



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New program sources develop with 75 features set for TV. p33

BPA meet covers broadcasting from CATV to ratings. p44

Carnegie appoints study group for ETV evaluation. p74

Radio was the brightest light in Northeast blackout. p78

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NEWSPAPER



## what is an *influencible* ?

One of the lively ones. Intense, interested, keenly attuned. This vital market of young adults has tremendous buying power, and Storz radio reaches them. The *influencibles* are mostly Young Marrieds with children, so chances are they're in the market for your product or service. Concentrate on this lively, responsible audience and get sales action fast. Influence the *influencibles*.®

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# STORZ

WDGY Minneapolis-St. Paul  
(Blair)

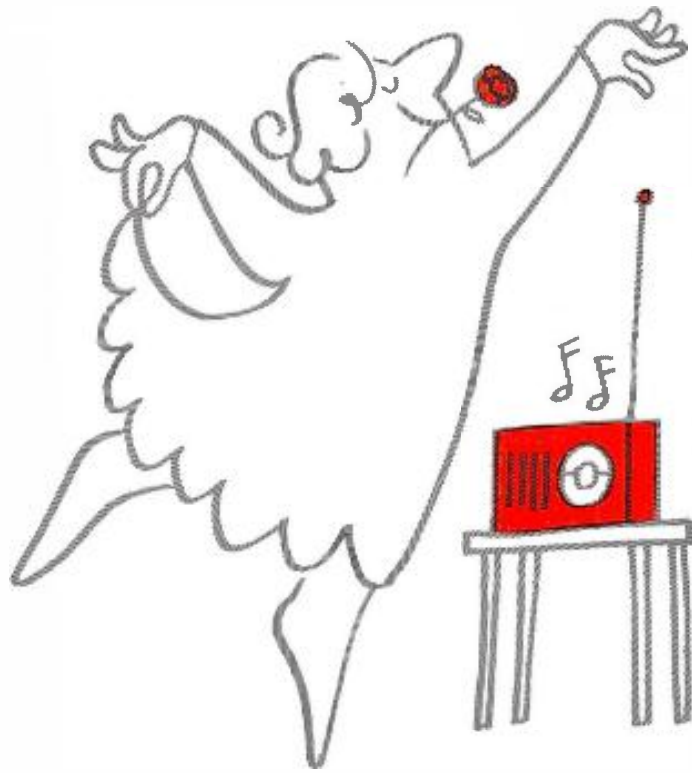
KXOK St. Louis  
(AM Sales)

WHB Kansas City  
(Blair)

WTIX New Orleans  
(Eastman)

KOMA Oklahoma City  
(Blair)

WQAM Miami  
(Blair)



### **While the husband's away, the radio will play**

Off goes the breadwinner. But on stays the WJR. Because young homemakers enjoy our programming all day long.

What do you say to a woman whose husband has just left her—even if it's only to go to work? You perk her up; brighten her day with WJR-produced shows—interesting conversation, live variety and music, complete news and fine arts programming. All this plus

visits from Godfrey, Linkletter and other CBS stars.

WJR listeners hold the purse strings in 112 U.S. and 24 Canadian counties (where people have more money to spend than the national average).

Call your Henry I. Christal Co. representative today. Don't miss the Mrs. in America's fifth richest market—Detroit—and the booming area around it.

**WJR**  
CBS 50,000 WATTS  
DETROIT

DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION

## Doings on discount

That *Yale Law Journal* article urging government action to outlaw "discriminatory" discounts on TV networks (BROADCASTING, Oct. 25) is due for wider circulation. American Association of Advertising Agencies has bought 100 copies, is seeking permission to reprint more—basically, according to AAAA officials, for distribution to members of AAAA's broadcast and other media committees. AAAA says distribution of article is for information of members and does not reflect association endorsement.

Co-author of article criticizing network discounts was Jack Blum of FCC staff, now on loan to Senate Antitrust and Monopoly Subcommittee. He and another Senate staffer were in Atlanta last week but wouldn't say what they were investigating. Incidentally, subcommittee hearings on advertising discounts, once predicted for this month (BROADCASTING, Oct. 4), now seem scuttled until January at earliest. Senator Roman Hruska (R-Neb.), subcommittee member, has let it be known he's tied up on other things and wants no hearings without his presence.

## Color corrector

Color television test film for use as reference by processing laboratories is expected to be issued before end of year as step toward standardizing color rendition in TV film prints. Problem of variations in color correction in 16 mm and 35 mm film prints has been plaguing network experts for some time. Moves toward easing problem by working toward standards have been initiated through Society of Motion Picture and Television Engineers. Engineers say that up to this point, color correction in film has often been left to subjective judgment of print house.

## A nerve touched

FCC Commissioner James J. Wadsworth is raising eyebrows of colleagues and staffers with vehemence of his views on over-commercialization issue. Commissioner, who had been considering going further than staff on some of 15 cases up for consideration (CLOSED CIRCUIT, Nov. 8), last week circulated memorandum to colleagues in which he denounces "mendacities" and "lies" of broadcasters who fail to live up to promise to commission on commercialization practices. He also indicates there are limits to what he would consider "reasonable" number

# CLOSED CIRCUIT®

of commercials broadcast, even if promise is kept. All this adds up to recommendation that commission set one AM-FM renewal application for hearing, give short-term renewal to five others. Staff would have done no more than grant short-term renewal in most extreme case, send admonitory letter in some others.

*Meanwhile, commercial-counting staff has come up with new batch of reports on latest group of renewal applicants surveyed. Staff recommends letters to seven AM's and one TV in California and one AM in Nevada. Staff says analysis indicates discrepancies between promise and performance range between overage of 15% in case of TV to 43% in case of one AM.*

## Up in ARMS

Cost of All-Radio Methodology Study, due for release early next year, has soared far over initial budget of \$150,000. National Association of Broadcasters and Radio Advertising Bureau, which put up \$75,000 each to bankroll study, are now seeking another \$100,000 from networks and major station groups. Study will run more than \$250,000, and missing funds are starting to come in. If all else fails, NAB and RAB boards will be asked to cough up difference.

## Biggest wire man

Jack Kent Cooke will be kingpin among CATV operators when new transactions are closed, probably this week. His combined holdings will include systems having connections totaling 87,000 (against H&B American's reported 74,000). In past year former Canadian publisher-broadcaster-sportsman's investments in CATV systems and microwave relays have totaled \$24 million. (He also paid \$5.15 million for Los Angeles Lakers, professional basketball team.)

*In final stage is Cooke acquisition from National General of CATV systems in Hattiesburg, Miss. (4,700 connections); Biloxi, Miss. (2,500 connections); Logan, W. Va. (5,000 connections) and Alpena, Mich. (5,000 connections) for aggregate of \$3.25 million. Also being acquired are systems in Sault Ste. Marie, Mich. (1,400 connections), and Sault Ste. Marie, Canada (1,800 connections), for approximately \$700,000.*

## Regional sports

RKO General Broadcasting is preparing to challenge networks and other suppliers of major sports events by putting together regional lineups of TV stations to carry live and taped telecasts of top athletic contests. As follow-up to its significant move into TV program production (see page 35), RKO General is conducting negotiations with outlets throughout country, and it's indicated that sizable number of VHF and UHF stations have already agreed to participate in undertaking, which is aimed for 1966 spring start.

## Hardware explosion

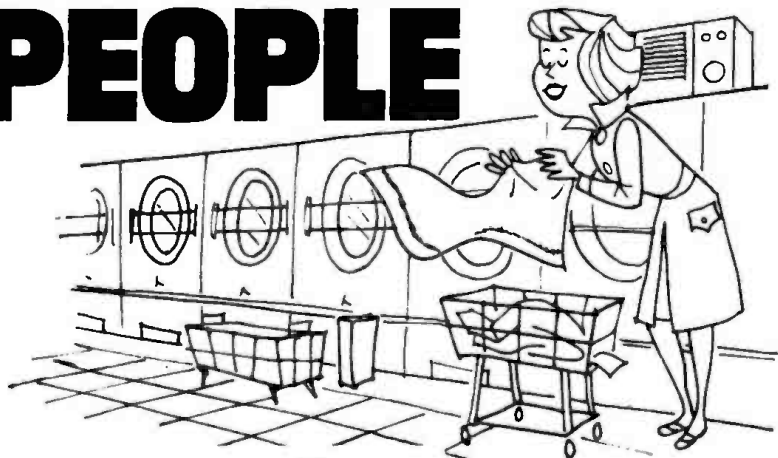
National Association of Broadcasters already has 20% more exhibition space commitments for 1966 convention in Chicago than 38,424 square feet taken up at 1965 convention in Washington. Increase could go as high as 25%-30%, exhibitors were told at meeting in New York with NAB officials last week.

*Eighty-seven exhibitors are already assigned space in Conrad Hilton hotel's east and west exhibition halls and Continental Room, which will be used for NAB equipment display for first time. RCA is reported to have increased its commitment from about 5,000 to 8,000 square feet and General Electric from 4,200 to about 5,300 square feet.*

## Joint venture

Colgate-Palmolive Co., New York, is said to have arrangement with Triangle Program Sales to co-produce *Step This Way*, weekly taped half-hour dance program that would star Broadway actress and dancer as hostess. Syndication is set for mid-January, Triangle assuming production costs and Colgate paying talent fees. Colgate, it's reported, would sponsor program for 26 weeks in 26 markets (including locations of Triangle's six TV outlets). After this cycle, Colgate has option to attempt network placement or continue with syndication. If show is continued in syndication, Triangle will be free to offer it to other advertisers in those markets Colgate rejects. Program will be set in night club atmosphere and feature dance instructions, name bands and guest stars.

# MORE PEOPLE



## everywhere



# listen to WIBG Radio 99

than any other Philadelphia Radio Station

**MORE** total listeners  
**MORE** adult listeners

**MORE** total homes in  
**MORE** time periods



*Represented by Katz Agency*

<b>STORER</b> BROADCASTING COMPANY	<b>LOS ANGELES</b> KGBS	<b>CLEVELAND</b> WJW	<b>MIAMI</b> WGBS	<b>TOLEDO</b> WSPD	<b>DETROIT</b> WJBK	<b>WIBG</b> FIRST IN PHILADELPHIA
<b>NEW YORK</b> WHN	<b>MILWAUKEE</b> WITI-TV	<b>CLEVELAND</b> WJWP-TV	<b>ATLANTA</b> WAGA-TV	<b>TOLEDO</b> WSPD-TV	<b>DETROIT</b> WJBK-TV	

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

# WEEK IN BRIEF

Looking for new mother lode of programing, producers and distributors take harder look at feature films produced primarily for television. Majority will be turned out overseas. See . . .

## NEW SOURCES . . . 33

RKO General Broadcasting forms subsidiary, RKO General Productions, to work in TV programing area. Already planned are 11 feature films in color designed for theater exposure after their TV run. See . . .

## NEW RKO UNIT . . . 35

Show juggling continues as latest Niensens give NBC razor-edge lead over CBS. ABC, in third, plans to bring in Robert Goulet and Red Buttons in new color series to replace 'Crackerby' and 'King Family.' See . . .

## NBC, CBS, ABC . . . 66

About 400 ANA members meet this week to take look at FCC's proposed 50-50 rule on network program control, FTC attitudes toward commercials and NAB codes. ANA position on FCC plan may be in offing. See . . .

## ANA PLANS LOOK . . . 36

Putnam comes up with idea to place CATV on horns: Let UHF pick up programs from local systems; if FCC says no, then stations' program rights are affirmed; if answer is yes, U's have new program source. See . . .

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If Broadcasters' Promotion Association learned one thing, it's that all that glitters isn't gold, some is brass. They heard from USIA's Marks, FCC's Lee and Vice President Humphrey at Washington meeting. See . . .

## MANY FACETED THING . . . 44

Battery-operated radio is primary communications link in massive Northeast power failure. Medium given major credit for averting panic as stations made almost instantaneous switch to emergency power. See . . .

## BRIGHTEST LIGHT . . . 78

Carnegie Corp. forms study commission to evaluate ETV and perhaps tell how it can reach its goals. Broadcasters well represented in study group. Plan is welcomed by LBJ and ETV broadcasters. See . . .

## FORMS GROUP . . . 74

NAB's traveling troupe returns to road for second half of eight-city tour and plays to record crowd of more than 500 in Chicago. Logging rules and CATV remain hottest items on agenda. See . . .

## ATTENDANCE RECORD . . . 82

TV advertising only adds fuel to critics' attacks on medium, Cone tells magazine group. Charges unimagination is byword in current crop of ads and that trend stretched beyond TV into print. See . . .

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## Broadcasting

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a story of

# POWER

## POWER FROM *WSPA-TV*

With its tower soaring high into the skies above Hogback Mt., and a strategic system of translators, WSPA-TV achieves maximum power-coverage.

## POWER IN AUDIENCE

From 1960 to 1965 WSPA-TV has already achieved a net gain in weekly coverage of 77.4%! (documented by 1965 ARB coverage study). This is the station on the move in the Market on the move (now rated 40th in the nation by ARB).

### ARB-METRO Net Weekly Circulation\* (Greenville-Spartanburg-Asheville)

	1960	1965	% of Gain
WSPA-TV	98,900	147,800	49.4
Station B	111,200	153,800	38.3
Station C	127,500	166,300	30.4

\*ARB Television Coverage, 1965

## POWER IN THE MARKET

This is a brawny, button-poppin' market, paced by unprecedented industrial growth balanced with agriculture.

ARB credits WSPA-TV with circulation in 371,000 homes in this fabulous market of the new South.

**wspa-TV** channel **7**

SPARTANBURG, S. C.

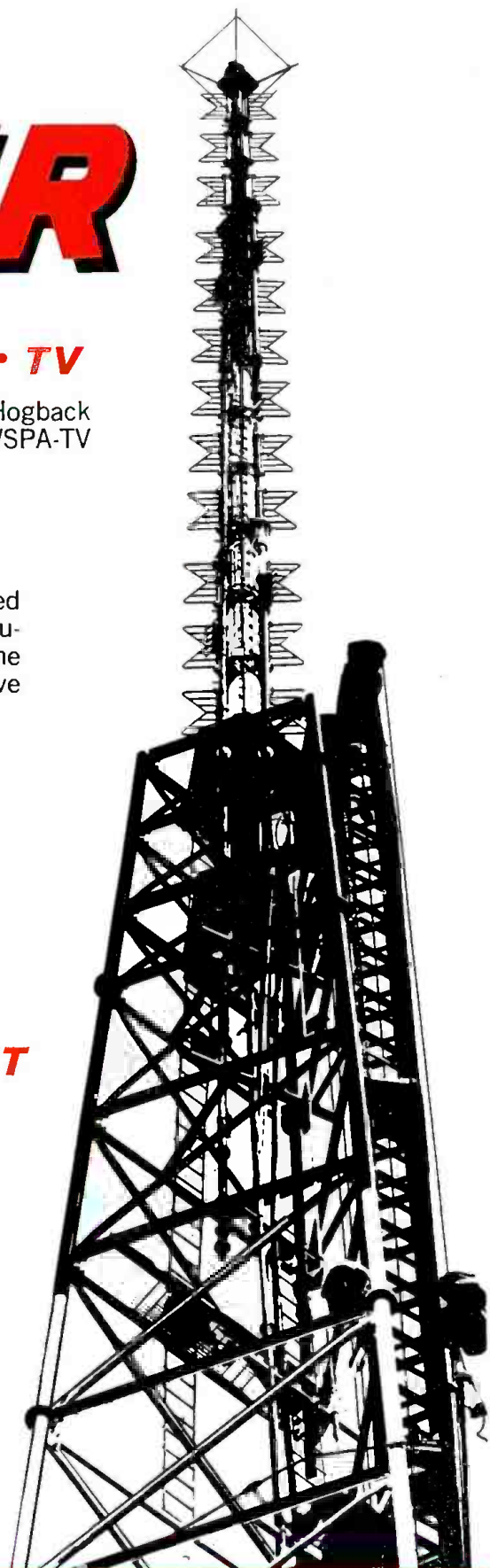
CBS for Greenville-Spartanburg-Asheville

**AM - FM - TV**

Owned and Operated by The Spartan Radiocasting Co.

Walter J. Brown — President

Represented Nationally by Hollingbery



First in local colorcasting in South Carolina and in the Greenville-Spartanburg-Asheville market.

## Taft negotiating for Hannah-Barbera

Taft Broadcasting Co., Cincinnati, is in negotiations to acquire cartoon-producing Hanna-Barbera Productions, Hollywood. It would be operated as wholly-owned subsidiary, continuing under direction of founders, William Hanna and Joseph Barbera.

No purchase price has been disclosed, but estimates of H-B's worth by Wall Street entertainment analysts range around \$10 million.

Move was announced by group broadcaster's board chairman, Hulbert Taft Jr. and president, Lawrence H. Rogers II. Mr. Taft said company feels news was premature but was felt necessary when New York Stock Exchange suggested it be made public. Purchase of H-B is conditioned on "revision of Taft's current capital loan agreement." This stipulation was taken by security analysts to indicate purchase, when concluded, would be for cash. H-B is owned by Messrs. Hanna, Barbera and George Sidney.

H-B's operations include TV syndication of cartoon series in domestic and foreign markets, syndication of cartoon characters in comic strips and merchandising of cartoon characters. It currently has *The Flintstones* in network prime-time slot (ABC-TV, Fri., 7:30-8 p.m.). Taft Broadcasting stock, traded on NYSE, gained 2½ to 32½ Friday (Nov. 12), day of announcement.

## Aubrey pre-trial starts; trial maybe in 3 months

Counsel for stockholders suing former CBS-TV network president James T. Aubrey Jr. said Friday (Nov. 12) pre-trial examination in case had begun smoothly, that dispositions might be completed in eight weeks and that case could come to trial within three months.

Mr. Aubrey appeared at lawyer's office last week to begin pre-trial questioning in closed sessions. Attorney Leonard Schreiber, appointed to handle combined complaints of two stockholders, said large number of requested documents had been submitted by Mr. Aubrey and two other parties named in complaint, CBS and Richelieu Productions.

Original suit, brought by A. Edward

Morrison (BROADCASTING, April 5), was amended to include Filmways as defendant and since then similar suit was filed by another CBS stockholder, Betty Timmons.

They are now being handled as one for two complainants. They allege that Mr. Aubrey shared in profits of Richelieu Productions, whose programs appeared on CBS-TV, and that he benefited from network dealings with Filmways.

## Higher power for clears is in commission works

FCC staff is nearing completion of recommendations on authorizing clear-channel stations to operate with higher power on developmental basis.

Staff, working on problem on commission instructions since June 1964, has developed seven criteria it feels 50 kw clear-channel stations should meet to qualify for use of power up to 750 kw. All are technical, designed to guard against undue interference. But commission, after poring over data developed by staff on implications of higher-power use, will have to decide how much interference is too much. Aim of staff was to afford protection to adjacent channel stations and to provide assurance that U. S. obligations to protect Mexican and Canadian stations would be kept.

First requirement station would have to meet to qualify for higher power is that it be operating on one of 12 unduplicated clears. Eight stations have applied for higher power. Staff is said to feel five can qualify under criteria as drafted.

## Lewine to Warner Bros.

Robert Lewine, former vice president, programs, for CBS-TV, Hollywood, has been named executive in charge of television activities for Warner Brothers in Burbank, Calif. He succeeds William T. Orr. Mr. Lewine was most recently with Creative Management Associates, Hollywood, following 15 years in various network program posts.

## Killed in plane crash

Two Mexican broadcasters and wife of NBC International official were killed in private plane crash in Mexico

City Friday (Nov. 12).

Killed were Romulo O'Farrill Avila and Fernando Diaz Barroso, both of Telesistema Mexicano S. A., and Mrs. Marcia MacKenzie, wife of Alistair MacKenzie, NBC.

Mr. MacKenzie and Hubbard K. Gayle Jr., Victoria, Tex., were seriously injured. Plane had just taken off for Acapulco for NBC meeting there.

## WMAL-TV files suit for color TV cameras

Desire of stations to get color equipment as soon as possible, and plaint of manufacturers that backlog is creating logjam (CLOSED CIRCUIT, Nov. 8), has resulted in WMAL-TV Washington filing suit against Visual Electronics Corp., New York, for delivery of two live cameras.

In civil action filed in U. S. District Court in Washington, station alleged it had priorities 5 and 6 for Norelco color camera chains, and that Visual, distributor for Norelco, has failed to recognize priorities. WMAL-TV said cameras were originally scheduled to be delivered in late September or early October. Station asserted it is seeking cameras, not damages.

Visual said it had not seen complaint and reserved comment.

## Ice will be tinted for hockey colorcast

Madison Square Garden Corp. was to announce yesterday (Nov. 14) what it believes to be first taped colorcast of hockey match in United States. New York Ranger-Chicago Black Hawks game will be taped in afternoon of Nov. 27 for showing on WOR-TV New York (8:30 p.m. to end), and possibly fed to other stations at later date.

Ice will be tinted especially for telecast, and special installations used in coverage. If colorcast goes further than New York, National Hockey League would coordinate feed to such cities as Chicago and Philadelphia, and possibly to other sections of country.

Color TV entry in hockey comes at time when NHL's six-teams are considering expansion to 12 teams in 1967-68. Applications are in from some 10 cities, San Francisco, Los Angeles, Vancouver and St. Louis among them.

## WEEK'S HEADLINERS

**Francis Martin Jr.**, president of Blair Television, New York, elected president, chief executive officer and director of John Blair & Co. Presidency has been vacant since resignation of Arthur H. McCoy last February. **John P. Blair** continues as board chairman and also becomes chairman of newly formed executive committee. Mr. Martin continues also as president of Blair Television division. **Thomas C. Harrison**, president of Blair Radio division since January 1964, becomes member of executive committee along with Messrs. Blair and Martin. Announcement followed disclosure of company's plan for sale to public of 345,000 shares of stock (see page 94).

**William Craig**, VP and director of media management, Benton & Bowles, New York, moved to Los Angeles to head up agency's West Coast operation, and **Bern Kanner**, VP in charge of media for B&B in New York, elevated to VP and associate director of media management. **Richard J. Gershon**, VP and associate media director, promoted to VP and manager of media. Mr.

Craig had previously been in charge of B&B's Hollywood office.



Mr. Shawn

over 30 years, spent 20 of them with NBC in various administrative positions.

**Rudolph Montgelas**, president of Ted Bates & Co. since 1959, elected vice chairman of board. **Archibald McG. Foster**, senior VP, director, and member of executive committee, succeeds Mr. Montgelas as president. Mr. Foster was also elected chief executive officer of agency. He joined Bates in 1954 as VP and account supervisor. **Rosser Reeves** continues as board chairman.

**Fred P. Shawn**, general manager of WSUN-AM-TV Tampa-St. Petersburg, Fla., named VP and general manager of Rust Craft station WJKS-TV Jacksonville, Fla., now under construction. Mr. Shawn, in radio-TV for

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

### All-time high for Disney

Walt Disney Productions in fiscal year ended Oct. 2 had earnings of over \$11 million, or \$6 a share, Roy O. Disney, president, told directors meeting. Figure, subject to final audit, is all-time high.

Mr. Disney advised board that company had repaid \$2.5 million of its \$10 million loan from Prudential, leaving balance of \$7.5 million. Board declared regular quarterly dividend of 10 cents a share and annual stock dividend of 3%, each payable Jan. 1, 1966, to holders of record Dec. 1.

### Calls for 'apartheid' for newspapers and TV

Newspaper of future should disassociate itself from "the great ball of wax called communications," Sigma Delta Chi annual convention in Los Angeles was told in keynote speech by Bernard Kilgore, president of Dow Jones (*Wall Street Journal*, *Barron's*, *National Observer*).

Mr. Kilgore said broader relationships between television and newspapers has been overdone "both as to competition and cooperation. For these are two entirely different fields, funda-

mentally, and the big thing they have in common is the sale of advertising." Television, he said, is largely entertainment, using "flash headlines" and being interested only in "a good show."

He also hit at common ownership of newspapers and television saying publishers and TV operators "are not in fact just journalists together—not even if the publisher and the station operator happen to be the same fellow."

In denunciation of absentee ownership, Mr. Kilgore described chain paper owners as "collectors" and not ideal publishers.

