 3% of the monthly gross receipts. Minority interest in Telarama is held by Scripps-Howard Broadcasting Corp. (WEWS [TV] Cleveland).

Bedford Heights, Ohio—See Bedford, Ohio.

Columbus, Ohio—Capitol Cablevision Co., owned by WENS-TV and Cox Broadcasting Corp., has applied for a nonexclusive franchise.

Orrville, Ohio—Armstrong Utilities Inc., Kittinging, Pa., represented by D. A. Sedwick of Sugar Creek, Ohio, has applied for a franchise.

Rittman, Ohio—Armstrong Utilities, Butler, Ohio, has applied for a franchise. Under the proposal the firm would charge \$4.25 monthly and the city would receive 5% of the gross.

Irvona, Pa.—James Peno, Curwensville, Pa. has applied for a franchise.

Limerick, Pa.—Triangle Publications (WFIL-AM-FM-TV Philadelphia) has been granted a nonexclusive franchise.

Martinsburg, Pa.—United Transmission, a subsidiary of United Utilities, represented by James S. Keller of Westwood, Kan., has applied for a 10-year franchise. Under the proposal the company would pay 2% of gross monthly income and would provide 11 channels, plus weather, background music and FM service. Cost would be \$5 monthly and \$15 installation.

Roaring Spring, Pa.—See Martinsburg, Pa.

Tinicum, Pa.—Delaware County Cable Television Co. has been granted a 25-year franchise. Remittance to the township will be 5% of gross revenue. The ordinance permits a maximum installation charge of \$25 and a \$5 monthly charge.

Aberdeen, S. D.—A special election will be held Aug. 31. Applicants are Dakota TV Inc. (a local group) and Midcontinent Broadcasting Co. (KELO-AM-FM-TV Sioux Falls, S. D.).

Miller, S. D.—Mid-Continent Broadcasting Co. (KELO-AM-FM-TV Sioux Falls, S. D.), a group CATV owner owned by BFR Stations Inc., has been granted a nonexclusive franchise. Customer costs would be a maximum \$6 monthly and \$25 installation.

Clarksville, Tenn.—On its final reading a franchise application by Montgomery All-Channel Cable Vision Inc. was defeated. The city council is presently considering a bid from National Life & Accident Insurance Co., owners of WSM-TV Nashville.

Etowah, Tenn.—Video Cable Systems Inc., Huntsville, Ala., represented by J. R. Colvin, has asked for a franchise. The firm would charge \$29.50 for installation and \$4.50 per month. The city would receive 3% of gross revenue or a minimum of \$100 a year.

Nashville, Tenn.—Three companies have applied for a franchise. They are Nashville Community TV Inc., WLAC-TV Inc. and WSM-TV Inc., all Nashville.

Pampa, Tex.—A franchise has been granted to Dale Greenhouse and Calvin Fraser. Other applicants were Worley & Worley, Shamrock; TV Cable Co., Pampa; Viewmore, Wellington, and King Community TV, Houston, all Texas.

Robstown, Tex.—Segnam Television Distribution Corp. (represented by Roger Butler) has been denied a franchise. The Robstown city council has decided to take no further action at this time toward CATV.

San Benito, Tex.—A franchise election will be called to determine whether to grant a franchise to Southwest CATV Inc., Brownsville, Tex. An earlier, inactive franchise is held by Valley Microwave Inc., Phoenix.

Coeburn, Va.—Coeburn Cable Service Inc. has applied for a franchise. Customer charges would be about \$4 a month.

Baraboo, Wis.—Arnold Meilahn, Chetek, Wis., has been granted a 25-year exclusive franchise.

Monroe, Wis.—Triad Stations Inc. (WALM Albion, Mich.) and Monroe Community TV Inc. have applied for franchises.

WHEN John Monsarrat, vice president and director of J. Walter Thompson Co., was made manager of the agency's Chicago office last May, his knowledge of television's great social and economic impact was put into still sharper focus by a casual observation that many might overlook.

Upon moving from New York to his new post, Mr. Monsarrat and his family took an apartment on Chicago's Lake Shore Drive high in the glass and black steel complex designed in the crisp cubic mode by the modern Dutch architect, Mies van der Rohe. Coming home from the office each evening he quickly became impressed with the phosphorescent glow that danced over nearly all of the 29 floors of the glazed expanse before the drapes were drawn, cube by cube.