### UHF over hump in mid-1967: Lee

About mid-1967 approximately half of all TV sets in nation will be able to receive UHF and there will be UHF stations operating successfully in 50 to 75 of top markets, FCC Commissioner Robert E. Lee predicted Friday (Nov. 12) in talk to Chicago regional conference of National Association of Broadcasters (early story page 82). This means by then it will be possible "for some form of a fourth television network to evolve," he said. UHF conver-

sion is running about 1¼% per month, according to latest available figures.

Commissioner Lee reported that in next week or 10 days U. S. Census Bureau will have ready some data from its special survey of UHF and color set saturation which was made in August for FCC and underwritten by Advertising Research Foundation. He predicted data should show UHF conversion nationally now is at about 21% or 22% level but this will vary regionally. Data is to be released region by region. He did not give estimate on color sets.

Mr. Lee said that with FCC's provision for new low power UHF stations in smaller areas he expects "several hundred" applications for TV stations will be filed with commission by community antenna television system operators who are "forward looking and desirous of serving their rural areas not possible economically with CATV lines. He said application flood also might be prompted by CATV people who are aware of their public service "vulnerability" in rural areas in view of possible future regulation.

Pay television, if and when it comes, Mr. Lee said, must be through broadcast means and not by "back door via CATV." He added he "might favor" ideas of UHF stations being allowed to devote about 10% of their weekly on-air hours to pay-TV operations.

### Ex parte charges quashed but Black Hills rapped

FCC has criticized Black Hills Video Corp. for ex parte activities in case in which commission renewed conditionally company's licenses for microwaves to serve four community antenna television systems.

Commission denied request by KOTV-TV Rapid City, S. D., for investigation of activities of Black Hills officials who were involved in contacting commission and members of Congress in connection with case.

Commission said "nature of activities"—in that "letters were sent in a rather open manner"—do not raise questions as to whether there exists kind of conduct "condemned in the ex parte cases."

But, commission said in order issued Friday, (Nov. 12), Black Hills' conduct "does reflect adversely" on applicant. Commission said dispatch of telegram to commission without notification to other parties in case was "wholly improper."

Commission also said Black Hills, in its letters to members of House and Senate, should have included reference to "hearing proceeding involved, its status and restricted nature."



# rolling...



...rolling out to record any taping job you want to do!

Now you can make quadruplex recordings in the field... recordings that can be played on the air—as is. Up to an hour's recording time is provided with standard reels, two hours with 7½ ips. reels.

The TR-5 has the "New Look"—it's compact, it's modularized, transistorized, compatible with any other quadruplex recorder. And it meets the exacting requirements of color.

If you don't have a TR-5 to "roll around" your studio or to your remote assignments, you're missing a lot in taping convenience and efficiency. On the job they prove their true usefulness by recording news events at the scene of action, fast taping and screening of on-the-spot commercials. Want to roll? Get the TR-5.

See your RCA Broadcast Representative for complete details on the TR-5 TV Tape Recorder. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



**The Most Trusted Name in Television**



*In the early hours of the Southern California morning, some 7½ million Angelenos prepare for the busy day ahead. Chances are, their companion in these morning hours is radio.*

*And chances are, most listeners who are affluent, responsive adults tune to the always beautiful music and stimulating news analysis of KPOL AM/FM.*

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

**MORNING, AFTERNOON OR EVENING . . . KPOL REACHES SOUTHERN CALIFORNIA'S LARGEST AUDIENCE OF AFFLUENT ADULTS**

**KPOL**

*Distinguished Radio - Los Angeles*  
Represented nationally by Paul H. Raymer Co.

In New York call  
**PAUL H. RAYMER**  
at PL 9-5570





United Press International news produces!

## DATEBOOK

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

■Indicates first or revised listing.

### NOVEMBER

Nov. 14-16—8th annual Freedom of Information Conference, "The Racial Crisis and the News Media," co-sponsored by the Anti-Defamation League of B'nai B'rith and the Freedom of Information Center at the University of Missouri's school of journalism. University of Missouri, Columbia.

Nov. 14-17—Annual meeting of the Association of National Advertisers. Highlights, giving speakers and subject matter: Norman H. Strouse, chairman. J. Walter Thompson, and Thomas B. McCabe Jr., VP-marketing, Scott Paper Co., on current state of advertising. William Bernbach, president of Doyle Dane Bernbach; Roland P. Campbell, director of creative services, General Foods, and Dean Robert Schulze, Brown University, on development and impact of creativity, with case presentations by Roger Bolin, director of marketing communications, Westinghouse Electric Corp.; Richard Dingfelder, VP-marketing services, Scott Paper Co., and Donald Buckley, VP and creative director of Foote, Cone & Belding. William B. Cash, VP and general manager of operations, United Biscuit Co.; Samuel Thurm, VP-advertising, Lever Bros.; Thomas C. Dillon, president, BBDO and Robert Elder, marketing consultant, to discuss internal organization and agency relationships. Gilbert Miller, division manager, E. I. du Pont de Nemours and Edward Miller, president, Alfred Politz research, discuss advances in evaluation of advertising. Richard A. R. Pinkham, senior VP in charge of media and programs for Ted Bates & Co., and John Schneider, president, CBS-TV, talk on future of television. Dr. John Howard, professor of marketing, Columbia University, and Jerry Fields, Jerry Fields Associates, on recruiting and developing good advertising managers. The Homestead, Hot Springs, Va.

Nov. 15—Meeting of the Association of Broadcast Executives of Texas. Guest speaker is Chester H. Lauck, executive assistant of Continental Oil Co. Marriott hotel, Dallas.

Nov. 15—Deadline for comments on proposed FCC rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

Nov. 15-18—Membership meeting of proposed Illinois-Indiana CATV Association. Hotel Wolford, Danville, Ill.

Nov. 15-18—Annual membership meeting of Television Bureau of Advertising. Donald M. Frey, vice president of Ford Motor Co. and general manager of Ford Division; Donald L. Clark, vice president, corporate advertising, Xerox Corp.; George W. Dick, chairman-president, American Research Bureau, and George E. Blechta, vice president of A. C. Nielsen Co., will speak. Statler-Hilton, Detroit.

Nov. 15-20—Great Britain's fourth annual Industrial Photographic and Television Exhibition sponsored by Industrial and Trade Fairs Ltd. Commonwealth House, 1-19 New

#### NAB CONFERENCE SCHEDULE

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

- Nov. 15-16—Brown Palace, Denver.
- Nov. 18-19—Davenport hotel, Spokane, Wash.
- Nov. 22-23—Westward Ho hotel, Phoenix.



**WABC-TV** NEW YORK  
**WKYW-TV** PHILADELPHIA  
**WJW-TV** CLEVELAND  
**WXYZ-TV** DETROIT  
**WBKB-TV** CHICAGO  
**KTVI** ST. LOUIS  
**KABC-TV** LOS ANGELES  
**KGO-TV** SAN FRANCISCO

# MGM 6

It takes a built-in audience to insure sales as big as this! MGM/6 has it...these stations were quick to recognize it! 90 great films, 36 in color, make this the largest, most exciting list of Post '48 features for television ever released at one time by MGM. And with such proven hits as **LOLITA, RAINTREE COUNTY, QUO VADIS, NEVER SO FEW, JAILHOUSE ROCK, SWEET BIRD OF YOUTH, KING OF KINGS, ALL FALL DOWN, JULIUS CAESAR** and **SOMETHING OF VALUE**, you can't help but come on strong!

Contact your MGM-TV representative for a complete list, and availabilities.



THIS IS THE YEAR  
OF THE LION 1965/66

NEW YORK / CHICAGO / CULVER CITY / ATLANTA / TORONTO



- 45 TH. MARKET**  
Av. 1/4 Hr. Homes
- 45 TH. MARKET**  
Net Wkly. Circulation
- 45 TH. NBC STATION**  
Av. 1/4 Hr. Night Homes
- 45 TH. NBC STATION**  
Av. 1/4 Hr. Day Homes
- 45 TH. NBC STATION**  
Av. Daily Circulation
- 43 RD. MARKET—COLOR TV**  
Homes in Metro  
(BUSTIN' OUR BARREL)

Source: Color Data — Television Age 3-1-65      Source: Other Data — 1964 ARB-TV Mkt. Analysis

For information, availabilities and assistance, contact the Station or Avery-Knodel

Represented by Avery-Knodel, Inc.

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GREENVILLE, S. C. CHANNEL 4

SOUTHEASTERN BROADCASTING CORPORATION      AFFILIATED STATIONS:  
WBIR-TV, KNOXVILLE, TENNESSEE  
WMAZ-TV, MACON, GEORGIA

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Oxford Street, London W. C. 1. Earls Court, London.

Nov. 16—Federal Communications Bar Association luncheon, with Richard A. Solomon, general counsel, Federal Power Commission, speaking on "Separation of Agency Staff in Rulemaking Proceedings." Willard hotel, Washington.

Nov. 16—Hollywood Advertising Club. Robert R. Pauley, president, ABC Radio, will speak on "The Yankelovich Report" radio study. Hotel Continental.

Nov. 18—9th annual New York area Emmy Awards presentation of The National Academy of Television Arts and Sciences. The Honorable Robert F. Wagner, mayor of New York, is guest speaker. Trianon Ballroom, New York Hilton hotel.

Nov. 19—Panel on Vietnam at the International Radio & Television Society newsmaker luncheon. Malcolm Brown of ABC will appear, with newsmen from CBS and NBC. Waldorf-Astoria, New York.

Nov. 21-22—Annual fall convention of the Texas Association of Broadcasters. Featured speakers include: Robert T. Bartley, FCC commissioner; John F. Dille Jr., chairman of the board, National Association of Broadcasters; Lee G. Lovett, communications lawyer (Booth and Lovett), and Bob Stanford, Dallas advertising executive. Sheraton hotel, Dallas.

Nov. 21-23—Eastern Educational Network conference. Mark Evans, vice president for public affairs programming of Metromedia, and Leland Hazard, honorary chairman of the board, Metropolitan Pittsburgh Educational Television, will address the sixth annual conference. Webster Hall hotel, Pittsburgh.

Nov. 29—FCC deadline for filing reply 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 of proposed new rules deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extension of station signals "leap-frogging" (3) program origination or alteration by CATV; pay TV or combined CATV-pay TV-TV operations.

Nov. 30—Deadline for reply comments on proposed FCC rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety. Former deadline was Oct. 29.

**DECEMBER**

Dec. 1—Association of National Advertisers' sales promotion committee workshop on "the effective use of premium promotions." Speakers include William Prout, director of promotion services. Lever Bros. Co.; Austin Johnson, vice president-director of merchandising and promotion, Benton & Bowles; Harry Fleming, president. Price-Adams Associates; Robert Mueller, publisher. Hotel Pierre, New York.

Dec. 1—Deadline for reply comments on FCC inquiry into question of who, besides international common carriers, is authorized user of satellite systems under Communications Satellite Act of 1962. Former deadline was Nov. 1.

Dec. 3—Southern California Broadcasters Association Christmas party honoring the retirement of BROADCASTING Magazine's West Coast senior editor, Bruce Robertson. Beverly Hills hotel, Beverly Hills, Calif.

Dec. 3—Deadline for comments on FCC rulemaking relating to network programs not made available to certain television stations. Former deadline was Nov. 1.

Dec. 3—Deadline for comments on FCC's notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small

■Indicates first or revised listing.

markets.

Dec. 3—Annual winter meeting and election of officers of Arizona Broadcasters Association. Arizona Biltmore hotel, Phoenix.

Dec. 3—Deadline for entries in the 1964-65 annual awards competition of Writers Guild of America, West, TV-radio branch. Awards are made in seven categories for scripts initially broadcast between Sept. 1, 1964, and Aug. 31, 1965.

Dec. 6—Hearing before the Federal Trade Commission on questions relating to the failure to disclose the foreign origin of radio, television, phonographs, tape recorders and their components. Room 532, FTC Bldg., Washington.

Dec. 8—Deadline for comments on proposed amendment of FCC rules relating to timely and truthful responses to commission inquiries and the making of misrepresentations to the commission by applicants, permittees and licensees. Former deadline was Oct. 24.

Dec. 10—Deadline for entries in the International Broadcasting Awards competition for the world's best radio and TV advertising of 1965 conducted by the Hollywood Advertising Club. Entries should be sent to HAC-IBA 6362 Hollywood Blvd., Hollywood 90028.

Dec. 13—Special stockholders meeting, Storer Broadcasting Co., to vote on recommended two-for-one stock split and to increase authorized common stock from 3.8 million shares to 6 million shares. Miami Beach, Fla.

Dec. 15—New deadline for comments on 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 new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Nov. 1.

Dec. 15—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was Oct. 20.

Dec. 16-17—Meeting of National Association of Broadcasters TV code board. Waldorf-Astoria, New York.

Dec. 31—Deadline for reply comments on notice of FCC's inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Dec. 31—Deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

Dec. 31—Deadline for reply comments on FCC rulemaking relating to network programs not made available to certain television stations. Former deadline was Dec. 3.

#### JANUARY

Jan. 4—Winter meeting of Colorado Broadcasters Association. Albany hotel, Denver.

Jan. 5—New deadline for reply comments on 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 new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Nov. 15.

Jan. 10—Deadline for entries for Paul Sullivan awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles

90015.

Jan. 14—Annual banquet, Federal Communications Bar Association. Washington Hilton hotel, Washington.

Jan. 17—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations. Former deadline was Oct. 22.

Jan. 23-29 — Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.

Jan. 25-27 — Annual winter meeting of Georgia Association of Broadcasters. University of Georgia, Athens.

Jan. 25-27—Twenty-third annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

Jan. 27-29 — Annual winter convention and election of officers of South Carolina Broadcasters Association. Francis Marion hotel, Charleston.

Jan. 31—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Oct. 21.

#### FEBRUARY

Feb. 1—Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Feb. 2-4 — Institute of Electrical and Electronics Engineers annual winter convention on Aerospace & Electronic System, formerly convention on Military Electronics. International hotel, Los Angeles.

Feb. 8-9 — Eighth annual mid-winter conference on Advertising/Government relations, jointly sponsored by Advertising Federation of America and Advertising Association of the West. Shoreham hotel, Washington.

Feb. 9-10—Annual winter meeting of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 14-17—Broadcasting workshop seminar sponsored by Rho Tau Delta, honorary professional radio-TV-drama fraternity at the University of Cincinnati. The theme will be "Radio and Television's Challenge of Tomorrow." Student Union building, University of Cincinnati.

Feb. 17-18—Annual State Presidents Conference of National Association of Broadcasters. Sheraton-Park, Washington.

#### MARCH

March 15 — International Broadcasting Awards banquet and presentation of trophies to the advertisers, agencies and producers responsible for the best radio and TV commercials broadcast during 1965. Hollywood Palladium.

March 21-25—Institute of Electrical and Electronics Engineers Inc. 1966 International Convention and Exhibition. Hilton hotel, New York.

March 23—18th annual awards dinner of Writers Guild of America, West.

March 27-30—44th annual convention of National Association of Broadcasters and 20th annual NAB Broadcast Engineering Conference. Conrad Hilton, Chicago.

March 31—New deadline for reply comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Dec. 1.

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## Light years ahead in space development: CENTRAL FLORIDA

Florida's fastest growing major television market... where WFTV serves the Cape Kennedy missile complex and the industrial-agriculture industries of Central Florida... quality programming cited in three recent national awards.

BUY DOMINANCE—BUY COVERAGE

# wftv.

CHANNEL 9 ORLANDO

National Rep: Blair TV—A NAB TV Code Station

...for your money  
**WSYR-TV**

Again, overwhelmingly the LEADER in the CENTRAL NEW YORK MARKET.

WSYR-TV dominates...because of eight years of unbroken leadership in the market, in ARB Reports.

Again, it is number one in homes delivered—

\*41% more than station no. 2

\*76% more than station no. 3

\*ARR FOR MARCH 1966  
SIGN-ON TO SIGN-OFF MONDAY THROUGH SUNDAY

**WSYR-TV**  
Channel 3 • SYRACUSE, N. Y. • 100 KW  
Plus WSYR-TV channel 14 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

The season to date:  
more black-and-white  
facts about the  
**Full Color Network.**

Over the season thus far, NBC reigns as the No. 1 network.

The third National Nielsen report, for the two weeks ended October 24, shows the NBC Television network continuing to lead in evening audience.

The Nielsen MNA report, for the week ended October 31, shows NBC with the biggest nighttime audience for the seventh consecutive week—winning four nights-of-the-week and more half-hours than any other network.

According to the National Nielsen reports for the season to date, the NBC Television Network has had:

- The biggest average nighttime audience.
- The No. 1 new program—“Get Smart.”
- The No. 1 entertainment program—“Bonanza.”
- The No. 1 news program—“The Huntley-Brinkley Report.”
- The No. 1 sports program—“The World Series.”
- Over 10,000,000 homes per minute for its average nighttime program.
- The biggest audience increase over last season.

And over the season so far, NBC is also the dominant network in the nation's color-set homes, with a 68% lead over the second network and a 70% lead over the third. Finally, NBC has all of the 10 most popular programs in these homes.\*

# NBC TELEVISION NETWORK

THE FULL COLOR NETWORK

Based on NTI Sept. 13 to Oct. 24, 1965. Nighttime network average audience estimates, 7:30-11 PM EDT. MNA week ending Oct. 31, 1965, time period averages 7:30-11 PM EDT.  
\*Color estimates based on Trendex Sept. 13 to Oct. 10, 1965. 7:30-11 PM EDT. All estimates subject to qualifications available upon request.

## Put creativity to its best use—as directed creativity

This past summer in Chicago William E. Steers, chairman of Needham, Harper & Steers, made a speech which I did not hear but which I read about. He was alarmed when he made the speech. I was alarmed when I read about it.

Cause of Mr. Steers' alarm: little Berlin walls being built around various compartments of an advertising agency. "A four-way cold war situation begins to exist. There is a breakdown of communications between the walled groups of art, copy, media and research. The writer or artist has begun to think of himself as high on the top of the status heap. From his lofty pinnacle, he hardly bothers to speak to media and never seems to see research."

Walls and isolation and compartments and pettiness. Surely, this kind of kid stuff isn't coming back in style. I don't know where Mr. Steers found the artists and writers he's talking about, but it must have been out of the office, because sure as hell, he's running around with the wrong creative crowd.

**Working Together** ■ Several years ago, I made a speech entitled "The Walls Came Tumbling Down": how advertising grew up, and so did the people in it. How we tore down the walls between departments and between each other, cut out the nonsense, because in today's enormously complex world of marketing we need each other. We have to work together. We can't operate in hit or miss fashion.

A writer who "never even seems to see research" needs more than a swift trip to the oculist. He needs a swift kick in the pants. This is being creatively irresponsible. Today, there's too much at stake. The cost of failure is too high. The problem is far too complex for one man to solve.

What is creativity, anyway? In my book, creativity in advertising is, first, skillfully defining the target, and then coming up with a selling idea that hits that target dead center. It is one strong, simple selling idea brilliantly executed. It is a creative solution to a selling problem that is bold, competitive, original, distinctive, memorable, informative, helpful, and that flatters the intelligence and taste of the customer.

**No Walls** ■ I don't believe in walls. I don't believe in creative genius locked in an ivory tower. I do not believe in total creativity. As a concept, I think it is out of date. I do not believe in pie in the sky—turning the creative

team loose with no limits, no direction, no holds barred. To me, this method, which is very fashionable in today's undisciplined world, is a criminal waste of time and waste of talent.

I believe in directed creativity. In the slice, rather than the whole. I believe in beginning with a selling strategy: A clear definition, agreed upon by everyone involved, client as well as agency, of the job that advertising has to do. A clear understanding of the problem. A clear direction that emerges because all the data has been gathered and studied, and because the problem has been carefully thought through.

**Pinpoint the Target** ■ The total pie has been gradually, strategically narrowed down to a slice. This is when and where creativity should begin. This is directed creativity. Not wasting creative talent exploring the enormous area that lies outside the agreed-upon strategy. Not firing rockets indiscriminately into space, but waiting until the target can be clearly pointed out, and then calling in the creative troops and saying to them: "There is the specific target to be reached. No matter what you do, no matter how wild you get, how far out you go, how funny or factual or fantastic your approach, you have to hit that target."

Is directed creativity confining? Operating within a piece rather than the whole? Does it force creative people to be less creative? It is the superficial creative people who squawk. Really good creative people like the discipline of the professional rather than the hit-or-miss approach. They like working in a professional climate, being members of a professional team. They like doing it the hard way; they find it more rather than less creative.

A course has been set and they know where they're going before they start. They are working with facts, not fancy. They are building with bricks, not with hot air. This is what every good creative man wants most; to build campaigns that will be solid as well as brilliant.

**Absolute Honesty** ■ Don't misunderstand me, I'm not knocking entertainment. I'm not against humor in advertising, or cleverness, or fun, especially if they enhance the message, make it more likable, more memorable. But the great creative breakthrough I see in the next few years is in achieving absolute honesty, absolute reality, in broadcast and in print. Pointing the camera at people, rather than pointing the finger at them.

This is the age of the professional. Hit or miss advertising? It has gone out of style. The haphazard approach is too much of a gamble and too expensive at today's prices.

Next time you sit in judgment on a new campaign, ask yourself: Is it precisely on strategy? Does it do the job it has to do? Does it hit the target? Does it have one (and only one) strong, simple selling idea? Does it say something special to someone special? Is everything left out that can possibly be left out? Is everything that's left in fresh and original? Is it honest and believable? Is it flattering and friendly?

Are you proud of it? Will it make the competition wish they'd done it? Does it sell you, convince you, amuse or enlighten or inform or challenge you? If the advertising you're getting does all these things, then it must be a helluva good job.



Whit Hobbs, senior vice president of Benton & Bowles, New York, in charge of creative services, and a member of the agency's board of directors, joined B&B in May 1963, after 20 years with BBDO. Mr. Hobbs is a graduate of Harvard University and has taught several creative workshops at New York's universities. This article was excerpted from an address to the national convention of the Association of Industrial Advertisers, held last month in Los Angeles.



# Talk about communications

With this "Buck Rogers" Board, WAPI News Director Clancy Lake is in instant contact with local law enforcement and fire departments . . . with the Alabama State Troopers and with NBC for national and international "Hot Lines." With this equipment he can direct any member of the seven-man news staff to fast-breaking stories by two-way car radios or by mobile transmitters. Conversely, stories from any source may be put directly on the air and/or taped for any of WAPI's many daily newscasts. The "Buck Rogers" Board is another reason why "Alabama's best informed people listen to WAPI News."



- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"> <li>1 Birmingham Police Department speakers.</li> <li>2 Tarrant Police Department monitor.</li> <li>3 Fairfield Police Department monitor.</li> <li>4 Birmingham Fire Department speakers.</li> <li>5 Homewood Police Department monitor.</li> <li>6 Mountain Brook Police Department monitor.</li> <li>7 Emergency monitor.</li> <li>8 Bessemer Police Department monitor.</li> </ul> | <ul style="list-style-type: none"> <li>9 NBC Hotline.</li> <li>10 WAPI 2-way radio system base station.</li> <li>11 State Trooper monitor.</li> <li>12 Trooper base monitor.</li> <li>13 AM-FM monitor.</li> <li>14 All-band monitor.</li> <li>15 Six beeper lines on station phone.</li> <li>16 Landline monitor on sheriff's network.</li> <li>17 Landline monitor on Birmingham Fire Department.</li> </ul> | <ul style="list-style-type: none"> <li>18 Landline monitor on Birmingham Police Department.</li> <li>19 Hotline telephone with beeper control.</li> <li>20 Double tape recording system.</li> <li>21 TV monitor.</li> <li>22 Out-going beeper feed controls.</li> <li>23 Inter-com system.</li> <li>24 Twenty-six control buttons for feeding lines into tape recorders.</li> </ul> |
|---|--|---|

## wapi-radio

1070 BIRMINGHAM, ALABAMA

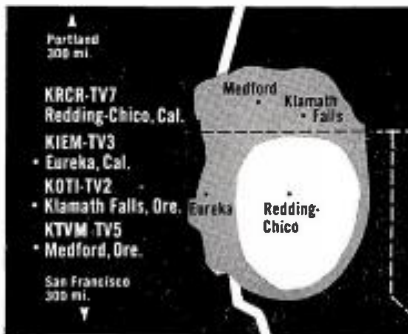
50,000 watts

Represented by Henry I. Christal Co.