"We now have the ability to communicate beyond belief," Mr. Monsarrat says of television and its older broadcast brother, radio, while explaining just how impressive a sight it is to see a microcosm of the TV audience in action. But this display only confirmed an appreciation and understanding of the audience-pulling power of the broadcast media which he learned through work at the agency level for three decades.

TV-Radio Heavy ■ Now as the day-to-day operating head of JWT's Chicago office, Mr. Monsarrat will continue to be involved in the key marketing decisions of a number of top national advertisers. The Chicago office presently has billings totaling about \$60 million and of these some two-thirds go into television and radio.

The list of the heavy television users includes Quaker Oats Co., the Kraft Foods Division of National Dairy Products Corp., Alberto-Culver Co., Libby, McNeill & Libby, Seven-Up Co., Oscar Mayer & Co., Chun King Corp., Murine Co. and American Bakeries Co. Strong regional and local TV users include Pfeiffer, Schmidt and Sterling beers, First Federal Savings & Loan Association and the Ford Dealer Advertising Association for the Chicago marketing area. Virtually all are radio advertisers.

Mr. Monsarrat developed a keen enthusiasm for creative writing early during his school years. It was an interest that became profitable when the depression forced him to leave school late in his college program. He worked first in the mail order advertising department of a small textbook publishing firm in Columbus, Ohio.

"The financial investment aspect of advertising sinks in immediately in mail order work," Mr. Monsarrat recalls. One quickly learns efficient and effective communication there, he notes, because each ad quickly proves itself as the money orders come in—or don't.

New York's Lure ■ Doing what he liked to do and getting paid something

Professionalism in spending clients' money

for it too during those lean years proved to be the taste of honey that titillated his agency ambitions sufficiently to shoot for the big time. After a consistent letter-writing effort, Mr. Monsarrat convinced a small New York agency, Platt-Forbes Co., that he should be given a crack at a copywriting job. The association was to run 14 years. Because of client requests he eventually gave up writing for what since has been his long career in account supervision

WEEK'S PROFILE



John Monsarrat—VP-director, J. Walter Thompson Co., and manager of Chicago office; b. Nov. 29, 1912, Columbus, Ohio; Columbus Academy, 1919-29; Hotchkiss School, 1929-30; Haverford (Pa.) College, 1930-33; merchandising courses, Columbia U., New York; copywriter, account representative, account supervisor, VP, director and head of plans board, Platt-Forbes Inc., New York, 1935-49; VP, Geyer, Newell & Ganger, New York, 1949-52; senior VP and general manager, Lennen & Newell, New York, 1952-55; joined New York office of J. Walter Thompson Co. and elected VP in 1955, elected director 1963 and appointed Chicago office manager and member of executive committee May 1965; m. Margaret Jane Cashatt of Columbus, Sept. 2, 1939; children—Nicholas 23 and Grant 17; World War II service—1942-45, chiefly aboard aircraft carrier USS Langley and ending as commander; member—Saugatuck Harbor Yacht Club, Royal Swedish Yacht Club, Virgin Islands Yacht Club, Off Soundings Yacht Club (Long Island) and Weston (Conn.) Gun Club.

and agency management operations.

It was at Platt-Forbes in the latter 1930's that Mr. Monsarrat witnessed one of the "great growth stories of radio"—the medium's transformation of Peter Paul Inc.'s Mounds candy bar into a national favorite. The technique was heavy use of spot market by market as distribution grew.

Radio is a powerful selling tool today, Mr. Monsarrat feels, and its future should continue "very strong" since so many advertisers recognize radio's ability to reach people at low cost. He doesn't consider radio a "secondary medium," either, since it offers many modest budget advertisers a good means to get their marketing growth pattern well established.

TV's Big Punch ■ After World War II service in the Navy Mr. Monsarrat returned to the agency scene to watch and help various advertisers experiment with TV. This continued after his move to Geyer, Newell & Ganger in 1949 where accounts like Nash and Kelvinator scored well with the new medium. Then after his shift to Lennen & Newell in 1952 he could see television work its magic for Bromo Seltzer and P. Lorillard Co. among others.

Following his move to JWT in 1955 Mr. Monsarrat worked in various supervisory capacities on accounts such as Pan American, Douglas Aircraft, Brillo, Aluminium Ltd. and Chesebrough-Ponds. For the last five years he headed the Liggett & Myers account team.

"An agency's creative operation is the heart of the business," Mr. Monsarrat believes, and the role of a good manager is to keep a fine idea from getting smothered to death by layers of committees. He is willing to risk danger of dilution, however, if the idea can be improved through study by people whose experience could be beneficial. The critical element, then, he indicates, is with those who do the reviewing and not necessarily with the process.