**More selling opportunities for you on the West Coast**

**THE ALL NEW KRCR-TV, CHANNEL 7**

**REDDING, CHICO, RED BLUFF, CALIFORNIA**



**In the heart of America's Northern Sacramento valley, a bustling Pacific market of well over**

**\$713,824,000 EBI**

**KRCR-TV, CHANNEL 7**



**adam young inc.**

New York, Chicago, Atlanta, Boston, Dallas, Detroit, Los Angeles, St. Louis, San Francisco



Prevent heartbreak and hunger across the world — each dollar sends a Food Crusade package through CARE, New York 10016.

**OPEN MIKE®**

**Sparse education**

EDITOR: [Recently] I was speech-making before a group of college students at North Missouri State Teachers' College in Maryville, Mo. While dining with the faculty advisor . . . a man who ostensibly teaches "advertising" . . . I learned that all he really teaches is newspaper and magazine layouts. Reason: That's all he ever learned, and the texts he uses have no information on broadcasting.

As a start toward educating this educator, would you please send him a 52-week subscription and bill it to KKJO [St. Joseph, Mo.]?

This might also be worth calling to the attention of other broadcasters, especially in college towns. This professor received his formal education at the University of Missouri only 15 years ago. He is now training young men to ignore a \$2.5 billion industry. I suggested to him that that isn't very smart. He agreed.—*Tom Elkins, president and general manager, KKJO St. Joseph, Mo.*

**Barter?**

EDITOR: Your Nov. 1 article on County Music Week in Nashville had a picture of Norma Jean and Porter Wagoner standing in front of our [Luzianne] backdrop.

For years, Luzianne Coffee has sponsored the first half-hour segment of the Saturday night *Grand Ole Opry*. So it was quite a treat for us to be included in your story. Coincidentally, the Willis Brothers, whose picture appeared on the same page, produced our jingle.

So how about swapping a glossy print of the picture for a pound of coffee? Two pounds . . . ??—*David Snow, Wm. B. Reily & Co., New Orleans.*

**How much CATV regulation?**

EDITOR: I share your concern regarding the potential imposition of greater controls over broadcasting, and the use of community antenna television regulation as an excuse for such.

I believe, however, there is an important point that is missing in your editorial, "Weaving a noose out of wire" [BROADCASTING, Nov. 1]. Also I feel that it is likewise missing in the rationale which is being applied to the comments of Commissioners Bartley and Loevinger on the subject.

No one has ever denied that CATV is a competitor of free broadcasting. As such, it is only natural that broad-

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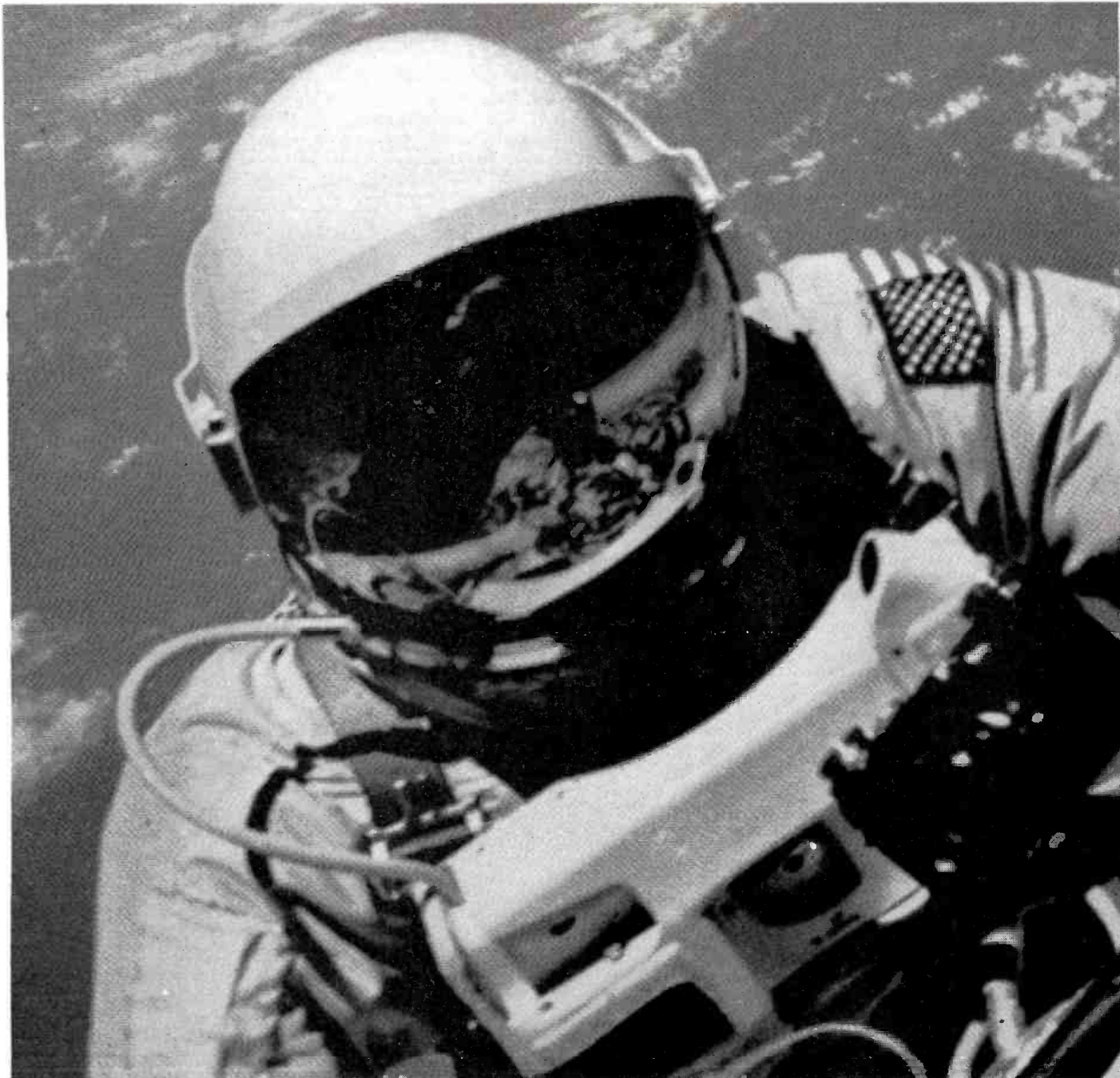
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**In Science and Technology,  
The Associated Press has been  
telling it all for more than a century.**

To keep pace with the world's burgeoning knowledge of science and technology, you would need dozens of experts in dozens of fields as diverse as aerospace and zoology. If you're a member of AP, you have them all. And you have the best. Since 1848, AP has not only covered science and technology better than anyone else, it's also been the first to put new developments to work for its members. It was AP that encouraged and financed Marconi. It was AP that developed Wirephoto. It was AP that first found a place for computers in the transmission of news. AP, the world's oldest, largest foremost newsgathering organization, has also been the most progressive and enterprising. That's one reason more broadcasters every year rely on AP. Another reason is AP delivers.



**The Associated Press**  
THE PRESTIGE SERVICE

# MAD. & 52 BAR BERRY REST.

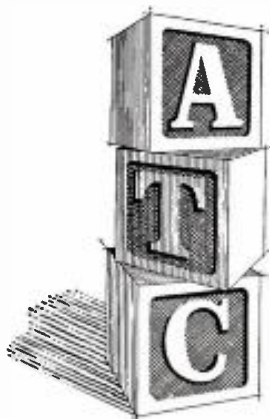
Famed decorators have just done us over in their best high styling and our new Chef has redone our menus. You'll find the varieties of food more attractive and appetizing than ever. Won't you come for luncheon or dinner today?

cocktails and supper also  
piano moods at dinner

**BARBERRY RESTAURANT  
BERKSHIRE HOTEL**

52nd Street and Madison Ave.  
Reservations: 753-5800

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**AUTOMATIC**  **TAPE CONTROL**  
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casters would hope for at least some similarity in the ground rules!

The CATV operators are being pictured as the heroes who are trying to bring a badly needed service to the public in spite of the avaricious broadcasters who would impose regulations in self protection against competition. Perhaps inadvertently, the pro-CATV posture of BROADCASTING has lent credence to this wholly inaccurate viewpoint.

In the first place, were the commission majority of the same basic philosophy as Commissioner Loevinger, we could safely assume that broadcasting, too, would be under a far less heavy hand of government regulation, although it is logical to assume that minimal regulation will always be necessary for broadcasting, including supplementary forms such as CATV. I believe Commissioner Loevinger is a true liberal in proper sense of the term. I also have tremendous respect for the opinions of Commissioner Bartley, and I don't believe either of them favor the application of common carrier regulation to broadcasting.

With this discussion so badly out of focus, I'm afraid an injustice is being done to the commissioners as well as to the broadcasters. The latter merely aspire to continue a system founded upon the principle of free service to the public. We do not want CATV unnecessarily shackled. Most of us are satisfied with the action the FCC has already taken with respect to non-

duplication, etc. on microwave-fed systems. If the same rules became applicable to non-microwave CATV systems it would be fair to all, and of transcendent importance, it would serve the public interest.—*Rex G. Howell, president, KREX-TV Grand Junction and Montrose Cablevision, Montrose, Colo.*

(BROADCASTING denies a pro-CATV bias. The magazine has editorialized in favor of legislation conferring on the broadcaster the right to reject or grant CATV requests for pickups of his programing, and thus eliminating the unfairness of competition with wired services that can now pick up signals without obtaining the originators' permission. BROADCASTING has argued that artificial restriction of CATV competition through federal regulation that confers a favored status on broadcasting must lead also to tighter federal regulation of the protected industry).

### 'News' not 'press'

EDITOR: I read with great interest the letter of J. M. McDonald regarding the use of the term "news conference" instead of "press conference" [BROADCASTING, Oct. 18].

At KMOX [St. Louis] radio, we have used the term "news conference" as a matter of policy for more than 20 years. We have also made it a practice to try to persuade the public officials (mayor, governor, congressmen, etc.) to use the term "news conference" in their releases.

This takes consistent effort on the part of broadcast media, but it's worth it.—*Rex Davis, director of news and public affairs, KMOX-AM-FM, St. Louis.*

### BOOK NOTES

"*The Technique of Special-Effects Cinematography*," by Dr. Raymond Fielding. Hastings House, Publishers Inc., New York. 396 pp. \$15.

Want elaborate scenery without building expensive sets? Want to burn a large building or wreck a bridge cheaply? Looking for that "perfect" cloud for a particular setting? This is the domain of special-effects cinematography and this how-to-do-it book gives the answers.

Dr. Raymond Fielding, associate professor of the Motion Picture Division of the Department of Theater Arts at the University of California Los Angeles, has written this book with economy in mind.

The book is directed toward the cinematographer who wants a certain effect and doesn't know which process to use, how a certain effect is created, or, is just looking for new ideas.

The special-effects techniques are divided into three main categories: in-the-camera techniques, laboratory processes and combination techniques. Each type of process is described historically, in terms of its applicability, in terms of

actual filming (with numerous photographs and diagrams) and, finally, in terms of reasons for or against using a specific process for a specific need.

"*Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays*," Simon & Schuster, New York. 849 pages. \$12.95.

The man who started the public relations profession, Edward L. Bernays, has set down in his autobiography the story of his life as well as the story of his field.

Mr. Bernays, now 73, introduces his readers not only to his uncle, Sigmund Freud, the father of psychiatry, but to the many prominent personalities of theater, music, politics, etc., whom he has advised through the years.

Of interest is his 1927 championing of the use of radio as an advertising medium and his arrangements for one of radio's first network "spectaculars" to introduce a new Dodge automobile.

A chapter of the book is devoted to Mr. Bernays' activities as an advisor to William Paley in the early 1930's at CBS, and in 1936 at NBC.

## New sources for TV's programs

With film supply dropping, survey shows at least 75 features are scheduled for early production; their success would mean even more substantial commitments

Television's insatiable demand for theatrical films is creating a substantial new business that turns the traditional priorities upside down—the business of producing feature films for television that can also be used in theaters.

This new approach, hailed by some producers as “the new wave” in TV programming, has developed gradually as the reservoir of new-to-TV feature films dipped lower and lower under the demands first of stations and then, more recently, of networks.

Its emergence as a substantial business was underscored last week by an announcement that feature films will be a major element in an ambitious new production venture of RKO General Broadcasting (see page 35), and its magnitude was delineated by a BROADCASTING canvass that revealed a sizable number of organizations planning or already engaged in feature-film projects.

BROADCASTING's canvass indicated that some 75 new features are committed to production, a number of them on a test basis that will lead to more substantial investments if the initial ventures prove successful. Not included in this count are more than a dozen features to be produced for TV under co-production arrangements with the television networks.

Among the companies that divulged feature film projects already in production or pre-production stages are ABC Films, Official Films, Embassy Pictures, Screen Entertainment Corp. and Medalion Pictures. For ABC Films and Official, this thrust marks their debut in the motion picture production sphere.

**Others Interested** ■ In addition, Trans-Lux Television Corp., Four Star International and Independent Television Corp. reported they are exploring the potentialities of producing films essentially for TV, and indicated they would make a decision over the next few months.

These forays into feature film pro-

duction for station use primarily follow recent activity by the three television networks in this area. Late last month an announcement from NBC-TV revealed that a long-term arrangement had been completed with Universal TV (MCA), calling for “six or seven” two-hour features made especially for TV for the 1966-67 season (BROADCASTING, Nov. 1).

Earlier, Universal TV and CBS-TV reported that the former company would produce for the network a two-hour color film “The Plainsmen,” for the 1966-67 season. ABC-TV has concluded a pact with Metro-Goldwyn-Mayer for six features for the 1966-67 season (BROADCASTING, Aug. 30).

Universal TV has pioneered in producing feature films for network TV

and has completed three for NBC-TV. Two have been carried on that network under the overall title *Project 20* (“The Hanged Man” and “See How They Run”). A third feature, “The Killers,” was judged unsuitable for network presentation but later was released theatrically.

The rationale for producing movies essentially for TV is basically the following:

- There is an acute need for new feature film product, particularly in color, by TV networks and stations.

- Films budgeted at from \$200,000 to \$700,000 can become economically viable if they obtain substantial TV acceptance in this country and some theatrical exhibition here and abroad.

- With the guidance of U. S.-trained personnel, films can be produced or co-produced here and abroad that can gain satisfactory acceptance from American audiences.

- Sources of new feature films for stations are “drying up” more rapidly because more and more the major studios are directing their diminishing supply to the TV networks rather than to local outlets.

One official echoed the view of other executives in pointing out that a new form embodies risks, and elaborated on this observation:

“We'll know over the next year whether stations will be willing to pay reasonable prices for these films. We'll know whether enough stations will want to buy them. We'll know if the quality of these features is sufficiently satisfactory. I have confidence in this approach, but frankly, it's still experimental.”

Most production-distribution officials were optimistic regarding the future of movies-made-for-TV and expected the trend would gain momentum over the next six months or a year.

**For Broadcast** ■ Robert J. Leder, executive vice president of RKO Gen-

### H.H.H. likes radio-TV

Vice President Hubert H. Humphrey's endorsement of radio and TV public service and news programs



and of the part played by members of the Broadcasters' Promotion Association in promoting these programs was a highlight of the convention held in Washington last week (see page 44). Speaking informally the Vice President mentioned programs on Vietnam, the Job Corps, Peace Corps, and other subjects of concern to the administration.

He added that he was one of the millions of Americans who enjoy both radio and television.

## NEW SOURCES FOR TV'S PROGRAMS *continued*

eral Broadcasting, which last week announced the formation of RKO General Productions, stressed that his operation was "broadcast-oriented." He pointed out that over the years, the company and its executives have amassed "considerable experience" in feature film programming, and was confident that the upcoming movie product for TV would meet the requirements of many stations throughout the country.

Mr. Leder reported that the feature film production aspects of the new subsidiary is in co-producing 11 feature films in color in France and Italy, and that five additional films are in negotiation. Four are science-fiction features and the remainder are "adventure-spy" films. They are budgeted from \$200,000 to \$700,000 each and, where warranted, will be released theatrically although the primary use is for TV.

They are being produced in what was described as a "post-sync" process. The Italian and French performers will speak lines in English, and subsequent dubbing English-speaking actors will be used to dub American prints. Each film will present American actors in the leading roles, according to Mr. Leder.

Mr. Leder believes these features will have an impact on both the VHF and UHF markets. He has set a deadline of December 1966 for the completion of the 11 features and reported that the first film will be in New York shortly.

**Official Films' Plans** ■ Howard Koerner, vice president, operations, Official Films, revealed that OF is making its debut in the feature production field with co-production ventures of six "family-type" films in color in 1966. These are earmarked for production in the U. S. with arrangements to be made

by Robert Bles, vice president for production, in Hollywood. He said Mr. Bles now is negotiating with David Niven and Deborah Kerr to star in a feature tentatively titled "Midnight Visitor."

Mr. Koerner added that Don Getz, OF's vice president-international, left for Europe two weeks ago to conclude co-production transactions in France and Britain. Official hopes to obtain commitments for at least six features in Europe, he stated. The design is to produce features that will have some theatrical issue value to supplement television exposure, Mr. Koerner added.

In another move into the feature film production field, ABC Films plans to begin production on its first motion picture next spring. A spokesman said that it will be co-produced with an independent company in the Caribbean area and will be a youth-oriented action-adventure film ("James Bond-a-go-go," he described it).

This thrust is part of an overall reorganization and expansion program being implemented under the new ABC Films president, Harold Golden. The company will expand its activities in the feature film production field if its initial venture is successful, the spokesman pointed out.

**Science Features** ■ Medallion Pictures Corp. recently completed production on four science fiction features in color that are intended primarily for TV presentation, according to M. William Grossman, executive vice president. In addition four other features are in co-production, he added.

Medallion recently entered into an agreement with NBC Films for handling the distribution of 80 of Medallion's feature films. It is probable that NBC

Films will also syndicate the new Medallion product.

Henry G. (Hank) Saperstein, president of Screen Entertainment Corp., reported he is involved in a total of 32 feature productions slanted primarily to TV. He said 26 will be produced in the U. S. via an electronic process on film and will be action-adventure vehicles. In addition, SEC will co-produce in Japan with Toho Productions six action-adventure films, one of which is titled "Frankenstein versus the Giant Devil Ship." Most of the films will be in color, he stated.

Mr. Saperstein voiced the belief that films budgeted in the \$300,000 area can be "satisfactory TV programming" and can supplement the new product released to TV each year by major studios. His approach will be to market the films to TV initially in the U. S. and to theaters abroad.

A group of 12 feature films, largely in color, will be made for Embassy Pictures by producer Bert Gordon. E. Jonny Graff, vice president for TV for Embassy, said that, where warranted, the motion pictures will be issued initially for theaters but that the majority probably will be shown first in TV.

**Budgeted to \$1.5 Million** ■ The budgets for the Embassy features will vary from \$300,000 to \$1.5 million. Currently in theatrical release is the "Village of the Giants," which will cost approximately \$750,000. Most of the films will be shot abroad.

Trans-Lux Television is actively exploring the potential of making films primarily for TV, according to Richard Carlton, vice president and general sales manager. He reported that Bob Bik, the company's vice president in charge of production, currently is in Europe to examine the production outlook and to acquire already-produced features.

Mr. Carlton said he personally hoped that made-for-TV features score well, but felt it would take from six months to a year to determine whether this approach could surmount cost factors and result in product that are "acceptable feature films and just not elongated half-hour shows."

Manny Reiner, executive vice president of Four Star International, said the acquisition of feature films is a "prime consideration" at his company and the matter of co-production will be considered carefully in a few weeks. At that time, he added, Four Star International's operations will be consolidated in a new headquarters in New York (this was prompted by a reorganization of the company's syndication operations a few weeks ago).

Mr. Reiner said co-production must be approached with caution. Four Star International has engaged Ned Segler to head up its European operations to acquire already-completed product and

### Westinghouse taping another Broadway play

Westinghouse Broadcasting plans to tape a Broadway stage production, "Postmark Zero," for presentation over its owned television stations and for later syndication in other markets.

The play, a dramatization based on letters written by German soldiers from Stalingrad during World War II, closed its Broadway run last week after only eight performances. But Westinghouse feels the failure on stage has little to do with the play's merit as a television presentation.

The group broadcasting company had been a \$10,000 backer of the

production in return for which it was given television rights. The play will use the original cast and will be taped at the company's Boston outlet, WBZ-TV. Production cost for television is placed at less than \$50,000.

Westinghouse is not a stranger to televising stage plays. Two years ago it presented a taped production of "The Advocate," starring James Daley, simultaneously with its Broadway opening (BROADCASTING, Oct. 14, 1963). That play met the same Broadway fate — an eight-performance run.

# RKO Productions plans 11 color films

## MORE ARE IN NEGOTIATION AS WELL AS NEW SYNDICATED PROGRAMS

A multi-million dollar investment in new television programming is being undertaken by RKO General Broadcasting in a major effort to expand the available supply of product for TV.

Robert J. Leder, executive vice president of RKO General Broadcasting, announced last week that a new subsidiary, RKO General Productions, has been formed to produce, co-produce or finance the production of new programming for TV, including feature-length films.

The investment in feature films alone is expected to reach several millions of dollars. Eleven color films already are on the production schedule at budgets ranging from \$200,000 to \$700,000 and an additional five films are in negotiation, he added. The films will be primarily for TV but some may be released theatrically.

Coincident with the company's move, Mr. Leder announced that Alvin Sussman, recently vice president and general manager of Westinghouse Program Sales, has joined RKO General Productions as vice president and director of sales. In addition, David Yarnell, who has been coordinator of new program development for RKO General Broadcasting, has been named eastern manager of program development for

the new subsidiary, and Wally Sherwin becomes western manager of program development. Mr. Sherwin continues as program director of KHJ-TV Los Angeles.

Mr. Leder will direct overall activities of the new company.

RKO General Productions will distribute some of the product to be forthcoming, but, on occasion, will turn over distribution rights to other syndicators, Mr. Leder said. It will continue the acquisition of feature films for the RKO General Broadcasting stations.

"As professional broadcasters with TV stations in six important markets, we know both the problems and the opportunities in programming for TV today," Mr. Leder observed. "Consequently, RKO General Productions will generate programming that will not only have successful exposure on our own stations before being offered for syndication, but the programs will also be created with an awareness of the growing needs of UHF.

"Meetings already have been held with all of the major film producers and distributors concerning co-production and/or financing by us of programming for television."

In the non-features area, RKO General Productions intends to bid for major national sports events, Mr. Leder

revealed. An agreement has been reached with Madison Square Garden for partnership in syndication of events taking place there, he added.

New syndicated programming in production under the aegis of RKO General Productions are *The Funny Men*, a half-hour series with comedian Phil Foster as host; *Roaring Wheels*, a half-hour series on auto racing being produced by the company's KHJ-TV; *Sports Probe* a half-hour series in production at WOR-TV which stars Clure Mosher and Bill Veeck and features Pat Summerall as host; *Fashion: Italian Style*, a one-hour color special with Merle Oberon as hostess; *Aloha a Go Go*, a one-hour special produced in Hawaii.

Also, *Liverpool a Go Go*, a one-hour special in production in that city by Jules Power; *Surf's Up*, a group of half-hour programs in production by KHJ-TV; *First International Aero Classic*, a half-hour color program produced by Don Federson Productions and featuring James Stewart as host and *Ruddigore*, a one-hour color cartoon version of the Gilbert & Sullivan classic, co-produced by RKO General Productions and Halas & Batchelor in London.

RKO General Productions produces *Hollywood a Go Go* at KHJ-TV which is syndicated by Four Star International.

to survey the possibilities of co-production.

A spokesman for Independent Television Corp. said the company's executives in recent weeks have held discussions on the subject of producing or co-producing features primarily for television and recognize the need for such undertakings. He reported that no final decisions have been made but said it was conceivable that within a few months such a project would be undertaken.

### Metropolitan TV gets Shakespeare series

Metropolitan Broadcasting Television, division of Metromedia, announced last week its purchase of a BBC Shakespeare film, *The Wars of the Roses*, featuring the Royal Shakespeare Company at Stratford-on-Avon.