JWT's review board process, he explains, assures the client he is getting the benefit of the agency's best thinking as a whole, not one account group. It also assures agency management that plans never go to a client with holes in them that could have been caught, he adds, while the account team has the advantage of knowing that the agency is behind them when they present their plans to the client.

Increased professionalism is the way Mr. Monsarrat feels that agencies will be able to keep up with accelerating competition in all areas of advertising. "Professionalism is exceptional competence based on knowledge and experience," he says, "plus a state of mind." And that last part, he explains, "is an awareness of the serious business of spending someone else's money wisely."

Editorial control

WITH patient digging, something of value may be found beneath the outpourings that have been exchanged by the network news divisions on how events like last week's Gemini 5 space flight ought to be covered.

The argument is over how much air time such events are worth. CBS News started the latest round by saying that full coverage of Aug. 19's ultimately scrubbed launching had been a mistake, that CBS News thenceforth would usually go on the air no more than 30 minutes before blast-off and, what's more, probably would no longer give automatic "gavel to gavel coverage" of anything. The NBC and ABC news departments replied that they, thank you, would judge each event on its own merits.

There is nothing wrong with any of these views. As a matter of fact they all add up to the same thing: that each network reserves the right to determine its own coverage by its own standards. But in the manner of their statement they added up, we regret to say, to a performance in which press agentry seemed as important as policy.

Privately the news organizations are not loath to say an occasional kind and even respectful word about one another. But it often seems difficult for them to make a public statement without surrounding the basic idea—sometimes almost to the point of obscuring it—by competitive claims, condescension or innuendo.

Although this element of press agentry was not displayed by all three networks in the Gemini 5 coverage argument, all three have shown at one time or another that they know how the game is played. This sniping back and forth is unfortunate; it suggests a sense of insecurity that is unjustified, and it dulls a public image made lustrous by the on-screen performance of television news.

Which are right, the advocates of complete coverage of big events or those who call for selective coverage? It is becoming increasingly apparent that for large segments of the public both are right. This was demonstrated on Gemini 5 launch day when many viewers complained of the pre-emption of football games while others stayed with the space coverage throughout. If another example is needed, it was also demonstrated during last year's political conventions when the audience was divided—wherever there was a choice—between conventions and entertainment.

The essential thing is that each network news organization make its own determination, using its best judgment of the news values involved, as must each affiliated station. There is no room for press agentry in these decisions.

If the best news judgments of the three news departments lead to varying lengths of coverage, the hidden value in all of last week's commotion is that more viewers can have what they want, full treatment or something else.

Sound proposition

A YEAR ago the FCC instituted an inquiry into technical violations of its multiple ownership rules by mutual investment funds. These innocent infractions occurred when investment funds acquired more than 1% in two or more publicly held companies that collectively owned more than the limit of stations permitted any one owner.

The Investment Company Institute of New York has advised the FCC that mutual funds don't want to control companies in which they invest but are merely interested in a profit. ICI represents 158 mutual-fund groups and about 95% of the mutuals' dollars.

ICI recommends that the FCC ownership rule be revised upward from 1% to 10% where mutual funds are concerned.

Wall Street experts estimate that of the more than \$32 billion in mutuals' holdings about \$1.09 billion is in broad-

casting alone. If the 1% control rule is maintained, it would force the dumping of a vast number of broadcasting shares on the open market and affect the values of the securities in the hands of innocent investors.

According to the August TELEVISION Magazine index, there are now 68 television-associated public stock issues. These include 14 television stocks with a total market capitalization of more than \$1.5 billion and 11 companies having television stations, along with other major interests, with a capitalization of \$1.4 billion. When 21 programing companies, 13 equipment manufacturers and nine service companies (including advertising agencies) are added, there is a grand total of \$22.3 billion of market capitalization.

The ICI proposal that the legal limit for mutual funds be boosted from the ridiculous 1% level to 10% is reasonable. The funds have evidence to support their claim that they have never sought to exercise control over any of their portfolio companies. Moreover, several states have "blue sky" laws that prohibit investment companies from holding more than 10% of a single company.

As a further safeguard the FCC could decree that investment funds certify that they will not attempt to exercise control over any licensee.

The LBJ show

WHEN Lyndon B. Johnson retires from the Presidency, his wife ought to sign him up at once, and at any price, to become program director and chief personality of her television station. Nobody in or out of the television business has ever used the medium with greater skill or appeared to better advantage on it.