The special, produced in 1964 by Michael Barry, will first be telecast in prime time at the beginning of next year by WNEW-TV New York on three suc-

cessive Sundays, each part lasting over three hours. Two other Metromedia stations will carry the series later: WTTG(TV) Washington and KTTV(TV) Los Angeles. Metromedia has already introduced three BBC Shakespeare series, *An Age of Kings*, *A Midsummer Night's Dream* and *Hamlet at Elsinore*.

### Laurel-Hardy cartoons

A series of 156 five-minute animated films, based on the Laurel and Hardy movie shorts, is being produced by Hanna-Barbera Productions, producers of *The Flintstones* and other TV cartoon series, for syndication by Wolper Television Sales. Under a separate agreement Wolper has acquired the TV rights to the material from Larry Harmon Productions and the estates of Stan Laurel and Oliver Hardy. Larry Harmon will provide the voice of Stan Laurel; a search is on for the Hardy "voice." The series, to be produced in color with a budget of over \$2 million, will be put into worldwide syndication with starting date scheduled for the fall of 1966.

### Program notes . . .

**Ann's back** ■ Ann Sheridan has joined the regular cast of NBC-TV's dramatic serial *Another World* (weekdays, 3-3:30 p.m. EST).

**Four Star specials** ■ Four Star Television's group of 10 one-hour, musical color programs, *Something Special*, has been sold in 35 markets including Los Angeles, Chicago, Baltimore, Dallas-Fort Worth, Indianapolis, Seattle, Detroit, New Orleans, Salt Lake City, Boston and Cincinnati.

**Radio interview show** ■ A new, five-a-week half-hour radio program, *Hollywood Reality*, is now in preparation for a Jan. 3, 1966, air debut by Hollywood Reality Productions, which is handling distribution and production of the new series. The show includes interviews, music and a behind-the-scenes look at Hollywood. Each program provides for three one-minute spots plus 10-second ID's. Adrian Lundberg, president, is host of the show, with Virginia Dare as co-host. Address Box 1470, Hollywood 90028.

# ANA plans look at government

Annual convention to discuss FCC's 50-50 rule,  
FTC's commercial attitudes, NAB's code policies

The FCC's plan to limit network ownership of nighttime television programming, the Federal Trade Commission's attitudes toward commercials and broadcasters' own self-regulatory policies will be aired by the nation's leading advertisers this week.

The session will be held during the 56th annual convention of the Association of National Advertisers, which is expected to attract some 400 executives of close to 200 ANA member companies. The convention is being held Sunday through Wednesday noon (Nov. 14-17) at the Homestead, Hot Springs, Va.

The FCC proposal, which would have the effect of requiring that advertisers furnish approximately 50% of all nighttime nonnews programs on the TV networks, is slated for discussion at a closed session this afternoon (Monday).

On the same agenda are discussions of activities of the National Association of Broadcasters Code Authority and also the FTC's attitudes toward the use of mock-ups and other production devices in the making of television commercials. A "program for closer liaison with consumers" is among other "Current Problems and Opportunities"

scheduled for discussion in the closed session.

**ANA Position** ■ Although the session is private, ANA officials have scheduled a news conference afterward, and this has led to speculation that the ANA membership may consider taking a position on the FCC proposal at this meeting.

The attitude of many leading members has been that the FCC proposal is not itself desirable but that a broader study, possibly in the form of a massive reassessment of television and the government's role in it, may be needed as a result of TV's growth and such accompanying developments as satellite television, community antenna television and pay television.

Television's "future as an advertising medium and a social force" will be one of three "Frontiers of Critical Concern and Opportunity for Advertisers" that will be explored at an open meeting Tuesday morning. The TV examination will be led by Richard A. R. Pinkham, senior vice president in charge of media and programs for Ted Bates & Co., who is also chairman of the broadcast committee of the American Association of Advertising Agencies, and by John Schneider, president of the CBS-

TV network.

Other "frontiers" to be explored at the Tuesday-morning meeting will be "Advertising Evaluation and Measurement," by Gilbert M. Miller of E. I. du Pont de Nemours & Co., and A. Edward Miller of Alfred Politz Research Inc., and "The Recruitment and Development of Advertising Executives," by Dr. John Howard of Columbia University, and Jerry Fields of Jerry Fields Associates.

**Other Sessions** ■ The opening business session Monday morning will hear Norman H. Strouse, chairman of J. Walter Thompson Co. and past chairman of the AAAA, and Thomas B. McCabe Jr., marketing vice president of Scott Paper and chairman of the ANA, on "The State of Advertising and Marketing Today and the Goals We Should Aim For."

Another Monday-morning session will explore "Stepping up Advertising Productivity through Improved Internal Management and Better Agency Relations." Speakers are William B. Cash, vice president and general manager of operations, United Biscuit Co. of America; Samuel Thurm, advertising vice president, Lever Brothers; Thomas C. Dillon, president of BBDO, and Robert Elder, marketing consultant.

Six concurrent closed sessions on Tuesday afternoon will examine such subjects as corporate advertising, recruiting and developing advertising executives, computer technology in advertising and marketing, positioning the advertising agency, coordinating sales promotion and advertising functions, and coordinating the use of agencies in international advertising.

"Increased Advertising Productivity through Creativity" will occupy the Wednesday-morning meeting, with speakers including Roland P. Campbell of General Foods, Robert O. Schulz of Brown University, E. W. (Pete) Seay of Westinghouse Electric, Richard Dingfelder of Scott Paper, Donald B. Buckley of Foote, Cone & Belding, and William Bernbach of Doyle Dane Bernbach.

The convention was to open with an informal "homecoming" dinner Sunday evening. The annual banquet is scheduled Tuesday evening.

## Agencies interested in overall ratings

A research bulletin circulated by Television Advertising Representatives last week indicated that agencies are not so concerned with age demographics as they are with broader rating infor-

### File rate cards with renewal bids—Rivers

The FCC was urged last week to help remedy commercial rate abuses by prohibiting rate changes except at license renewal time or when a licensee applies for a change in facilities.



Mr. Rivers

E. D. Rivers Jr., chairman of the Dee Rivers Stations, filed a petition for rulemaking to require broadcast li-

censees to file copies of all current rate cards with their license renewal applications. Where gross deviations from these rate structures on file with the commission subsequently are found, disciplinary action by the

commission could be taken, the petition said.

The matter would also be considered at license-renewal time, according to Mr. Rivers. He said the commission has ample authority to require the discontinuance of rate abuses and improprieties as prerequisite for renewal of a station license. He added that such practices directly reflect upon the qualifications of a broadcaster.

Mr. Rivers said that these changes would not only help to eliminate commercial rate abuses but would also assist those licensees who desire to maintain the integrity of their rate structure and treat all clients on the same basis.

The Dee Rivers Stations are WGUN Atlanta-Decatur, WEAS Savannah, WGOV Valdosta, all Georgia; KWAM Memphis; WSWN Belle Glade, Fla.



# Scoring Big!



Joey, master of ceremonies for WSOC-TV's award-winning children's show, "Clown Carnival"

More money for leisure and recreation has made this action city the sports center of the Carolinas. Site of the Southern Conference basketball tourney, hub of U. S. stock car racing—hot supporter of its own ice hockey team! Score big with WSOC-TV, the sports

station of the Carolinas. Proven sales action in America's 21st largest TV market.

## Charlotte's WSOC-TV

NBC-ABC affiliate/represented by H-R



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

mation when they ask station representatives for availabilities.

TVAR said an analysis of availability requests received by its New York office in the first eight months of 1965 shows that only 11% of spot campaigns directed at adults involved submission of age information.

The rep firm reported 83% involved requests for basic rating information, total homes and audience composition, that is men, women and adult viewers. Six percent asked only for ratings and total homes.

TVAR said it doubts the issuance of new demographic information by American Research Bureau and A. C. Nielsen Co. will change the way agencies ask for spot availabilities. Rather, it suggested, demographics will be used to pick the most suitable time periods for promoting specific products.

## Cone's views on TV ads

Magazine group told too much of advertising is becoming a big joke

There is a new criticism of advertising rising within the industry itself that could be more destructive than that previously voiced by outside observers,



Mr. Cone

Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago, told the Magazine Promotion Group in New York last Wednesday (Nov. 10).

"We are now engaged in making a great deal of advertising a joke," Mr. Cone said. "And the question I think we must ask ourselves is whom are we kidding?"

From his list on TV he cited "chalk-white armored knights on armored horses chasing dirt; wild-eyed women whisked out of their kitchens by fast-cleaning action; tornados in turbid sinks washing dishes, and thick black glasses protecting gentle housewives from the dazzling glare of gleaming bright laundry."

If such commercials were animated children's fables, he might understand

them better, Mr. Cone suggested, but since they are not they appear only to be "the way of the day."

**Absurdity Rules** ■ "It is like television itself," he said, "the unimagination of which is staggering as it piles new inanity upon inanity until absurdity . . . rules the air."

Advertising as a whole hasn't got to that point, however, he continued. "Commercials like the newest Gillette razor blade commercials are considerably more imaginative than most programs," he said. "And there are others. Polaroid's are a notable example."

Television advertising "that is only silly feeds the fire and ire of the critics' attack," Mr. Cone said, and while such advertising is not "evil" and may even be preferable to some advertising of the past "on the other hand it is inexplicable to ordinary, serious people."

Other TV commercials he dislikes include "those remarkable people who suffer dark bruises for their loyalty to the filter cigarette of their choosing" and their "ineffable neighbors who happily eat chunks out of things as tough as fire hats as a fair price to pay for the revelation of a great new taste in smoking that is never disclosed."

The best advertising, Mr. Cone feels, "is always that advertising which most closely resembles a personal solicitation, a proposition made under conditions as representative as possible of real life." He doesn't see any "rational reason" for anything else.

**Too Much Show Biz** ■ "In fact there is no reason at all except that there is a group of people in advertising today (as always) who are not truly advertising people," Mr. Cone said. They have "attached themselves to it in the mistaken belief that advertising is part and parcel of show business," he said.

The trouble with this, Mr. Cone continued, "is the trouble with show business itself which frequently seems to be the most smug, unoriginal, self-satisfied, self-glorifying business in the world and the only business on earth, I think, where the fate of most efforts is failure."

Perhaps if this "manic monkeying with theatrics" applied only to television advertising, Mr. Cone said, "it wouldn't be worth any further discussion."

But it has crept into printed advertising too, Mr. Cone told the magazine men, and has become just as absurd and obscure as in TV.

"Maybe it is just television's captive public that has allowed us to stray so far afield and act so foolishly on the flickering screen," Mr. Cone said. "But to adventure witlessly into honest print is something that no one should do."

His concluding admonition to all in advertising: "Think and talk and act as intelligent people do and not as copywriters' inventions."

## Soaps moving back into radio

Colgate is most energetic, but C-P, Lever expected to increase outlays in medium

Procter & Gamble, Colgate-Palmolive and Lever Bros., the three giant soap manufacturers that once dominated the



Mr. David

medium, are moving back into radio. The move was predicted earlier this year by Miles David, president of Radio Advertising Bureau, New York, and the move was prophesied again last week by James Seiler, president

of Media Statistics Inc., Silver Spring, Md., at the Broadcasters Promotion Association seminar (see page 44).

Colgate, which began to move seriously back into radio in 1964 with expenditures estimated at more than \$1 million, is moving at an even faster pace this year.

Radio Advertising Bureau compilations for the first six months of 1965, due for release shortly, indicate Colgate's first-half radio outlay was close to \$1.5 million in spot radio alone. The company is moving into network radio during the second half, and if its spot spending maintains the first-half level, its total radio budget for the year should equal or exceed \$3 million.

Procter & Gamble's return to radio has been more modest thus far, but it is now in a half-dozen markets on a spot basis and is widely reported to be planning an expansion. One of several different approaches is said to be the purchase of quarter-hours rather than straight spot announcements, with the commercials in the quarter-hours then rotated among different P&G products.

P&G's radio expenditures during 1964 were believed to be about \$275,000, and its current outlays are estimated at an annual rate of about \$1 million. During the first six months its radio budget for all products was about \$600,000, with \$285,000 for soaps and toiletries.

Lever Brothers thus far has not taken the big step back into the medium. It is known, however, that RAB has been working closely with Lever on proposed tests, and company officials reportedly have indicated interest.



## The wise money's on Mutual!

**Judge why for yourself. A greater percentage of Mutual's vast audience is composed of today's heavy-spending young families (18-50), growing families and larger families than that of any other network.\* The verdict is clear...the wise money's on Mutual!**

\*SINDLINGER



MUTUAL BROADCASTING SYSTEM

## PKG loses regional beer ad account

A victim of the highly competitive battles of popular-priced regional brand beers in the Midwest, Old Milwaukee beer will no longer be handled by Post-Keyes-Gardner, Chicago, the agency for the brewer, Jos. Schlitz Brewing Co., announced last week. Total billings involved are estimated at about \$3 million.

Schlitz is expected to name another agency for Old Milwaukee. PKG has had the account six years.

"An impasse between client and agency as to concepts in the area of technical execution of the brand's advertising," was given as the reason for the split with PKG. The beer uses both radio and TV.

Schlitz emphasized that PKG will continue as agency of record for the company's Primo brand beer in Hawaii and Burgermeister beer on the West Coast.

## Gillette to add another agency

The Gillette Safety Razor Co., Boston, which is replacing Clyne Maxon, New York, as agency for its double-edged blades and safety razor because of a product conflict, is expected to decide on a new agency within a few weeks.

Gillette, which last month named Clyne Maxon as the agency for its new

Techmatic razor, which incorporates a new blade cartridge device (BROADCASTING, Oct. 25), said the Techmatic is "directly competitive with the company's double-edged products, including the new Gillette Super stainless steel blade."

It was said that Clyne Maxon had accepted the Techmatic account despite warnings of a possible product conflict and in the face of an expected \$6 million billing for Techmatic as compared to an anticipated \$8 million in billing for the double-edged razor next year. A Clyne Maxon source said the agency believed that Techmatic had "better immediate and long-range sales potential" than the double-edged and safety razor products.

Clyne Maxon will continue to handle advertising for Gillette's toiletry products, estimated at about \$12 million. Gillette is said to devote 80-90% of its advertising budget for all products to network and spot TV.

## Public views sought on beer-wine ads

A life insurance company has circulated to "hundreds of thousands" a ballot on whether beer and wine should be advertised on radio and TV stations.

The company is the National Liberty Life Insurance Co. of Valley Forge, Pa.

The contents of a direct mail letter, whose basic purpose is an offer of a month's trial of the life insurance, includes a printed ballot asking whether the "ban" on hard liquor advertising should be extended to cover beer and

wine advertising. There are two boxes to be checked: "Yes." "No."

The covering letter implies that the results will be sent to "every United States senator and congressman," as well as "every major newspaper and wire service as well as influential civic leaders throughout the nation."

H. Spencer Nielson, vice president of the insurance company, declined to discuss the letter. Sherril Taylor, vice president for radio of the National Association of Broadcasters, said he is studying the letter and its contents.

## Court upholds FTC's GM-LOF glass complaint

The Federal Trade Commission complaint against General Motors Corp. and Libbey-Owens-Ford Glass Co. for misrepresentation in the advertising of LOF's safety plate glass as used in GM's cars, was upheld last week in Cincinnati by the Sixth Circuit Court of Appeals.

The complaint, first issued in 1959 (BROADCASTING, Nov. 9, 1959) maintained that GM and LOF television commercials falsely demonstrated the quality and grade of the safety plate glass in the windows of its cars. Examples cited by the FTC: Scenes were shot through an open window which were purported to be shots taken through safety plate glass, and devious camera techniques and angles were used to make competitors glass seem distorted.

The court, in an unsigned ruling held that the U. S. Supreme Court decision in the Colgate-Palmolive case earlier this year (BROADCASTING, April 12) prohibits the use of mockups in TV commercials unless such use is disclosed.

It also turned down a contention that LOF should not be held responsible for the use of props by the film producer without its knowledge or consent.

"In our opinion," the court said, "LOF may not delegate its advertising to an independent contractor and escape liability for the acts of its advertising agency and film producer in advertising LOF products."

The court deleted only one sentence of the FTC's order, which it found "vague and unenforceable."

## Agency appointments . . .

■ Coty Division of Charles Pfizer Co., New York, has named two agencies to replace West, Weir & Bartel, New York, for several products. Papert, Koenig, Lois, New York, gets Coty cosmetics and three new products, and Warren, Muller and Dolobowski, New York,

## Commercials in production . . .

Frank Brandt & Associates, 201 Occidental Boulevard, Los Angeles 90026.

Pacific Telephone & Telegraph, San Francisco (telephone); three 60's for TV, live on film, color. John Harlan, production manager. Agency: BBDO, San Francisco. Larry Algeo, account executive and agency producer.

General Motors Corp., Detroit (Delco); one 60 for TV, live on film. Frank Brandt, production manager. Agency: Campbell-Ewald, Detroit. Barry Elliot, account executive and agency producer.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Tasty Baking Co., Philadelphia (Tastykake); two 60's for radio, jingle. Charles Barclay, production manager. Agency: Aitkin-Kynett, Philadelphia. George McNealy, account executive. Allen Gray, agency producer.

Wilding-Fedderson, 8460 West 3rd Street, Los Angeles 90048.

Mutual of Omaha, Omaha (insurance); one 17

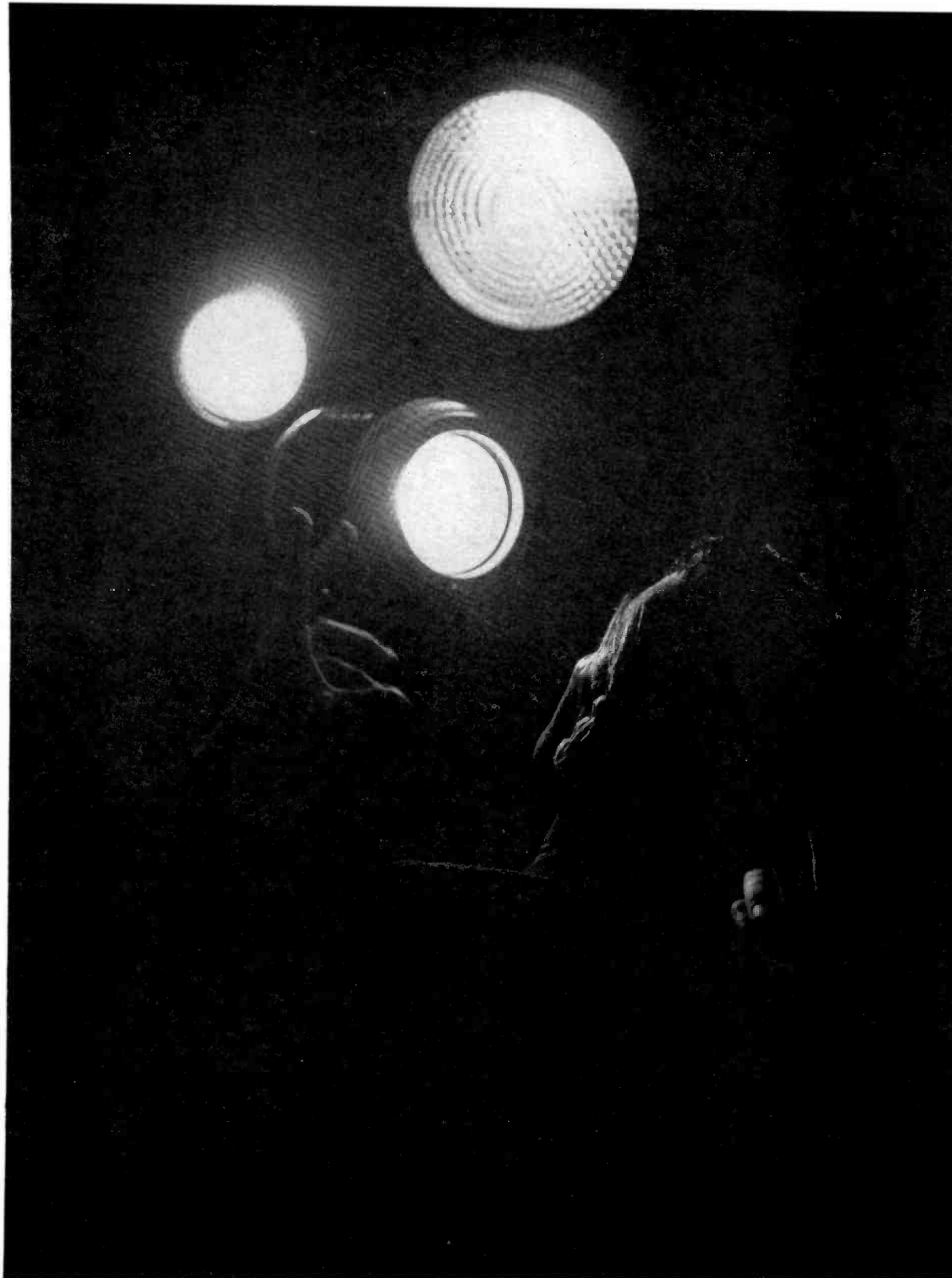
for TV, live on tape, color. William Watkins, production manager. Agency: Bozell & Jacobs, Omaha. Dan Knight, account executive and agency producer.


Stroh Brewery Co., Detroit (Bohemian beer); one 60, one 20 for TV, live on tape. Bill Watkins, production manager. Agency: Zimmer, Keller & Calvert, Detroit. Larry Williams, account executive and agency producer.

Hastings Manufacturing Co., Hastings, Mich. (Castle oil additive); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Norman, Navin & Moore, Grand Rapids, Mich. Noel Torrey, account executive.

Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood.

U. S. Steel Corp., New York (Flip Ship ocean life studies); seven 60's for TV, live on film, color. Gerald Schnitzer, production manager. Agency: BBDO, New York. Herb Freed, agency producer.



**"SPOTLIGHT ON..."** 30 great talents perform in 30 solo half-hour programs of sparkling entertainment. Each episode is an intimate glimpse of the performer both as an *artist* and as a *person*. Included are such top entertainers as Mel Torme, Theodore Bikel, Billy Daniels, Carmen McCrea, Fran Warren, Gary Crosby, Vaughn Meader, Johnny Desmond, Julie Wilson and Julius LaRosa. Call Ray Junkin, Domestic Sales Department  **SCREEN GEMS INTERNATIONAL**, 711 Fifth Ave., New York 10022, PLaza 1-4432  
A DIVISION OF SCREEN GEMS, INC.

gets new Coty treatment line, Christmas advertising and special product assignments. WW&B will continue to handle Imprevu Emeraude, and L'Aimant fragrances, and other new product advertising. Coty did not disclose its billings, but said TV would be used "more" in the future.

- Water Specialties Co., Chicago, names McCann-Erickson, there, to handle TV advertising for Mighty White laundry product. Spot Radio Advertising Co., Chicago, continues to handle Mighty White's radio and print advertising.

- Martin of California, division of Kayser-Roth Corp., and manufacturer of men's sportswear, has named Kastor, Hilton, Chesley, Clifford & Atherton, New York, to handle advertising and special marketing services. An advertising schedule has not yet been set.

- Nebraska Consolidated Mills Co., Omaha, has named Tracy-Locke Co., Dallas, to handle its Fant Milling Co. Division, Sherman, Tex.

- Western Pennsylvania National Bank, Pittsburgh, has appointed Kenyon & Eckhardt, Chicago.

## Preparation H hit in FTC decision

The Federal Trade Commission, in an initial decision, has ordered American Home Products Corp., to stop making exaggerated claims for its hemorrhoid treatment, Preparation H. Advertising for the product is prepared by Ted Bates & Co., New York.

Although Preparation H commercials have been presented on radio and television for many years, they have not been permitted on stations belonging to the National Association of Broadcasters radio or TV code. Earlier this year, the NAB lifted the personal products ban from the radio code (BROADCASTING, June 28), stating that commercials in good taste may be broadcast. Following the lifting of the ban, Bates placed a \$140,000 order on Mutual (BROADCASTING, July 5).

The FTC decision, made by Hearing Examiner Walter R. Johnson, was in reply to a complaint against American Home, issued in August 1964. According to the examiner, the issues at hand were whether or not the ointment and/or suppositories would "shrink hemorrhoids without surgery," would enable a user who needs surgical treatment to avoid same, and would "heal, cure or remove piles and cause piles to cease to be a problem." Mr. Johnson noted,

however, that nowhere in the advertising for Preparation H does the company offer the elimination or relief of hemorrhoids in all cases, as was alleged in the complaint. The use of the word "all" he stated "is that of complaint counsel and not respondent."

Upon reviewing the testimonies of both medical and consumer witnesses, Mr. Johnson concluded that Preparation H, had in both suppository and ointment form, a "significant therapeutic effect in the treatment of hemorrhoids," and when taken as directed, the treatment would, for most users, but not all: "1. Reduce or shrink hemorrhoids; 2. Relieve pain due to hemorrhoids; 3. Stop or relieve itching due to hemorrhoids."

But, American Home was not let off the hook completely. Mr. Johnson claimed that the advertisements do falsely state the therapeutic value of their product in misrepresenting its role in the avoidance of surgery. Preparation H, in fact, does not "enable the user to avoid the need for surgery as a treatment for hemorrhoids where surgery is indicated," nor does it "heal, cure, or remove hemorrhoids, or cause hemorrhoids to cease to be a problem." The company will, instead, be permitted to claim that use of Preparation H, except "in unusually severe or persistent cases," will enable users to avoid surgery, and that the therapeutic effect upon users will be significant.

In November 1964, American Home Products filed a complaint stating the FTC was now disapproving advertising which it had previously approved (BROADCASTING, Nov. 2, 1964). The complaint, resulting from an examination of Preparation H by the FTC in 1954, was dismissed as untrue by Mr. Johnson. He cited that the FTC at the time was concerned with the phrase "stops bleeding" as used in the product's advertisements. This then was changed to "relieves pain," in order to meet FTC approval. But, Mr. Johnson said, the company should not have assumed that its advertising had complete approval since it is plainly shown in an FTC letter of the time, which stated, "no further action is contemplated at this time," that future investigation was plausible. The American Home witness agreed with Mr. Johnson's contention.

## Business briefly . . .

**Xerox Corp.**, Rochester, N. Y., through Papert, Koenig, Lois, New York, will sponsor *Hello Dolly*, a special color program about the recent Far Eastern tour of the Broadway musical with Mary Martin, to be presented on NBC-TV sometime during February 1966. Also on NBC-TV, the **United States Time Corp.**, through Warwick & Legler,

both New York, will join the previously announced American Gas Association as co-sponsor of the colorcast *Peter Pan*, featuring Miss Martin and Cyril Ritchard, on Jan. 21, 1966 (7:30-9:30 p.m. EST).

**Jell-O Division of General Foods Corp.**, White Plains, N. Y., through Young & Rubicam, New York, this week begins a pre-Christmas campaign for Baker's coconut and chocolate products. One-minute piggyback participations are scheduled on three TV networks, along with one-minute TV announcements for coconut in major markets.

**Post Cereal Division of General Foods Inc.**, White Plains, N. Y., through Benton & Bowles, New York, beginning this week, will use network regional cut-ins and color TV spots to introduce its new Post Corn Flakes and Peaches in the eastern and central regions. The product has been test-marketed since mid-1964 in Denver and Salt Lake City.

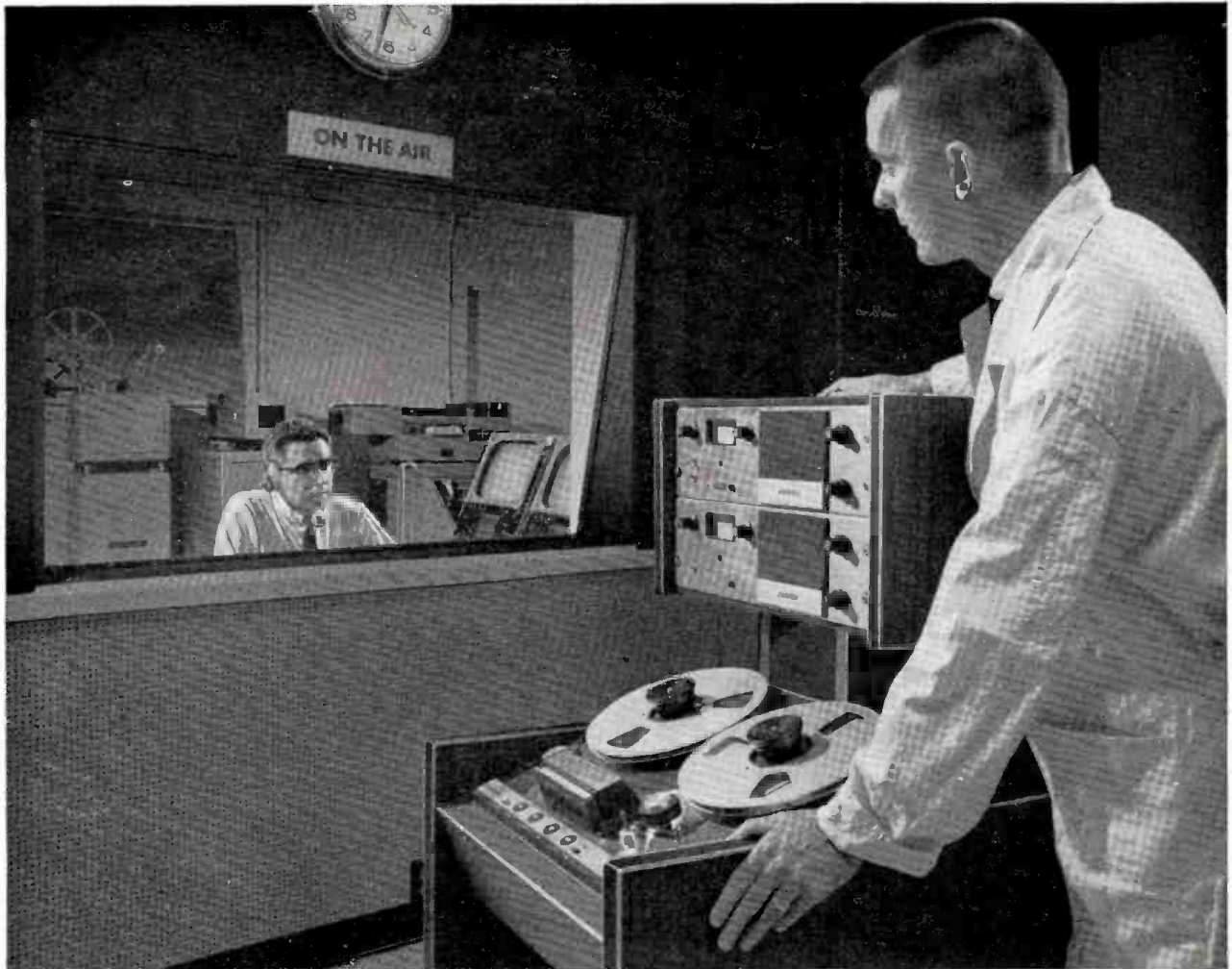
**DWG Cigar Corp.**, through W. B. Donner & Co., both Detroit, is planning radio campaign in 300 markets for first national marketing of Red Dot Tipette, slim, slightly sweetened, tipped cigar. Campaign will center on "America's only one-calorie cigar."

**Procter & Gamble Co.**, Cincinnati, through Leo Burnett, Chicago, will sponsor *Swing-Ding at T. J.'s*, an ABC-TV color special featuring the Dave Clark Five, Sal Mineo and Phil Spector, on Friday, Jan. 28 (7:30-8 p.m. EST).

**Carbonated Beverage Can Makers Committee**, through BBDO, both Pittsburgh, will use radio in 80 markets, supplemented by billboards, for its 1966 advertising campaign. The duration of the campaign will be increased from four to five months: four summer months, plus the month between Thanksgiving and Christmas. CBCMC member firms are American Can Co., Continental Can Co., Crown Cork and Seal Co., and National Can Corp.

**Beer Nuts Inc.**, through The Biddle Co., both Bloomington, Ill., will test market its Beer Nuts in Iowa and Ohio starting this month. Campaign will use radio, color TV, outdoor posters and newspapers to point out that nuts, distributed primarily to taverns, are available in supermarkets.

**Old London Foods** (snack food), through Richard K. Manoff, both New York, will be a sponsor for *Sammy Davis and the Wonderful World of Children* 5-6 p.m. color special on Thanksgiving Day on ABC-TV. Other sponsors previously announced are American Character Inc. (dolls, doll clothes) and Emenee Industries Inc. (toys), both New York.



## Introducing the Ampex AG-350 with solid state electronics.

This new recorder guarantees even greater reliability than its predecessor—the famous 350 Series. Here's reliability you can count on for continuous programming over long periods. Reliability you need for a major broadcast or recording assignment that may represent thousands of dollars in talent and studio set up. Reliability you must have for the "one chance" recording of a hot news event.

The AG-350 offers the ideal combination of all-new, 100% solid state electronics (evolved from years of Ampex transistor research for reliable Aerospace recorders) and the famous 350 Series Transport.

New features for greater operating convenience: overhead electronics in an all-new, functional console design; automatic equalization switching with change of speed; wide head gate opening for ease in editing, threading, cleaning heads; new, simplified control panel and switches; new ferrite erase heads for better erasure.

The Ampex AG-350 is available in console, portable, or unmounted versions; mono or stereo; record/reproduce or reproduce only; single or two channel; 3¾-7½, or 7½-15 ips speed.

Mail the coupon for your free copy of our new illustrated brochure #1706 which contains a complete description and specifications of the new AG-350 Series. And if you'd like descriptive literature on Ampex spot programming recorders, portable recorders, mastering recorders, high-speed duplicators, mixers, tape and accessories, just check the box on our coupon.

© AMPEX CORP., 1965

Please send me information on:

- new AG-350 Series recorders  
 other Ampex equipment

(please specify) .....

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Write today to:  
 Ampex Corp., 402 Broadway  
 Redwood City, California

**AMPEX**

# BPA meet: a many-faceted thing

How-to-do-it sessions discuss color TV, CATV, computers, program and sales promotion, research, ratings, government agencies, etc.

More than 400 delegates to the 10th annual seminar of the Broadcasters' Promotion Association arrived in Washington last week to learn something. By the time they left on Wednesday (Nov. 10) after two-and-a-half days of panels, workshops, meetings, luncheons, speeches and awards, they knew they had been through an intensive how-to course covering almost every facet of broadcast promotion.

They covered the three C's: color, computers and community antenna TV. They discussed program promotion, sales promotion, research, ratings, the FCC, the Federal Trade Commission. They heard FCC Commissioner Robert E. Lee praise them (see page 60). They received plaudits from Vice President Hubert H. Humphrey (see page 45). They heard Lou Hazam, documentary producer for NBC-TV, tell of the role they've played in making documentaries prime-time desirables (see page 64). They were challenged to sponsor foreign broadcasters at their stations by Leonard Marks, director of the U. S. Information Agency (see page 62). They elected Casey Cohlmiia, WFAA-AM-

FM-TV Dallas, as their new president (see page 96C). And 72 of the 407 delegates let their wives wander around the Washington area on a special two-day tour.

**Color TV** ■ "Make friends of your manufacturers and your dealers," . . . "Never be caught looking drab." . . . "Use bright colors for the main point of interest." . . . "Do interesting color programs, they sell."

Those were some of the general points stressed at the Tuesday afternoon session on color TV promotion.

The four members of the panel stressed basic ideas for stations going to color or just entering it. John C. Burpee, Crosley Broadcasting Corp., Cincinnati, said the switch to color should be accompanied by a campaign that "must be fast and must be intensive." However, he warned, the promotional build-up will go down the drain if the signal isn't transmitting the color properly.

Phil Wygant, WBAP-TV Fort Worth-Dallas, offered three guidelines for color activity:

- Let your imagination go. Don't

overlook a single opportunity to push color.

- Use color to promote color.
- Never be caught looking drab.

He said one of the difficulties in promoting color feature films, in particular, is the lack of color material supplied by the syndicator. Although black-and-white slides can be modified to color through colored lighting gels and by painting the slide and then shooting it, these are really stop-gap measures. He suggested a concerted effort by stations directed to the syndicators so they might get more color, and added that pressure should be applied "before the contract is signed."

**Tie-In Color** ■ E. Boyd Seghers Jr., WGN Inc., Chicago, said that promotion men who make themselves and their stations available to dealers and manufacturers will find that there are many ways to tie in color promotions. The dealers are there to sell sets, he pointed out, and if station promotion will help sell sets, they'll be happy to promote the station.

The key in this area, he emphasized, is the availability of material and personnel. He also suggested seminars for area dealers and TV technicians to acquaint them with what they are selling and servicing.

John G. Stott, Eastman Kodak Co., Rochester, N. Y., emphasized the need to check out visuals on the system "in color and black and white." Too often something will look good in color and be a bomb without it. He said attention should be paid to the subject and nearby objects and that care should be taken with backgrounds. "Hitch your star to color," he advised, "but check it out on your system."

**Computers** ■ Promotion men from stations not located in major markets seemed concerned about the cost involved, but none could leave the session on "The Computerized Rep. Agency & Station" without feeling that the computer era in broadcasting has begun in earnest.

Mel Grossman, H-R Representative, New York, called the computer operation installed there last year "a valuable ally in a business where time is money and money is our business."

Kenneth Mills, The Katz Agency,



Heywood Meeks (c), WMAL-TV Washington, general chairman of 1965 seminar, gets congratulations from

Casey Cohlmiia, (l), WFAA-AM-FM-TV Dallas, incoming BPA president, and H. Taylor Vaden, outgoing president.



## Humphrey says spoken word is 'most readily received'



With praise for broadcasting and a special commendation for broadcast promotion men, Vice President Hubert H. Humphrey stole the show Monday evening (Nov. 8) at the BROADCASTING and TELEVISION magazines' reception for the Broadcasters' Promotion Association.

About 500 BPA members, their wives, FCC commissioners and representatives of Congress heard Mr. Humphrey "commend the promotion managers for the good work that you do in promoting these valuable public service programs, particularly your news programs and the many programs you have at your local stations."

The Vice President said he had "noticed of late there's been a great

increase in the number of programs that seek to be educational and informational. I know that some of the radio stations, for example, have carried on programs to explain our situation in and our policy towards Vietnam. I want to say that this is a service that is deeply appreciated."

He was also appreciative of media efforts for the Job Corps, Peace Corps, War on Poverty, Youth Employment Opportunity campaign and the school dropout program, adding: "I don't know what we'd do without you. You're a part of the effort and a part of the mechanism that makes it possible for this country to be better and to prosper and to grow."

Mr. Humphrey said he was one

of the "millions of Americans that enjoys radio and television. . . . I have many favorite programs, but lest I forget a single group or network or station, I shall not manage them." Then catching his slip of the tongue he came back with: "I shall not mention them or manage them. You know we do believe in a bit of managed news around here. I just believe in managed entertainment."

All media have their place in today's world, he said and that although "the printed word is vital and important . . . I also believe that the spoken word is the message that is most readily received."

He said there are "two publications . . . I am very familiar with—BROADCASTING and the other is TELEVISION." And he recalled reading "The Many Worlds of Local TV" in the August issue of TELEVISION, "a story about the many local programs in your local stations—the great variety of programs. I must say that I was very much impressed with this variety and this display of the wide variety of public service broadcasts."

The Vice President concluded with more praise for the broadcasters and gave the three FCC commissioners present — Lee Loevinger, Kenneth Cox and Robert Bartley—a vice-presidential decree, "and I want the commissioners to listen to this. There isn't a one of you that has ever asked me to do a single thing that I think is beyond the bounds of what we call fair play and decency and legitimate objectiveness. So more power to you."

New York, noted that of 11 top agencies there, seven have on-site computers and four use service bureaus. Nine of these agencies are now using a computer for media planning. He said only Young & Rubicam is currently using it for station selection, adding the other agencies don't plan to move in this direction immediately.

Mr. Mills said stations will be asked for more qualitative data in "the area where you can be most helpful and most creative"—programs, personalities and markets.

James Rupp, Cox Broadcasting Corp., Atlanta, outlined the various uses of computers at the station level for management, accounting, programing, promotion, engineering, sales and other areas. Jack Phelan, International Business Machines, showed a film describing computer operation.

**CATV** ■ Three guidelines were laid

down for stations that find CATV systems within their coverage area and want to get the largest possible number of viewers from the community antenna system subscribers.

Roger Tarlton, Panther Valley Television Co., Lansford, Pa., CATV operator, told the session on "Community Antennas, Promotion Asset or Liability?" stations can gain viewers by:

- Making sure the signal into that area is the best possible for the CATV to pick up.

- Identifying with the CATV community through news and public service announcements and programs.

- Using other advertising media in the CATV community. In this connection use the channel number assigned by the CATV in promoting the station in that locale.

He suggested that stations talk with CATV operators, particularly about re-

ception. Most systems, he said, would rather have the area station on the air, but in some cases a poor signal is put in and the system will take in a more distant outlet.

Roger Ottenbach, WEEK-TV Peoria, Ill., cautioned the broadcasters not to be complacent because they may be in a three or four-station market. When a CATV moves into the area he said, "they won't stress finance, they'll talk about how they're bringing in educational TV."

He noted that Bradley University in Peoria had decided to go on the air with an ETV which would be placed on a CATV system there, once the system is granted. However, he added, the school changed its position when it learned the Chicago ETV, WTTW, would also be brought in and that they would be in competition. This situation, he said, probably would have meant that

# Nothing special.

The remarkable thing about the latest National Nielsen report is that for the first time this season, network nighttime audience measurements were not influenced by unusual special events. There was no cascade of program openings and premiere guest stars. The audience had completed its sampling and settled down with its favorites. Thus for the first time it is possible to measure the day-in day-out appeal of the three networks' regular program schedules. And, as so often in the past, the CBS Television Network—and its advertisers—are first by these significant measures of nationwide audiences:

**The biggest average nighttime audience**  
**Four of the Top 5 nighttime programs**  
**Seven of the Top 10 nighttime programs**  
**Ten of the Top 15 nighttime programs**  
**The biggest audience most nights of the week**  
**The biggest average audience for new nighttime programs**

And, in addition:

**The biggest average daytime audience**  
**Four of the Top 5 daytime programs**  
**Nine of the Top 10 daytime programs**  
**The biggest audience in most daytime quarter hours**



Based on National Nielsen Television Index average audience estimates for commercial broadcasts for October 11-24; seven nights, 6-11 pm, and Monday-Friday, 7am-6 pm. Subject to qualifications on request.



Participants in the panel session on the 'FCC, FTC and Thee' are (l-r): Thomas W. Wilson of Dow, Lohnes & Albertson, Washington; Vincent Wasilewski, National Association of Broad-

casters; Sol J. Taishoff, 'BROADCASTING' and 'TELEVISION' magazines; Charles A. Sweeny, Federal Trade Commission and William B. Ray of the FCC.

Bradley's fund-gathering attempts would have suffered since WTTW, by virtue of the city it basically serves, would get money that might possibly have gone to the university station.

**The D. C. Commissions** ■ The FCC makes up its own mind, the staff doesn't do it for the commission. The Federal Trade Commission couldn't care less about the type of programs broadcasters carry. It is concerned only about commercials and only false and misleading ones at that, remaining unconcerned about loud, long or poor-taste spots. However, the FTC is interested in broadcasters' use of ratings.

At least that's what the BPA was told at the opening panel Monday on the "FCC, FTC and Thee."

A topic raised by the audience was: Why does the FCC ask questions on its license renewal form that should have no bearing on the license? William B. Ray, chief of the complaints and compliance division of the Broadcast Bureau, said the FCC, "believe it or not, likes to find out what broadcasters are doing and what's happening in the business." He said he personally thought many of the questions weren't necessary and that the station's performance should speak for itself. And he added that his opinion, which in this case the FCC doesn't agree with, indicates that the "staff does not lead the commission around by the nose. The commission makes up its own mind."

Charles A. Sweeny, director of the FTC's bureau of deceptive practices, said the major rating services are under "continual scrutiny" to make sure they follow the orders that have been issued

against them. The FTC, he said, recognizes that broadcasters are not experts in methodology, however they should avoid anything that would destroy validity of surveys and they should be alert to obvious frauds. "Our concern with ratings," he said, "is whether they truly reflect the listening audience." To that degree, he said there is nothing wrong with year-round hypoing.

Questioned on the recent backdown of the National Collegiate Athletic Association which had barred Notre Dame game pickups by WNDU-TV South Bend because CATV systems were picking up WNDU-TV, Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION magazines, said the NCAA gave in because of the "intercession" of FCC Chairman E. William Henry. "This whole matter of NCAA activity in relation to so-called amateur athletics will have to be resolved someday," he said. "It's been commercialized to the point where it is no longer a sport, it is an industry."

Vincent E. Wasilewski, president of the National Association of Broadcasters, felt the biggest problem with regulatory policy "is the loose language of the law." It leaves it open to interpretation and the "philosophy of the regulators."

**Public Affairs Programs** ■ The need for station image, which attracts better manpower and can exert an above-average influence in industry councils, was stressed at the Monday morning session on public affairs programming by Herman W. Land, Herman W. Land Associates Inc., New York.

It's not just the numbers that pay

off, he said, the "total station personality" has a vital role in creating the image. Mr. Land also emphasized the need for "post-program" promotion, calling it just as important as the lead-in push.

Whether or not a person sees or hears the program, he maintained, the important thing is that each item about the show makes an impression toward the total image and with these items the message is brought across to those who count. He added that much can be accomplished through the proper use of trade-paper advertising over a long period.

Maury A. Midlo, WDSU-TV New Orleans, suggested that stations can make friends through the simple medium of a "thank-you note." He called it a "fantastic means of spreading good will." Too often, especially in the area of making specials or documentaries, the production crew just rolls right through, he said. If after it's over the promotion manager drafts a letter for the head of the station to send to those laymen whose cooperation helped in the production the station can only benefit, he added.

**TV News** ■ Although the news broadcaster is the single most important element in attracting viewers to television news programs, a promotion for that show must be "meaningful" and must tell the viewer more than just the name of the broadcaster and the time of the program, Bruce Bloom, WBBM-TV Chicago told the TV news promotion session Monday.

Mr. Bloom maintained that news is the toughest item to promote and that even print media "avoid news like the plague" and push features instead. However, broadcast news is a major factor in the station's image in the market, and as such must be handled very well.

The news broadcaster, he added, is "reality," the viewer can identify with him. "Abstract concepts can't be exciting, they must be associated logically with the news personality," he said.

Personality identification was also stressed by Ray Jones, coordinator of broadcast media for Young & Rubicam,



Discussing public affairs are (l-r): Maury A. Midlo, WDSU-TV New Orleans; Tom W. Mahaffey, WJXT(TV) Jacksonville, Fla., and Herman W. Land, Herman W. Land Associates, New York.



Panelists for radio news promotion are (l-r): Ken Malden, WGBS Miami; Phil Harrison, WSB Atlanta, and Guy Koenigsberger, representing KRNT-AM-FM Des Moines, Iowa.



Taking part in TV news promotion session are (l-r): James W. Evans, WTAR-TV Norfolk, Va.; Bruce J. Bloom,

WBBM-TV Chicago; George Vickery, WTVJ(TV) Miami, and Ray Jones, Young & Rubicam, New York.

New York. He said there is a desire upon the part of advertisers to have the on-air personality identified with the sponsor and he finds "very little sponsor identity these days." He urged the promotion men to "build a local strong sponsor identification for news, weather and sports personalities."

Mr. Jones cited the success Gulf Oil Corp. has had with its NBC News specials and the identification of Frank Magee, anchorman on those programs, with Gulf. He said Gulf, which is Y&R's largest news buyer, is now in over 90 markets with spot news, weather and sports and the agency's aim is to have the station attempt to make the spokesman strongly identified with Gulf.

The tendency of many stations to run one campaign on the air and another in other media was hit by George Vickery, WTVJ(TV) Miami. He said on-air and other promotional material should be coordinated for the best effect. He explained the campaign WTVJ used when it switched its late evening news format last January and how the basic theme was carried out on-air, on billboards, in print and through other promotion pieces. "There is nothing more difficult," he said, "than changing the news viewing habit. Any success is great."