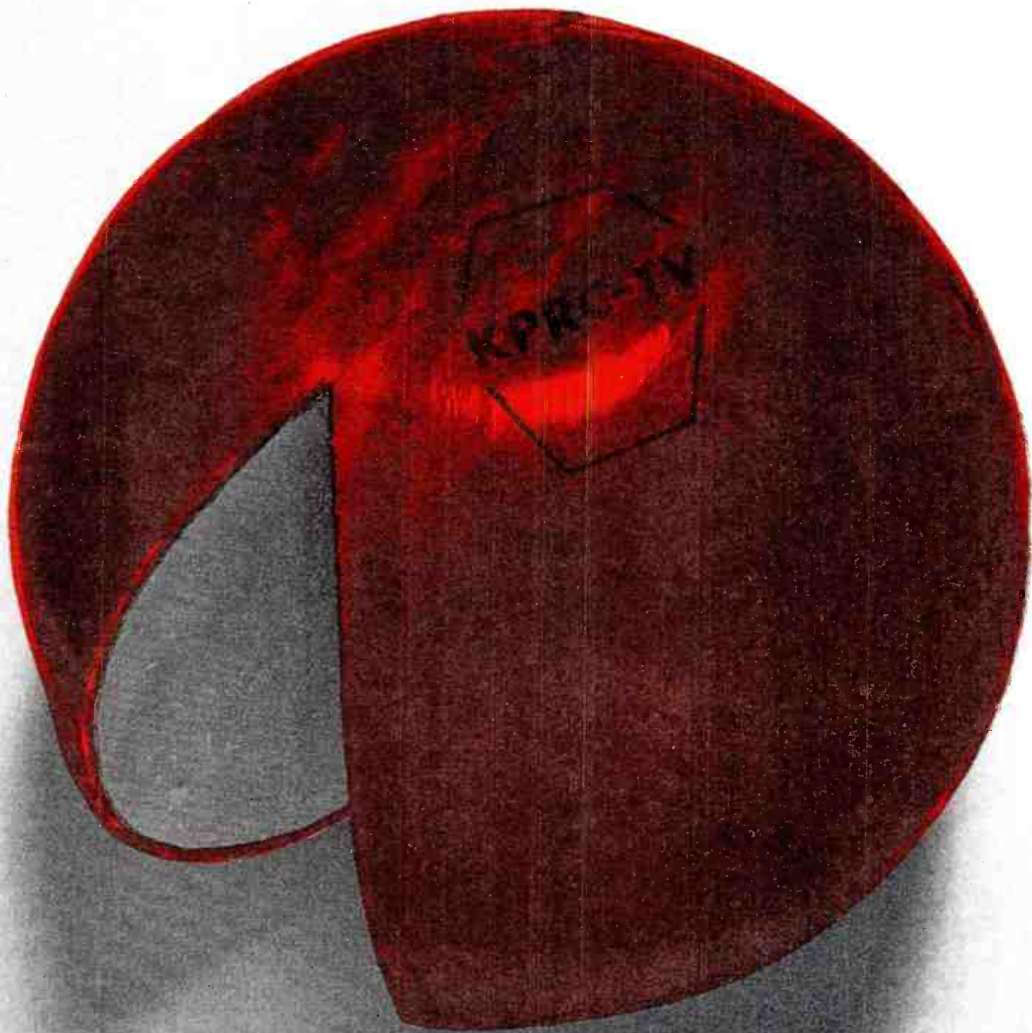
The President's televised news conference last Wednesday morning confirmed his mastery of production and performance. Whether reading a newsy statement, while appearing to look the audience in the eye, or fielding questions from reporters, Mr. Johnson and nobody else was in command. He has developed a television style as unique as his political character. Let a live camera get within his range, and he takes full possession of it.

On the tube Mr. Johnson is folksy without being common, wise without being superior, humorous without being clever. Give him a regular show of his own after he leaves his present office and competing stations might just as well go dark while he is on.



Drawn for BROADCASTING by Sid Hix
 "Now here's a set we designed for an outfit who wants to test pay TV in Las Vegas!"

**Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.**



KPRC OF HOUSTON

“All things excellent are as difficult as they are rare.”

Baruch Spinoza, 1632-1677, Dutch Philosopher

Awareness of this great truth has caused Griffin-Leake to dedicate its stations to steadfast efforts to produce EXCELLENCE.

**GRIFFIN-LEAKE
TV, INC.**

KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTU-9, OKLAHOMA CITY



The Bettmann Archive

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