**Radio News** ■ In radio news promotion, Ken Malden, wgsb Miami, stressed the importance of "having something worth promoting." He said his station, which editorializes five times a day, sends copies of the editorials to leading citizens throughout South Florida so they are aware of the station's position.

Mr. Malden said that wgsb, which concentrates on news coverage, spends about 75% of its promotion budget on news and that the phrase "after this music, we'll be back with more news" has gotten to be a byword.

Phil Harrison, wsb Atlanta, pointed out that news promotion is "no different from any other type of promotion, only the subject to be promoted is different." He stressed brevity in all promotion material because "no one wants to hear how great you are if it takes all day to tell him."

**On-Air Promotion** ■ Discussing radio

promotion as an "on-the-air art form" at a Tuesday afternoon session, Harry D. Honig, KSD St. Louis, said that radio promotion universally is good, but that some of it is bad.

Ted Malone, director of the Encyclopedia of Recorded Sound, gave a presentation featuring sounds from all over the world, and some promotions that can be created with their use. He called radio "the best medium ever devised by man" and said that "nothing could surpass the imagination stirred by the sounds of radio."

Wilson Northcross, Pepper Sound Recording Co., Memphis, pointed out that promotions must be planned to accomplish the objectives of management. He asked that promotions be specifically detailed when sent to a production company.

Sidney Savan, George-Savan Advertising, St. Louis, listed three guidelines for planning any promotion or advertisement. He said the ad must be something of unexpected nature. "If you give the audience what they expect, you've lost them." Second, the advertisement must entertain, "for this is what the people have turned the dial for." And third, the promotion must stimulate talk among the listeners. "If you can't stir some talk about your station or about a product, you're not getting full mileage out of your advertising dollar."

**TV Sales Promotion** ■ The use of color, case histories and education to sell TV time were emphasized at a Monday afternoon session.

Donald Peacock, WBAL-TV Baltimore, said that the sudden surge towards color has made it one of the real selling problems this year. He suggested that promotion men make every effort to "whet the appetite" of the prospective client, "create a desire to make them want to see their product in color."

W. B. Colvin, Television Bureau of Advertising, New York, said case histories can provide the information needed to sell like sponsors, but that certain information should be extracted to make it a meaningful, selling presentation. The usual case history, he noted, shows what was done and what happened as a result. The successful presentation, he maintained, should

**NBC FILMS  
MAKES THINGS  
HAPPEN WITH**

# **A MAN NAMED ROCCA**

*Explosive drama starring*  
**Jean-Paul Belmondo**  
**Christine Kaufmann**



**GET MORE ACTION WITH**

**NBC FILMS CINEMAGREAT**

**POST-1960 FIRST-RUN FEATURES**



Panelists for TV sales presentations are (l-r): Donald Peacock, WBAL-TV Baltimore; W. B. Colvin, Television Bureau of Advertising, New York, and Dean D. Linger, Corinthian Broadcasting Corp., New York.



Participants in panel on community antenna television are (l-r): Fred W. Foerster, WBRE-TV Wilkes-Barre-Scranton, Pa.; Robert J. Tarlton, Panther Valley TV Co., Lansford, Pa., and Roger Ottenbach, WEEK-TV Peoria, Ill.

think in terms of "why."

He suggested three pieces of information to be culled from the successful case history:

- Who are the best advertising prospects?
- Learn about the length of commercial used.
- Learn the commercial approach.

Then, he added, "prepare your own plan based on this case history," and use the case history to back up your pitch.

Dean D. Linger, Corinthian Broadcasting Corp., New York, told the BPA members they should be aware of a change in the age level of timebuyers. They are getting younger, he said, with an annual turnover rate of 30%. To reach them they must be re-educated and made familiar with radio and TV. He said Corinthian had produced color films for each of its stations to acquaint the buyers with the station, the market and the station's community ties.

**Outside Views** ■ How successful promotion men are at their job was questioned at a Tuesday session on "Outsiders Look at Us." Morton Kreshin, Lennen & Newell, New York, said the consensus of a survey he had conducted among 16 timebuyers at L&N and several other agencies showed that if call-letter retention is all that is being sought, the promotion men have been successful. But little else is retained

about the stations.

Since most promotion to timebuyers and agency personnel is through direct mail, he said agencies want you to "sell yourselves . . . don't sell the market or the medium." He listed three guidelines for desired information:

- Basic information of what the agencies want to know: product usage, some ratings, some demographics and as much research as possible.
- Physical changes in the station.
- Qualitative factors, especially in radio where the format has such an important role in audience delivery, and in television the types of programs and personalities.

Deryl E. Fleming, Kellogg Co., Battle Creek, Mich., cited the work of promotion people in the "initial good reaction" to Kellogg's recent Jimmy Durante special on ABC-TV. He urged the BPA members to use material from the sponsors and the networks and use celebrities to promote.

Broadcast promotion through newspapers was discussed by Robert E. Reese *The Detroit News*. He said there is very little difference in the average page exposure of a newspaper any day. However, he noted this does not necessarily mean readership of various pages is not different.

He urged the promotion men to push the good shows and ignore the weak ones. "Try to keep the sales staff from

influencing you to push a show because a sponsor is on the hook. If it's a dog nothing is going to help it."

Mr. Reese offered several rules for effective newspaper use:

- Wherever possible push one program at a time and tell why the audience will like it.
- If a series is run, make sure all the programs are strong—"one bomb can kill the ad."
- Promote color, but only in proportion to the audience. Don't promote color for its sake.
- Promote the same in the newspaper as on the air and in other media.
- Promote the channel number, not the call letters. "You may be proud of the calls, but the viewer turns the dial with numbers on it."

**TV by the Number** ■ Calling the pricing of rate cards to homes on a cost-per-thousand basis "passe," William R. Brazzil, vice president of WTVJ(TV) Miami, told a Wednesday morning session on TV that it won't be too long before stations will have to price their time based on target-audience CPM.

"One of these days, and perhaps soon," he said, "one of the big stations or a group of stations" will take this step and begin selling time to advertisers who want to reach teen-agers or various types of housewives or other designated target groups.

Mr. Brazzil also said that for suc-



Discussing radio promotion are (standing) Ted Malone, Encyclopedia of Recorded Sound; (seated l-r): Harry D. Honig, KSD-AM-TV St. Louis; Sid Savan, George-Savan Advertising Co., St. Louis, and Wilson Northcross, Pepper Recording Co., Memphis.



Discussing "Will the New Research Help Sell Radio" are (l-r): James W. Seiler, Media Statistics Inc., Silver Spring, Md.; William H. Steese, Edward Petry & Co., New York; and Graham Wallace, American Research Bureau, Beltsville, Md.

# Two winners

New Yorkers voted twice on Election Night. They picked a new Mayor — and a news organization to keep them on top of the balloting. ☒ NBC News, in reporting election developments, once again demonstrated the qualities that make it the nation's leading source of news: impartiality, accuracy and — above all — *responsibility*. Only when its analysis of key districts permitted a conclusive judgement did NBC News project John V. Lindsay's victory. ☒ WNBC-TV attracted the largest election audience in *every half hour* from 9:00 pm to 2:00 am, when two or more stations were covering the balloting. When all three network stations were reporting the vote, from 11:00 pm to 2:00 am, WNBC-TV drew a larger audience than the other two stations combined.\* ☒ WNBC-TV viewers couldn't have made a better choice: they expected and received the most comprehensive off-year election coverage in tri-state history — delivered by Frank McGee, Robert MacNeil, Bill Ryan, Gabe Pressman, Sander Vanocur, Liz Trotta and an unprecedented 400-man NBC News election force. ☒ Once again, when news was important, metropolitan New Yorkers looked to Channel 4 — and NBC News, the world's largest broadcast news organization.

**WNBC-TV**  **4**  
OWNED

\*Arbitron Overnight Ratings — 9:00 pm-2:00 am, November 2-3, 1965

(Audience and related data are based on estimates provided by the rating service indicated, and are subject to the qualifications issued by that service. Copies of such qualifications available on request.)

successful sales promotion, the BPA members have to go beyond the "mere reading" of the data supplied by the rating services. They should know what the numbers don't mean as well as what they do mean to properly use them, he said, and suggested they take advantage of the rating services' open-door policy and learn something about methodology in this area.

Art Heller, vice president and associate media director of Benton & Bowles, New York, said the new local rating reports which define kinds of people in the audience are not the ultimate answer in supplying needed demographic data to agencies and advertisers, but "it's a better beginning than we've had before."

He cautioned against oversimplification of data received and said it is not the use, "but the abuse of these new data we must fear." Mr. Heller warned of the necessity to properly weigh the data for each group.

William R. Wyatt, A. C. Nielsen Co., described the major change Nielsen's NSI report underwent last year and how the use of computers is helping the rating service produce new data. He said the new Viewers in Profile series is now in less than 20 markets but will be reporting for 220 markets in the fall. This VIP series contains 14 new columns of demographic data and 19 viewer categories.

**Radio Research** ■ James Seiler, Media Statistics Inc., Silver Spring, Md., told the BPA members that "radio is one of the most effective selling tools ever devised by man—it has high audience at low cost, it can reach more people than TV (since more people have radios than TV's) and by the use of its personalities it can establish a rapport between the audience and the station." Radio listeners, he added, have much greater loyalty to a particular station than television viewers.

Stressing the importance of radio research at a Wednesday morning session, Mr. Seiler said an advertiser can be persuaded to buy a station through research. As a personal medium, radio must be measured in age/sex categories with tabulations of both home and away-from-home listening. Only in this way, he said, can its full coverage be expressed.

Advertisers should be shown the use of cumulative totals in radio listening where, by buying several radio stations in a major market, larger total audience is garnered for the advertising message and sometimes at less cost than if a spot is placed on one TV channel. Shown these cumes, he continued, advertiser interest perks up.

Graham Wallace, American Research Bureau, Beltsville, Md., said the history of a radio station's performance is the best seller management can use and

that the most objective history of the station is seen in research data.

He lauded the medium for its personal appeal and for its flexibility, but because of this, he said, it is necessary to measure people and not homes.

Both Messrs. Seiler and Wallace saw the day approaching when radio surveys will cover nearly 85% of the nation's population. Mr. Seiler said that within a year, there probably would be a national study on a county by county basis. Mr. Wallace said that ARB would like to do such a study now, but that it would need support.

Laurence Roslow, The Pulse Inc., New York, was scheduled to appear on the panel, but was unable to get to Washington, due to the Nov. 9 black-out in New York (see page 78).

**Radio Sales Presentations** ■ In a discussion on radio presentations, Robert H. Alter, Radio Advertising Bureau, New York, explained the main differences in traditional, or one-shot, presentations and the flexible presentation which can be changed each time it is given.

He said that "the day of the sales manager talking to an advertiser with ratings and nothing else is over." Radio, he pointed out, is the newest medium for selling, because it has changed from a family to a personal medium.

Discussing the flexible presentation, Mr. Alter stated that the viewpoint of



Taking part in 'Outsiders Look at Us' panel are (l-r): Joseph P. Costantino, KTVU(TV) Oakland-San Francisco; Robert E. Reese, 'The Detroit News'; Morton Keshin, Lennen & Newell, New York, and Deryl E. Fleming, Kellogg Co., Battle Creek, Mich.



Taking part in 'TV by the Numbers' discussion are (l-r): Robert Schneider, Edward Petry & Co., New York; Art Heller, Benton & Bowles, New York; William R. Wyatt, A. C. Nielsen Co., New York, and William R. Brazzil, WTVJ(TV) Miami.



Discussing computers in broadcasting are (l-r): Mel Grossman, H-R, New York; Jack Phelan, International Business Machines, New York; Kenneth Mills, The Katz Agency, New York, and James Rupp, Cox Broadcasting Corp., Atlanta.



Covering color TV promotion are (l-r) John C. Burpee, Crosley Broadcasting Corp., Cincinnati; Phil Wygant, WBAP-TV Fort Worth-Dallas; E. Boyd Seghers Jr., WGN Inc., Chicago, and John G. Stott, Eastman Kodak Co., Rochester, N.Y.



*WOR's John Wingate,  
Walter Kiernan with Jean Shepherd  
reporting by candlelight.*

## The night New York was set on its ear

Everywhere, the lights flickered, glowed, dimmed again, and then went out. Television screens sputtered, turned glassy blank. Electric clocks stopped at 5:28 P.M., EST, November 9, 1965.

The brightest city in the world was set on its ear.

New York does nothing in a small way. Its problems, like its achievements, can be enormous. Emergencies, when they occur, often encompass more than just a neighborhood, a borough, or all five boroughs.

To a New York radio station, the challenge of serving this whole tri-state community... of perceiving the immediate needs of its audience... can be just as enormous. It is times of crisis that prove the responsibilities and readiness of leadership.

When power failure darkened metropolitan New York, WOR Radio was taken as much by surprise as its millions of listeners. Yet within minutes the familiar signal was back on the air, communicating facts about the blackout to a sudden audience of transistor sets and automobile radios. WOR's helicopter hovered above the dark, traffic-snarled streets; its capable news staff fanned out across the city to supply superb coverage of the paralysis that had seized the city.

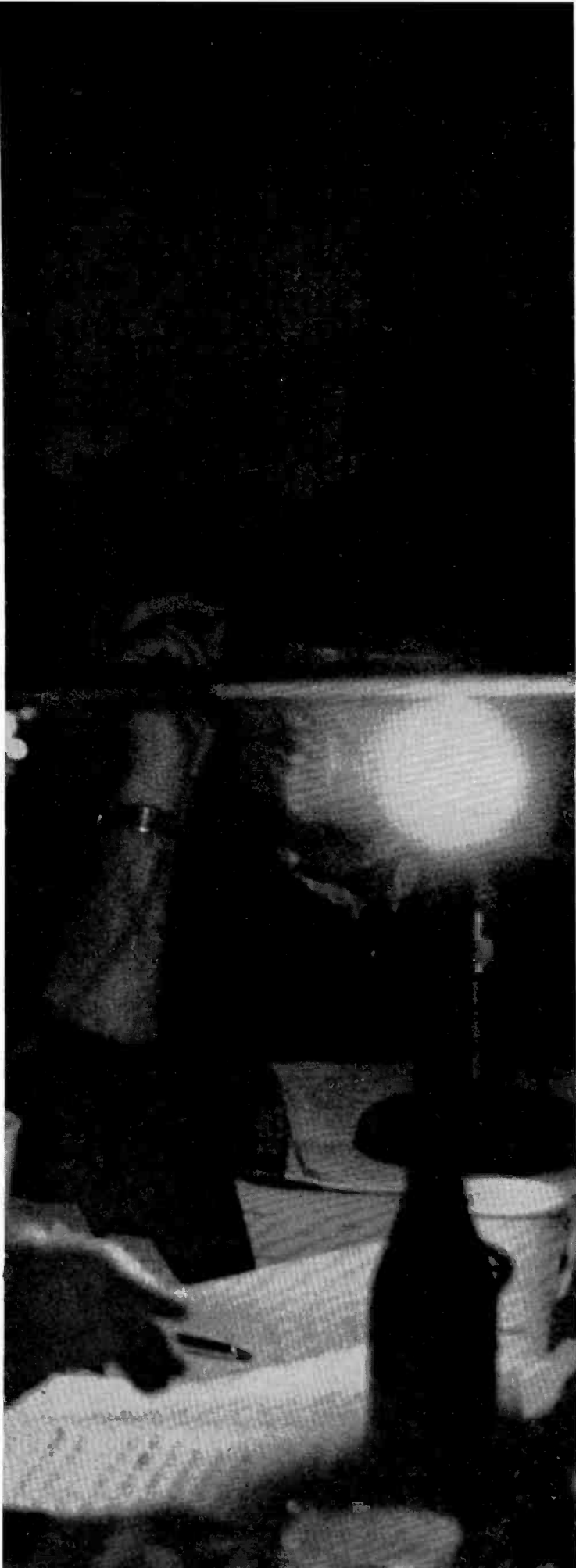
And throughout the long night, WOR became the voice in candle-lit gloom that informed, reassured, relayed every bulletin of public concern to apprehensive New Yorkers.

Here, in short, was another significant accomplishment in WOR Radio's four decades of dedicated service to its vast audience. Here was leadership reaffirmed... demonstrated once more by a great station's instant response to the welfare of those who have made WOR Radio New York's most respected (and popular) source of news and entertainment.

It was the night New York was set on its ear.  
It was a night to remember.

# WOR RADIO New York

THE FLAGSHIP STATION OF RKO GENERAL BROADCAST  
710 AM, 98.7 FM



the audience and the viewpoint of the advertiser are most important. But the station should have a "leave behind" or a follow up so that the message of the presentation does not escape the advertiser after it is made.

"Usually it is best to have all the invitations issued by the representative, since they know the buyers," but he urged the station management to also invite the buyers, by letter, following the initial invitation by the rep.

Norman S. Ginsburg, CBS Radio Spot Sales, New York, told of his company's success with slide presentations and he stressed the cost factor. He said that one station, using the CBS system of producing its own slides and using a single stand-up speaker, had reduced its cost per presentation from \$5,000 to \$114.

Both speakers stressed the importance of brevity and suggested limiting presentations to 20-25 minutes. After that, Mr. Alter said, you may easily lose the timebuyer.

**The Timebuyer** - In a session on how to reach the timebuyer, BPA members were told that the trade press, market tours and direct mail could be used successfully.

Harold N. Lieber, *Timebuyer* magazine, New York, said that not only timebuyers, but advertising managers, media managers and account executives are important in making a decision of which station to buy. The best way to reach these people, he stated, is through the trade press. They read the trade press thoroughly, he emphasized to keep better informed and to better themselves. "It's important to keep in mind," he said, "that timebuyers have a high rate of turnover. Your ad should include plenty of information for the timebuyer seeing it for the first time."

Hal Wilson, WITN-TV Washington, N. C., told of market tours conducted for timebuyers. He said that it is important to plan every detail so that people "don't have enough time to get bored," and it's best to keep the group small enough (around 35-40) so that station personnel can become acquainted with the buyers and other guests. The picking of the guests is especially important and the rep should supply the name list for invitations. Also important, he said, is to make the trip or tour so good that the people will remember it well for its bright spots.

Larry M. Harding, WBTV(TV) Charlotte, N. C., discussed direct-mail campaigns and said that his station has had success with them. He pointed out again that the rep should provide the mailing list and stressed the importance of market research in telling a market story. The package should be marked "personal" and attractively wrapped so the addressee will receive it.



Discussing 'How to Reach the Timebuyer' are (l-r): Donald F. Fischer, KTVI(TV) St. Louis; Hal Wilson, WITN-TV Washington, N.C.; Harold N.

Lieber, 'Timebuyer' magazine, New York, and Larry M. Harding, WBTV(TV) Charlotte, N. C. Session was held Wednesday morning.

## Promotion men jam seminars by reps

More than 130 broadcasters in Washington for the Broadcasters' Promotion Association annual seminar also attended receptions and seminars held for them by several station rep firms.

John Blair & Co. and Blair Television had more than 30 station personnel at their seminar which covered ways of improving promotion at the local level and making better use of rep-provided research material. Also outlined were new techniques and procedures in the station promotion area. Heading the Blair contingent were Dave Partridge, promotion director; Dick Gideon and Don Richards, research managers; Zim Barstein and Fred Wallin, assistant promotion directors.

Representatives of 16 stations took part in the H-R seminar, which also

featured a talk by FCC Commissioner Robert E. Lee. Topics covered included creating effective film and slide presentations, direct-mail and trade-press advertising, use and effect of color promotion techniques in print and on-air. The session was handled by Mel Grossman, director of promotion.

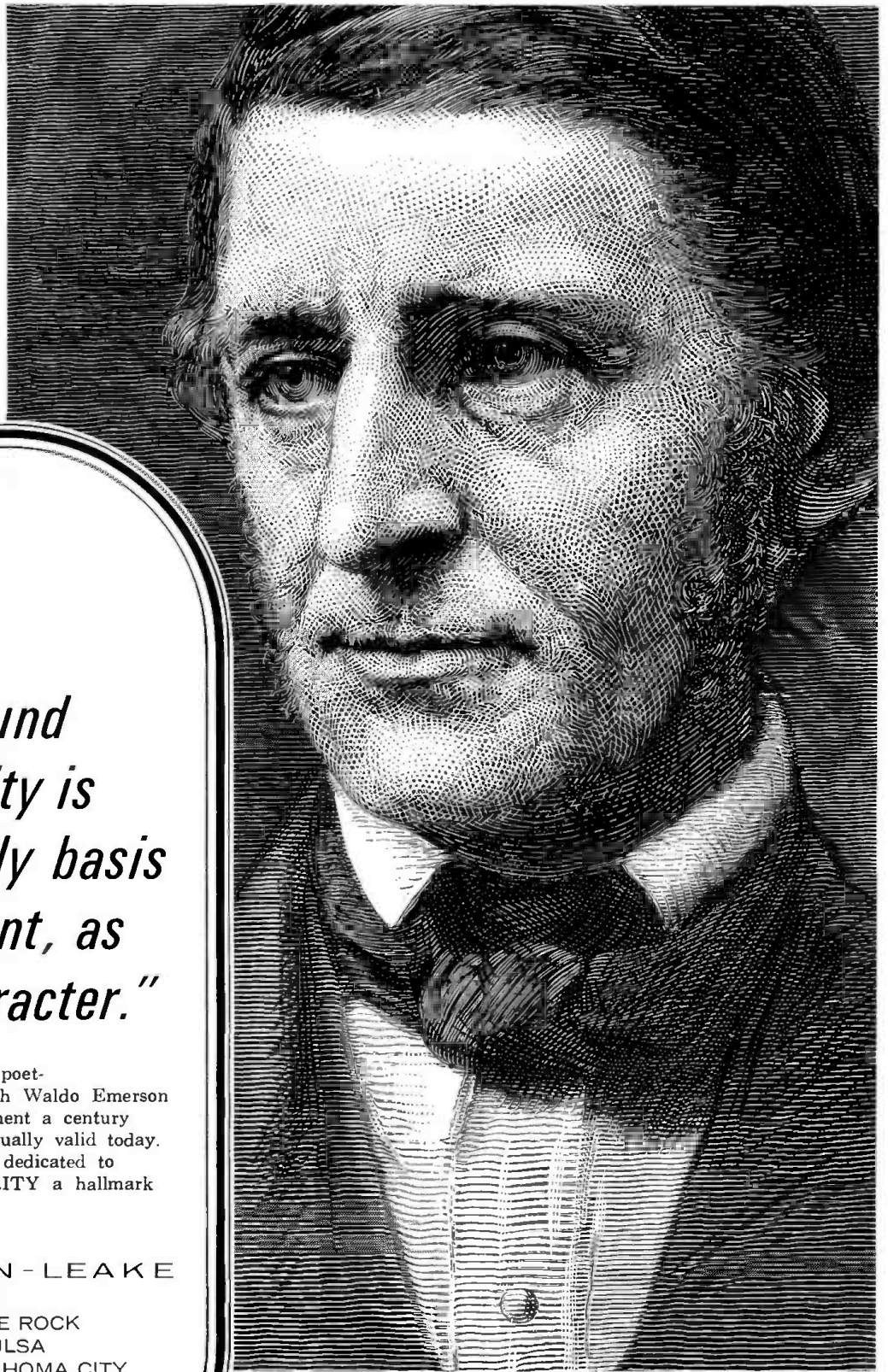
At The Katz Agency's seminar, 26 broadcasters heard Kenneth Mills, associate director of research and promotion, urge stations to cooperate at the local level in their efforts to bring new business into radio and television. He said the approach should be similar to the ones used by the Radio Advertising Bureau and Television Bureau of Advertising. Also discussed by Daniel Denenholz, vice president for research-promotion, and Oliver T. Blackwell, director of audience development, were radio presentations: "The Sound Way," the Katz-Magid Radio Music Reaction Test, and a series of weekend radio promotions; and in TV: the spot TV management conference; color TV status reports and national spot-TV time sales by markets, 1960-64.

About 30 promotion men attended Peters, Griffin, Woodward's seminar session with the emphasis for TV stations on the various methods local stations promote color. Presentations were made on color promotions with which stations had recently been involved. The PGW delegation was headed by Dr. John R. Thayer, director of research; George C. Castleman and Lon King, vice president, TV promotion and Ron Werth, director of radio research and promotion.

Attending the first seminar held by Edward Petry & Co. since that firm adopted its group sales system eight months ago were some 30 broadcasters. Topics covered included an eight-month report on the group sales system and the type of station promotion that helps it most, and the trend in audience promotion by radio stations. Participants included Robert L. Hutton Jr., vice president for television pro-



Discussing 'Showcase for Radio Presentations,' are Robert H. Alter, Radio Advertising Bureau, New York (l), and Norman S. Ginsburg, CBS Radio Spot Sales, New York.



The Bettmann Archive

*"Profound  
sincerity is  
the only basis  
of talent, as  
of character."*

America's great poet-philosopher Ralph Waldo Emerson made this statement a century ago; but it is equally valid today. Griffin-Leake is dedicated to making SINCERITY a hallmark of its stations.

**GRIFFIN-LEAKE  
TV, INC.**

KATV-7, LITTLE ROCK  
KTUL-TV-8, TULSA  
KWTV-9, OKLAHOMA CITY





Panelists on 'Teens through Thirty—They Can Be Had' are (l-r): Philip L. McHugh, McHugh-Hoffman, Birmingham, Mich.; Sheldon A. Saltman,

Music Corp. of America, New York; Frank X. Tuoti, WPIX(TV) New York, and Lloyd Thaxton, Lojac Productions, Los Angeles.

motion; William H. Steese, vice president for radio promotion; Al Masini, vice president and TV group sales manager; Jack Carter, television presentations director, and Robert Schneider, TV research director.

## Big difference from 13 to 19

Lack of research on, and communication with teen-agers criticized

It began and ended with a beat provided by a Washington rock 'n' roll group. And, in between, members of the Broadcasters' Promotion Association, along with the general public, advertisers, agencies and anyone within hearing distance were rapped for the term "teen-agers," the equation of this term with screaming sub-teen Beatles' addicts, and for the lack of research that has been done on who teen-agers are, what they like and what they want.

"Teens through Thirty—They Can Be Had," was the title of the Monday afternoon combined session and a broadcaster, program producer-personality, and an agency man turned consultant, all took a crack at the subject.

They cited campaigns like Pepsi-Cola's "for those who think young" as indicative of some advertisers growing awareness of this audience, which is young in spirit no matter what its chronological age.

Philip L. McHugh, McHugh & Hoff-

man Inc., Birmingham, Mich., and formerly vice president of Campbell-Ewald, said that TV "never really cared about young adults" and he chided the radio men present by saying "you didn't find young people, they found you" when there was no place for them to go.

He suggested strongly that the promotion men learn how to communicate with this teen-age audience, even though "teen-ager" is a bad phrase because the media have lumped together "young people, who, at extremes, have little in common." The 12- and 17-year-olds, he said have been put in one mass because "adults didn't want any part of them."

**Something New** ■ Mr McHugh said he was pleased to see the ratings services "paying much more attention" to this 12-17 group this year. Music provides the common ground for teen-agers to go off in their own world, he noted, and "we have to find a way through radio and television to bring them something new."

He pointed to Dick Clark and Lloyd Thaxton as forerunners in giving the teen-agers something they can identify with on television.

Mr. Thaxton, producer and star of the *Lloyd Thaxton Show*, a syndicated program, said putting people 13-19 years old together and calling them teen-agers is only a chronological grouping and is not an accurate reflection of their tastes and desires.

He said the image many people have of the teen-age girl as a screamer is erroneous since the general mandatory retirement age of screamers is about 12. After that, he said, they listen. And, he advised the BPA, when promoting a teen-age show, "don't really pay attention to the 9-12 year olds

that buy the records. Think in terms of everybody liking it because it's entertaining or amusing. Because the teen-ager is actually 25 or 50 or 65. Think of it as young-adult oriented, especially to women."

In this vein he noted that since the Elvis Presley era dawned about a decade ago, "there has been no real change in music, but the women who were teen-agers at that time have grown-up, have families of their own and this is still their music."

He said that when his show started in Los Angeles everyone was amazed when the ratings showed the audience to be heavily laden with women in the 18-39 year old grouping.

Frank X. Tuoti, WPIX(TV) New York, took this same tack. "Even though teen-agers represent the very material of these programs," he noted, "they are not teen shows, they are young-adult programs." As proof he cited the sponsor list for some WPIX's eight hours a week of programing tailored to young adults. "Occasionally we have kids' products," he said, "but generally it's longevity and adult accounts that keep them going."

## Promoter's role essential, Lee says

There should be room at the top for broadcast promotion men because "your activity is so essential to the overall success of your operation that intimate day-to-day relations with your manager and other top executives is imperative."

FCC Commissioner Robert E. Lee, keynote speaker at the Broadcasters' Promotion Association Monday lunch-



Commissioner Lee Study the image



*May I borrow a cup of water?*

When a crisis occurs, people deserve to know about it. And the most effective medium for informing people about crucial matters—and for inspiring them to action—is television.

This, in effect, is the working credo of the NBC Owned Television Stations. Crisis in point: The misuse of California's precious natural resources. Like many big-population states across the country, California faces acute conservation problems. And like all of our stations, Los Angeles' KNBC believes in informing its viewers on these pressing local issues. Accordingly, KNBC is preparing a 60-minute prime-time color special—"Deadline for

Decision"—on the need for more vigilant conservation practices.

"Deadline for Decision," narrated by Lorne Greene, will be telecast over KNBC this Thanksgiving Day. It is, of course, just one of hundreds of important public affairs programs produced annually by the NBC Owned Television Stations. In New York, Washington, Cleveland, Chicago and Los Angeles, the NBC Owned Television Stations have made community service a byword—and, in the process, have won the continuing loyalty and respect of the communities they serve.



***Stay up front with the NBC owned stations***

WNBC-TV NEW YORK    WRC-TV WASHINGTON    WKYC-TV CLEVELAND    WMAQ-TV CHICAGO    KNBC LOS ANGELES  
REPRESENTED BY NBC SPOT SALES

eon, said he hoped all the BPA members are "on the top management team" at their stations.

Equating a station's image with the public interest, Mr. Lee said a station's image is not "merely a public relations effort, but is, in the final analysis, one measure of the public acceptance and interest without which no broadcast station can successfully exist."

He said station managements must be "leaders, not followers. Leadership, I would think, is the number one image objective of every station. And as is the case of every created image, management policy and follow-through is solely responsible for the image created." He added that actual performance was more important in building an acceptable image than that created by advertising and promotion.

The commissioner also cited station character image as another goal to be achieved. This image, he said, "is in large part created by the programming policies . . . a well-run professional sounding station is part of the overall image. Even the objectivity, performance, amount and length of its commercials are part of the character image."

He advised the BPA to "spend as much time as you can listening to your station. It is you speaking."

Mr. Lee also had some words of



Leonard H. Marks  
Asks broadcasters' help

criticism directed "more to the 'bad guys' who unfortunately see no need to join organizations such as BPA. . . . There are some promotion people who do a disservice to the industry by their haste, lack of planning and zeal for instant competitive image." These ac-

tions, he added, don't reflect credit. "They tarnish the image of broadcasting itself."

He urged broadcast promotion men to use restraint, pointing out that "solid, effective promotion . . . advances the long-range image of your station. Some spectacular stunt which gives you immediate attention and income could easily be damaging in the long run."

Commissioner Lee reminded his audience: "No licensee can afford having a bad station image. He will not survive." A good image, he concluded, is "nice to have around at license-renewal time."

## Broadcasters accept USIA challenge

The government threw a challenge last week and several broadcasters took it up immediately. The challenge was issued by Leonard H. Marks, director of the U. S. Information Agency at the Broadcasters' Promotion Association annual seminar. He asked broadcasters to invite radio and TV journalists to visit this country to be placed on station staffs for two months with the stations footing the bill.

Time-Life Broadcast Inc. said it would place five foreign broadcasters, one at each of its stations. And Triangle Publications said it would place one broadcaster who would spend time at all Triangle stations.

In the opening address to the BPA meeting last week, Mr. Marks pointed to the activity of his office but said that personal contact is the best way to get foreign audiences to understand the U. S.

Opening U. S. station doors to foreign broadcast journalists, he said, "would give these broadcasters an opportunity—in tandem with your reporters—to actually go out on a story, to help write the news, to see how we broadcast it. . . . These journalists would be able to see everything there is on the American scene. Ours is a goldfish bowl society and we have nothing to hide."

He asked the stations to "invite from every willing foreign country one radio or television journalist to come here at your expense for a period of 60 days to be employed at your expense as a member of your staff. . . . We in the government stand ready to help you in the planning and coordination of such a project."

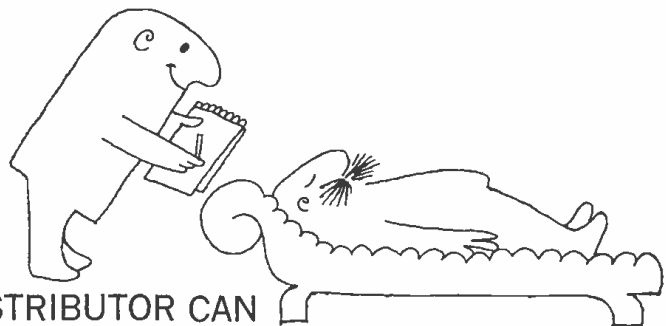
Praising broadcasting in general, Mr. Marks said he doesn't believe the critics of the industry have any idea of "the vast contribution" the networks and stations make daily. Although there are some abuses in the industry, as in every

**AMCI antennas  
for TV and FM**

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
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Write for information and catalog.

**ALFORD**  
Manufacturing Company  
299 ATLANTIC AVE., BOSTON, MASSACHUSETTS



YOUR SYLVANIA DISTRIBUTOR CAN

# ANALYZE YOUR NEEDS

You'll find your Sylvania Distributor a specialist in industrial and commercial tube types for your equipment inventories, automatic maintenance programs, new product improvements...and at the right prices.

It's well worth your while to sit down with him and

discuss your tube replacement needs. Call your Authorized Sylvania Distributor soon. He might even save you a few headaches.

Electronic Tube Division, Sylvania Electronic Components Group.

**SYLVANIA**  
SUBSIDIARY OF  
GENERAL TELEPHONE & ELECTRONICS **GTE**

NEW CAPABILITIES IN: ELECTRONIC TUBES • SEMICONDUCTORS • MICROWAVE DEVICES • SPECIAL COMPONENTS • DISPLAY DEVICES

industry, he added there are also ways of taking care of them, such as self-regulation and government control.

Discussing the Voice of America, Mr. Marks said it has over 100 transmitters ranging from 35 kw to 1,000 kw and broadcasts 800 hours a week in 38 languages, although this is far below the 1,350 hours a week that Radio Moscow broadcasts or the 900 hours weekly programed by Red China or the United Arab Republic.

## New image for documentaries

**Hazam tells BPA that they're now a product with huge audiences**

The new stature of the television documentary and its place in the scheme of today's programing as a product for wide, not narrow, audiences, was described at the Tuesday awards luncheon of the Broadcasters' Promotion Association, by Lou Hazam, producer of documentaries for NBC-TV.

Instead of being surrounded by public service announcements in bleak morning or late, late evening hours, he noted, documentaries are now surrounded by commercials in prime time, and "we love it."

He said documentaries had "acquired a new stature unheard of a few years ago." And, he hit at those who claim that documentaries are designed strictly for eggheads or intellectuals. Many of the same viewers who watch *Dr. Kildare*, *McHale's Navy* and *Petticoat*

*Junction*, also watch documentaries, he noted.

Mr. Hazam, who recently completed filming a two-part documentary on Michelangelo, also rapped television critics. A few years ago, he said, they cried that there were too many controversial news documentaries and not enough cultural documentaries. Now they are crying that there are too many cultural and not enough controversial news documentaries. It is a "fruitless argument," he added, since there is room for both.

Mr. Hazam said that where the documentary was once used to placate the FCC at license renewal time, it has now become a major part of the television scene. Many shows have budgets in the same neighborhood as entertainment programs, and a \$100,000 budget for a documentary is now commonplace.

He said he had been given budgets of up to \$200,000, and noted there is no reluctance on the part of networks to come up with the money producers feel they need to properly handle the show.

These budgets, he said, have allowed producers of documentaries to hire good writers, get high-priced entertainers as narrators, and most importantly, to buy the time needed for the critical film-editing portion of the project. In some cases, he pointed out, eight to 10 months are needed for proper editing of a program.

As an indication of the prominent position documentaries have in television, the award-winning producer, pointed to sponsors who, in addition to bankrolling the program, will spend \$40,000 to \$50,000 to promote it.

Recognizing the help promotion men have given in creating this new documentary stature, Mr. Hazam told them: "You are not just broadcast promoters, you are espousers of culture. . . . After all we can't leave it all to Lady Bird.



Lou Hazam  
Documentaries are healthy

She's only concerned with the junk on our highways."

He said documentaries have become a place for experimentation and that much of the technique in today's dramatic programs originated with documentaries.

Following his speech, the BPA on-air promotion awards were announced and WNAC-AM-TV Boston was the big winner taking five—four of them in one category—of the 30 awards. The awards were presented by Leo Collins, WABC-TV New York, awards chairman.

Radio and TV station winners:

Category A (station image): KFMB San Diego and WFGA-TV Jacksonville, Fla. Honorable Mention: KRLA Pasadena, Calif.; KEX Portland, Ore. (2); WLBW-TV Miami; WSB-TV Atlanta; WMT-TV Cedar Rapids, Iowa.

Category B (special events): CJOB Winnipeg, Man., and WCBSTV New York. Honorable Mention: KMOX St. Louis; WXYZ Detroit; WJRT(TV) Flint, Mich.; WTVJ(TV) Miami; KOOL-TV Phoenix.

Category C (personalities and programs): KNX Los Angeles and KRON-TV San Francisco. Honorable Mention: KDKA Pittsburgh; WNAC Boston; KCBST San Francisco; WJW-TV Cleveland; KNXT(TV) Los Angeles; WCBSTV.

Category D (radio stations using TV and TV stations using radio): WGBS Miami and WNAC-TV Boston. Honorable Mention: CFCF Montreal; WNAC (2); KABC-TV Los Angeles; WNAC-TV.



Displaying their BPA awards for on-air promotion are (l-r): Ronald Krochuck, CJOB Winnipeg, Man.; Jack Metrie, WFGA-TV Jacksonville, Fla.; Nina Sedita, WCBSTV New York; Leo Collins, WABC-TV New York, awards

chairman; Al Korn, WNAC-TV Boston; Ken Malden, WGBS Miami, and Dick Robertson, KRON-TV San Francisco. Missing winners are: Dave Newton, KFMB San Diego, and Robert Sutton, KNX Los Angeles.



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# NBC 19.2; CBS 19.0; ABC 16.8

That's how TV networks fared in third national Niensens; CBS grabs honors on four nights; new shows making small inroads on holdover

NBC-TV last week edged CBS-TV by a fraction in the A. C. Nielsen Co.'s third national program ratings report of the 1965-66 season. ABC-TV, in third position, slipped a fraction from the average rating level it maintained in the first two reports.

In the same week, ABC confirmed the cancellation of two more shows in its nighttime schedule—*O. K. Crackerby!* a new entry this season on Thursday, 8:30-9 p.m., and *The King Family* in the Saturday, 8-8:30 p.m. period. Both programs had low ratings in all three reports.

NBC had an average rating of 19.2, CBS 19.0 and ABC 16.8 in the report, covering the 7:30-11 p.m. EDT periods from Oct. 11 through Oct. 24, indicating a continuing contest of NBC and CBS for the lead spot. NBC and CBS had been tied for the lead in the report for Sept. 27 through Oct. 10 and NBC had an 18.7 to CBS's 17.9 in the first report for the two-week period from the opening of the season on Sept. 13.

In nightly averages in the report out last week, CBS continued ahead of its competition four nights of the week (NBC two, ABC one), and also placed 18 shows in the top 40, 11 in the top

20 and seven in the top 10 (see list). NBC had 16 in the top 40, eight in the top 20, three in the top 10, while ABC had seven in the top 40, one in the top 20 and none in the top 10.

**Holdovers Still Dominate** ■ According to the ratings, the total of new programs making the top 40 list is continuing to drop—albeit at a very slight rate. In all, nine programs moved out of the top 40 in the third report to be replaced by nine other shows. In this interchange, one fewer new show appears in the third report's top 40 as compared to the second report's.

Only one new show (NBC's *Get Smart*) was in the top 10, and only one other new program (CBS's *Hogan's Heroes*) was in the top 20. There seemed little doubt on the basis of the first three reports that the trend of latent strength persists in shows carried over from the past season.

With two new program cancellations announced last week, the casualty list of network shows for the season totaled nine shows. These represent seven hours weekly or the equivalent of nearly three full nights of prime-time scheduling on any one network.

To effect the cancellations of *O. K.*

*Crackerby* on Jan. 13 and *The King Family* on Jan. 15, ABC-TV will program *Blue Light*, a new World War II suspense drama starring Robert Goulet, and *The Double Life of Henry Phyfe*, a comedy series starring Red Buttons in a James Bond spoof. Both new shows will be in color.

In the ABC-TV juggling, *Blue Light* will replace *Gidget*, which will move from its Wednesday 8:30-9 p.m. slot to the *O. K. Crackerby* period, and *Phyfe* will replace *The Donna Reed Show* in the Thursday, 8-8:30 p.m. position. The *Reed* show now will occupy the *King* period on Saturday.

**More Color Coming** ■ Net effect of ABC's reshuffling (for earlier recap see BROADCASTING, Nov. 8) is a total of 2½ hours of new color programming scheduled on the network by mid-January. (The previously announced new series are *Batman* in two episodes weekly, 7:30-8 p.m. on Wednesday and on Thursday, and *The Baron* on Thursday, 10-11 p.m.) Effect of the 2½ hours of color weekly will make ABC's nighttime schedule 50% color.

*Blue Light* will be produced for ABC-TV by 20th Century-Fox TV and *Henry Phyfe* is being produced for the network by Filmways, Inc. with David Levy (former NBC program executive and a producer for the past several years) as its executive producer.

## NIELSEN TOP 40 – OCT. 11-24

Rank	Program	Rating	Rank	Program	Rating
1	Bonanza (NBC)	32.2	21	Green Acres (CBS)	22.2
2	Beverly Hillbillies (CBS)	26.9	22	Gilligan's Island (CBS)	22.0
	Gomer Pyle, U. S. M. C. (CBS)	26.9		F Troop (ABC)	22.0
4	Lucy Show (CBS)	25.9	24	Lost in Space (CBS)	21.4
5	Red Skelton Hour (CBS)	25.7	25	Bob Hope (NBC)	21.3
6	Andy Griffith Show (CBS)	24.8		Branded (NBC)	21.3
7	Get Smart (NBC)	24.7		I Dream of Jeannie (NBC)	21.3
8	Saturday Night Movie (NBC)	24.0	28	Andy Williams (NBC)	21.1
9	Ed Sullivan Show (CBS)	23.6		Chrysler Theatre (NBC)	21.0
	Petticoat Junction (CBS)	23.6		Wild Wild West (CBS)	21.0
11	CBS Thursday Night Movie (CBS)	23.5	31	McHales Navy (ABC)	20.9
	Hogan's Heroes (CBS)	23.5	32	Fugitive (ABC)	20.8
13	My Three Sons (CBS)	23.3	33	Lawrence Welk (ABC)	20.7
	The Virginian (NBC)	23.3	34	The Munsters (CBS)	20.5
15	Bewitched (ABC)	23.1		Combat (ABC)	20.5
16	Walt Disney (NBC)	23.0	36	Peyton Place I (ABC)	20.1
17	Daniel Boone (NBC)	22.7		Laredo (NBC)	20.1
18	Man From Uncle (NBC)	22.6		My Favorite Martian (CBS)	20.1
19	Dick Van Dyke (CBS)	22.3	39	I Spy (NBC)	19.8
	Flipper (NBC)	22.3	40	Candid Camera (CBS)	19.6
				Run for Your Life (NBC)	19.6

## Audience gap narrows in latest Nielsen

Television audiences in the two-week period covered by last week's Nielsen national rating report (see above) continued to lag slightly behind those for the comparable period a year ago, but were almost 7% higher than the highest previous comparable figure.

The average-minute prime-time audience for the two weeks ended Oct. 24 was placed at 31,470,000 homes (after adjustments made to account for changes in the system of counting homes). The figure for the same period a year ago was 31,820,000. Before

# Jack O'Brian

## ON THE AIR

**WE WERE LISTENING** to WNEW's Ted Brown's carbonated salesmanship and merriment at 5:27 yesterday afternoon when our lights started dimming; and Ted commented that his lights were darkening also, and that the speed of his record turntable was slowing down; and then he said, almost like a ship's radio operator merrily announcing a sinking, "Here we go."



Therefore we realized immediately the blackout was not a fuse in our apartment nor even in the entire building, because WNEW lies some 30 blocks due south of our flat . . . We switched around the dial and discovered WINS, the Westinghouse all-news radio station, which already was covering the blackout and offering what news it could salvage from a city without news tickers from AP and UPI; from a city locked in an eerie absence of electric power.

We started doodling by candlelight among New York's many stations . . . Some knew absolutely nothing but tried to make up news bulletins out of imagination and ignorance.

Each time we returned to WINS its news was more substantial . . . When it had no informative details it did not offer puffed-out fillers . . . And shortly WINS was far ahead of the other stations in the simple, sane, informative coverage of the story that was so intimately pertinent in every home.

Naturally all stations operating throughout the blackout were using emergency equipment . . . Some used giant batteries to operate microphones and transmitting equipment, which delivered the sound to mostly suburban transmitters which also were operating on much larger emergency equipment . . . Some stations operated almost entirely from their transmitters in the New York and New Jersey suburbs . . . Some stations delivered to their outlying transmitters stories straight from telephones instead of proper microphones . . . The resultant sound was slightly tinny and walkie-talking in tone but somehow not wrong in the serious but seldom solemn emergency affecting some 40,000,000 persons from here to Canada and to the west.

Station WO'Rs Walter Klernan and John Wingate were functioning well without obvious padding or phony fustian . . .

WCBS-radio's Kenneth Banghart was running through straight news with his usual crisp efficiency . . . News staffs after the first hour took on a jolly family camaraderie, sharing the news intimately as if with each other as well as us . . . The mood might have been a pain in the ear at some other moment but the emergency made the good-fellowship welcome and diverting.



**SOMETHING** in the common problem spread a strangely almost holiday mood . . . No one tried to make jokes; only the best of it . . . Some news came from listeners who telephoned their favorite radio stations; WINS here seemed to have an unusual number of listeners who had interesting marginal notes to volunteer, occasionally highly enlightening information from beyond the city limits.

It will be interesting, if at all possible, to learn how many listeners were tuned to the city's 33 radio stations . . . In the first place, only battery-transistor radios and car radios could receive the broadcasts . . . Naturally, TV stations could not get their images onto the air, but even if they could, homes were without power to receive them.

This columnist's home has radios in every room, three of them attached to the house's electric current, plus half a dozen battery-operated transistor sets . . . These were invaluable . . . Before the emergency was an hour old, we had become a central news source for friends who either had regular AC-powered radios or none at all . . . One friend spent a great part of the evening in his car, listening to the radio with his motor racing to keep the battery from wearing down; we wonder how many bulletins he got to the gallon.

WNEW had one cheerfully trivial "remote" broadcast apparently taped "direct from romantic, enchanting Horn & Hardart's" on 7th ave.; it was a nice light touch . . . But it was WINS, the all-news radio station, which won the blackout's honors for steadily informative coverage.

Of course, the station, because of its all-news nature, does have a larger news staff than the other metropolitan radio outlets . . . It had men at police headquarters, key midtown spots, police stations; managed with shrewd news sense to use its suddenly strained and stretched facilities to the public's advantage . . . Once it merely mentioned that some city official was remaining aloof for some mysterious or unspecified reason or purpose, and quick like a good bunny, the information was made available; obviously the official or one of his key men had been tuned to WINS and took the intelligent bait quickly.

Recurring undercurrent of "How could this happen" and "Why wasn't there an alternative" and the certainty of an investigation in depth was voiced increasingly by all newscasters . . . Most stations did fine; a few stuck to their music and commercials and occasionally stopped the records for summing up; but it was WINS finally and consistently which told it all.

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that, the highest figure for the comparable two weeks in any year was 29,450,000 in 1963.

Broadcast researchers emphasize that, except for "abnormally high" averages last year, audiences have gained consistently throughout the years, and contend that this year's apparent slippage is too small to be significant. Some maintain that the entire slippage can be accounted for by technical changes in measurement methods (BROADCASTING, Nov. 8).

## ABC-TV spotlights new program plans

New programing moves this season and projected ones for 1966-67 shared the spotlight with a forecast of record fourth quarter sales this year at an ABC-TV meeting last week with an affiliates group in Mexico City.

ABC-TV executives met with the board of governors of the ABC-TV Affiliates Association. Herbert B. Cahan, WJZ-TV Baltimore, is chairman of the board.

Thomas W. Moore, ABC-TV president, said the network would have a "brand new opening in January" with

four new shows making an appearance: *Batman*, *Blue Light*, *The Double Life of Henry Phyfe* and *The Baron* (see page 66).

Programing on the planning board for the 1966-67 season was described by Mr. Cahan as "innovative," noting also ABC's "continued growth and improvement" in news.

Edgar J. Scherick, ABC vice president in charge of TV programing, outlined programs projected for the next season and also discussed shows that will appear in the new ABC '66 series the network has blueprinted for the fall (BROADCASTING, Nov. 8).

The record sales forecast for the fourth quarter in 1965 was made by James E. Duffy, ABC-TV vice president in charge of sales. He noted that National Collegiate Athletic Association football was expected to be sold out to advertisers shortly for the 1966 season (CLOSED CIRCUIT, Nov. 8). Mr. Duffy also said *Peter Jennings and the News*, early evening news show telecast Monday through Friday, was sold out through May.

Other facets of the network's activity, including daytime operations, sports and news, were reported by ABC-TV Vice President Edward Bleier, who is in charge of daytime sales and planning and Boone Arledge, who has charge of

sports, and by Elmer W. Lower, president of ABC News.

Don Foley, ABC-TV vice president in charge of advertising and promotion, and Michael J. Foster, ABC vice president, press information, told affiliates of plans to promote and publicize new show openings in January.

Mr. Arledge highlighted his report by estimating that there were 650 million viewers of *Wide World of Sports* programs over the 1965 year, a 10% rise over last year's total, and by noting that more of ABC-TV's sports coverage in 1966 would be in color. Mr. Bleier said the network's daytime programs had a record high in audience and sales with homes viewing up 40%.

Leonard H. Goldenson, ABC Inc. president, and Simon B. Siegel, vice president, led the ABC executive group.

## Congressman plans Vietnam news study

Representative David S. King (D-Utah) announced last week that he will lead a congressional investigation into complaints about restrictions on U. S. news media's access to information in Vietnam.

He will be accompanied on the investigation by Representative William L. Dawson (D-Ill.) and they will leave for their tour in Vietnam Nov. 26.

Representative King said that plans call for interrogation of U. S. military and State Department officials, and discussions of information problems with correspondents representing radio and television stations and networks, wire services, periodicals and newspapers. They also expect to consult with foreign reporters.

The investigation is an outgrowth of hearings conducted in 1963 by the Foreign Operations and Government Information Subcommittee and a report issued in October 1963 criticizing the restrictive U. S. policy toward news media which "unquestionably contributed to the lack of information about conditions in Vietnam which created an international crisis."

## Aero-Classic signs TV pact

The International Aero-Classic Exposition has signed a five-year contract making Don Fedderson Productions its official motion picture and television production company, starting last weekend (Nov. 11-14), when Fedderson filmed the first annual Aero-Classic Exposition at Palm Springs, Calif. Jimmy Stewart narrated the hour color film. Gordon Wiles was director-producer, with Jack W. Minor, Fedderson vice president, as executive producer.

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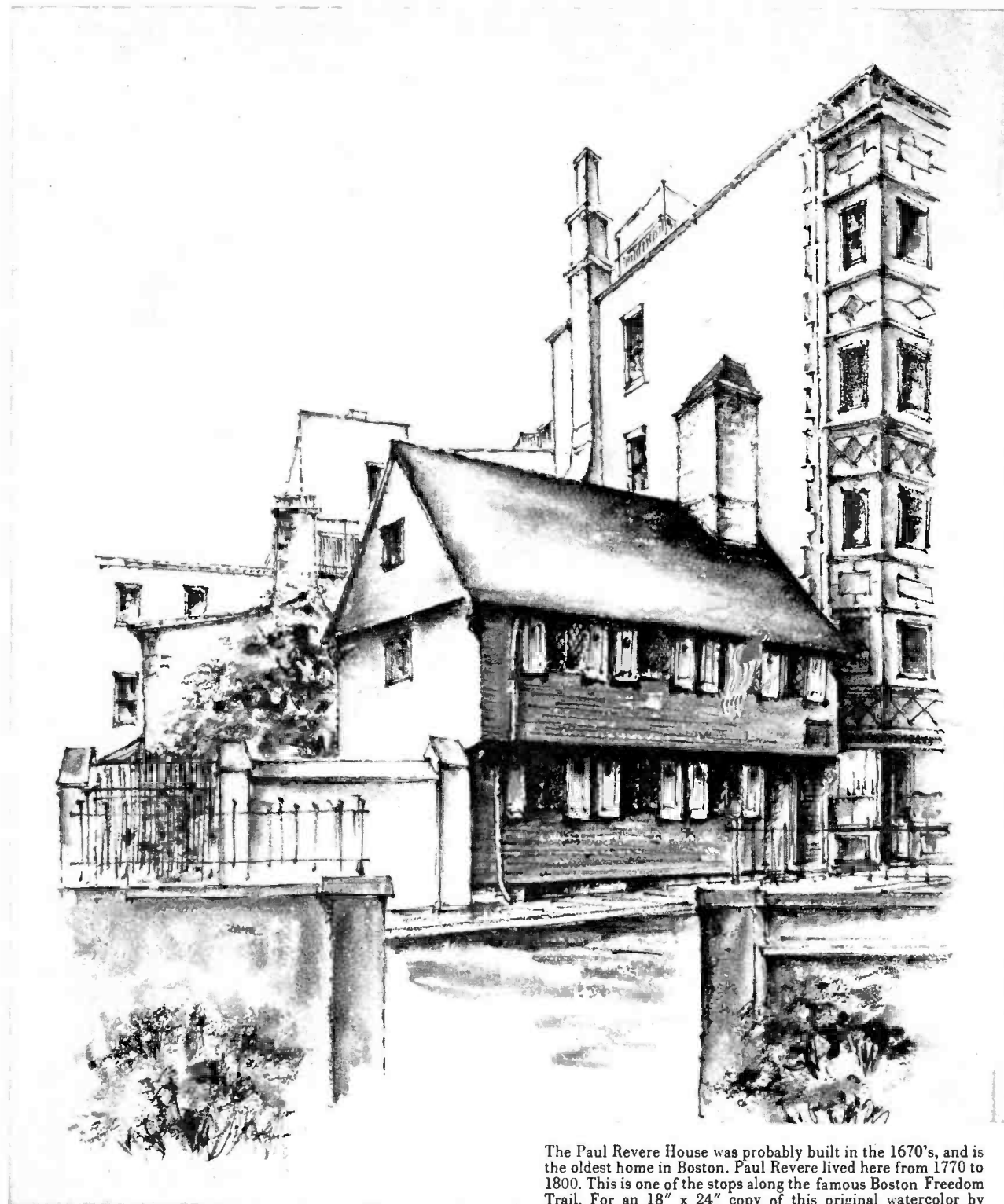
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BROADCASTING, November 15, 1965

# Peeping camera used to convince lawyers

## BAR DISCUSSION TAPED TO PROVE UNOBTRUSIVENESS

A Washington network news official performed a feat of electronic legerdemain before a group of Washington lawyers last week to prove his point—that TV can cover meetings and court trials unobtrusively.

William B. Monroe Jr., chief of NBC News' Washington bureau, participated in a panel discussion before the District of Columbia Bar Association on fair trial-free press, and startled the assembled lawyers after the discussion by playing back to them the entire proceedings via TV tape recording. None had realized he was on TV.

A special booth had been constructed in the hotel room before the meeting by

NBC at a cost of more than \$2,000. It contained two TV cameras, one with a Zoomar lens for closeups, the other fixed for full range view of the meeting. The cameras were fed down the hall to a tape recorder. All cables and other equipment were hidden. After the panel discussion, Mr. Monroe had a TV monitor wheeled into the meeting room and the assembled lawyers saw the whole meeting replayed from video tape.

During the course of his remarks, Mr. Monroe emphasized that TV coverage of trials could benefit the legal profession through public understanding.

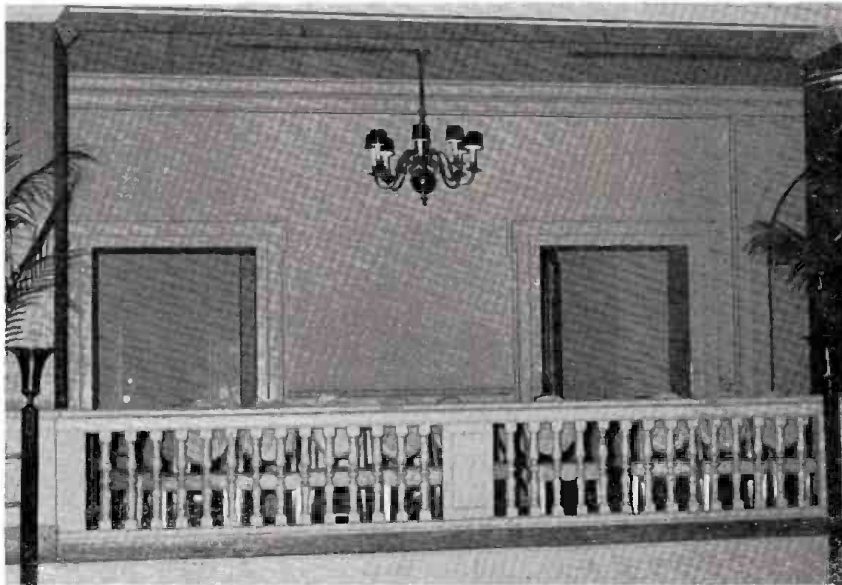
"With the present and increasing influence of television," Mr. Monroe said,

"a final decision to exclude it from the courts might not simply preserve the judicial status quo. It might well mean a progressive loss to the court of public contact, support and understanding."

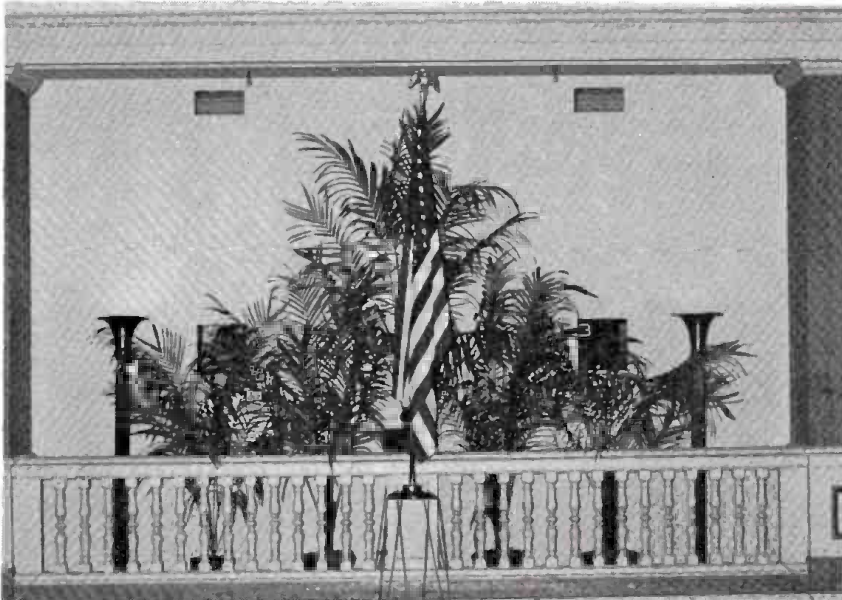
Participating on the panel with Mr. Monroe were Circuit Judge J. Skelley Wright of the District of Columbia Court of Appeals; Alfred Friendly, managing editor of the *Washington Post*, and Professor Monroe Freedman, George Washington University Law School. All in varying degrees protested against the complete barring of news media, including TV, from coverage of court trials. Judge Wright previously has said he had no objection to TV in court (*BROADCASTING*, Aug. 24, 1964).

**Pennsylvania Rule** ■ Meanwhile, a committee named by the chief justice of the Pennsylvania Supreme Court is scheduled to meet Dec. 3 in Philadelphia with representatives of the news media. Under consideration is a proposal by a joint news group to revise Rule 118 of the state courts which bars the use of TV or radio in any court in the state. This rule was adopted last year and became effective Jan. 1.

Judge Joseph Sloane is chairman of the court committee. The news group is proposing that Rule 118 be liberalized to permit presiding magistrates and judges in the lower courts to decide whether or not TV and radio may cover trials in their jurisdictions. The media group is composed of representatives of the Pennsylvania Association of Broadcasters, the state Radio-Television News Directors Association, Newspaper Publishers Association, and the Society of Newspaper Editors.



The open balcony (above) was paneled, and fronted with palms to disguise cameras shooting through small slots (below).



70 (PROGRAMING)

## Philadelphia trial guidelines revised

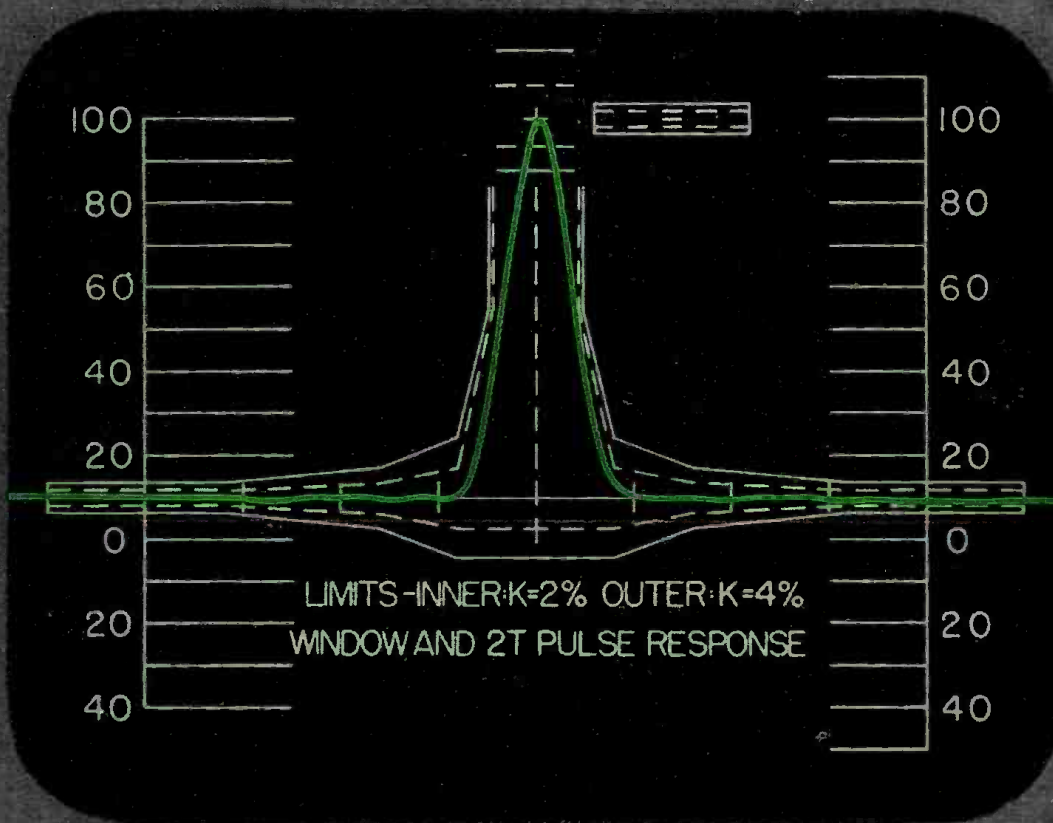
A revised list of guidelines for lawyers in dealing with news media was unanimously adopted by the Philadelphia Bar Association last week.

The revised standards, which deal primarily with matters that should not be publicized before and during a trial, has been recommended by a joint bar-media committee and accepted by the board of the association last month.

The vote on adopting the new standards, however, was taken by about 125 members attending a special meeting of the PBA on Nov. 9. PBA has about 4,000 members.

The joint committee which worked out the standards, comprised representatives of the bar, radio and TV. Philadelphia's daily newspapers did not participate.

The new criteria, applying to criminal cases, supersede the guidelines adopted late last year by the Philadelphia bar,



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called a gag by newsmen and some lawyers and judges when they were adopted (BROADCASTING, Jan. 4). Enforcement of the standards adopted last year was held in abeyance pending the results of joint conversations among PBA lawyers and media representatives.

Perrin C. Hamilton was chairman of the PBA committee on revising the criteria for news coverage of criminal arrests and trials. All Philadelphia radio and TV stations were represented on the joint committee.

The new guidelines state: "Unless there are overriding public policy considerations, it is suggested that the news media do not publish the prior criminal history of the accused, purported admissions or confessions made by the accused in the absence of his counsel, or expressions of the guilt or innocence of the accused."

The statement also recommended that discussions between lawyers and the news media continue through a permanent joint committee.

The statement concludes: "Our constitutional right to the unfettered dissemination of news, and our constitutional right to fair trial on the merits, unaffected by prejudgment or passions, are equally essential to our liberty and well-being."

The bar committee also recommended, and the membership adopted, a suggestion that canons of ethics applying to lawyers be strengthened to prevent them from talking about a case to newsmen.

## SAG honors Hope; Dales hits runaways

Bob Hope yesterday (Nov. 14) was to receive the first annual Screen Actors Guild award for "outstanding achievement in fostering the finest ideals of the acting profession." The award, a specially designed black onyx and antique bronze piece bearing a new interpretation of the classic Greek masks of tragedy and comedy, was presented to the comedian by Charlton Heston, newly elected president of SAG, at a general membership meeting at the Hollywood Palladium.

Reviewing the Guild's activities of the past year, John L. Dales, national executive secretary, expressed concern over the importation of TV series made abroad, particularly those made by American organizations "which in all good conscience should have been made here in the first place."

SAG has no fear of foreign-made programs, he said, but does object to American shows made abroad to avoid

## Rx for lawyers

A Cincinnati radio news director has called on lawyers who are trying to impose limitations on news in criminal trials to see a psychiatrist. Well, a psychologist at least.

Don Herman, wcky news director, quoted a Cincinnati psychologist friend to the effect that there is no knowledge whether a prospective juror is influenced by what he reads and hears about a criminal case before trial. Mr. Herman made his remarks at an informal conference held recently between news media and the Cincinnati Bar Association.

wages and conditions required in this country.

The new officers installed at the meeting, along with President Heston, were: first vice president: Whit Bissell; second vice president: Dana Andrews; third vice president: Ricardo Montalban; fourth vice president: Dwight Weist; recording secretary: Marie Windsor; treasurer: Gilbert Perkins.

## Triangle to handle ABC Radio's features

Triangle Program Sales, the radio-TV syndication arm of Triangle Stations, has been appointed to provide the field sales force for ABC Radio's special program features service, Marvin Grieve, feature service sales manager for ABC Radio, announced last week.

An eight-man Triangle sales staff will sell all programs produced by the special program feature service. Its current series are *Theater Five* and *The Joyce Brothers Show*. ABC will continue to produce and release the programs.

## Radio series sales . . .

*The Womanly Art of Self Protection* (ACA Recording Studios Inc.): WFBR Baltimore.

*The Joe Pyne Show* (Hartwest Productions Inc.): WSBT South Bend, Ind.; WOOD Grand Rapids, Mich.; WGGA Gainesville, Fla.; WFAI Fayetteville, N. C., and WNHC New Haven, Conn.

*Top of the Pops* (Hartwest Productions Inc.): WHBQ Memphis; KCAT Pine Bluff, Ark.; KBLI Blackfoot and KLIX Twin Falls, both Idaho, and KOOK Billings, Mont.

# Now pick-ups from CATV's?

## Springfield group tells FCC it will tap CATV's signals for UHF outlets

Springfield Television Broadcasting Corp., which has a long history of battling community antenna television's invasion of territory served by its UHF stations, has decided that turn-about is not only fair play as a battle tactic but legal and effective.

If CATV's can pick up and transmit television signals on the theory they are simply master antennas, Springfield believes, it can tap CATV's as a source for badly needed programming.

Springfield, in a letter to the FCC last week, said it intends to do just that with two company-owned stations in Massachusetts, WJZB-TV (ch. 14) Worcester and WRLP-TV (ch. 32) Greenfield, as the beneficiaries.

Springfield said engineers have reported that it would be feasible to tap off CATV-delivered signals from the audio and video elements of a receiver and redistribute them without touching the CATV equipment. Springfield also said such redistribution would not violate the CATV's rights or the Communications Act's prohibition against rebroadcasts without permission.

However, Springfield also said it wants the commission's opinion on these matters before implementing the plan.

Initial reaction on the part of some commission officials was that William L. Putnam, president of Springfield, "must have his tongue in his cheek." The secondary reaction indicated that support for Springfield's legal arguments would be slight. However, officials had not yet had a chance to study the letter.

**Effort at Station** ■ Springfield said its plan represents an effort to solve the independent UHF's key problem—how to acquire quality programming. The company commented that partly because of the prices of attractive programming, WJZB-TV is having trouble competing with VHF stations in Boston.

The company also said that although WRLP had carried NBC-TV programming, the competition of CATV's in the area led to the decision to transform the station into a satellite of Springfield's WWLP-TV (ch. 22) Springfield, Mass.

Springfield said it would use CATV-distributed programs until the economics of UHF television permit the stations to obtain the quality programming



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"through other, more conventional means." Springfield stated that it wouldn't use signals that would duplicate those of local stations.

A company spokesman said the principal purpose of the plan is to make the UHF stations attractive to viewers. No final decision has been made on whether the station would attempt to sell advertising time in connection with the programs. But the spokesman said the station would probably sell adjacencies.

**No Rights** ■ Springfield said CATV's have no rights that such a practice would violate. The company noted that CATV's assert that television stations have no proprietary rights in signals once they are broadcast and that CATV's, therefore, need not obtain permission to pick up and retransmit programs.

Therefore, Springfield continued, it doesn't seem "logical that CATV's, by insinuating themselves between the source of the signals and the viewing public and offering the signals for sale, can create property rights in the signal where none had existed before."

Springfield also said the legal requirement that stations obtain permission before rebroadcasting a program doesn't apply, either so far as the CATV or the originating station is concerned. CATV's

are not considered broadcasting stations, the company noted.

And, it said, the commission has previously held that an originating station is one whose signal is physically intercepted and transmitted. "In this regard . . . Springfield's proposal will in no way involve affirmative steps, engineering or otherwise, resulting in the direct physical interception by Springfield of the signals of any originating station."

The proposal appeared designed in a heads-I-win, tails-you-lose manner. If the commission agrees with Springfield's analysis, UHF's would have a ready source of programing from nearby CATV's. If on the other hand it decides broadcasters have rights in programing even after it has been picked up by a CATV system, broadcasters would then have a basis on which to seek court injunctions against CATV's carrying their programing.

And if CATV's attempted to prevent subscribers from permitting television stations to pick up and use a cable-delivered program, the argument that CATV's are simply master antennas and, therefore not subject to copyright laws, would lose much of its force.

But some commission personnel, including those not particularly partial to CATV's, were not persuaded last week

that a conventional rebroadcast situation would not be involved in the Springfield case. "When you rebroadcast material put on the air by someone else, you need consent," said one official. The fact that a CATV acts as an intermediary and there is no direct interception wouldn't eliminate the obligation to request rebroadcast permission, he said.

## What is meaning of CBS-Rasputin verdict?

A jury verdict in New York State Supreme Court last week rejecting an invasion-of-privacy suit against CBS evoked special interest among broadcasters because of its bearing on the right of TV to dramatize historical events while persons involved are still living.

By unanimous vote the jury dismissed the suit, which asked \$1.5 million in damages from CBS.

The suit was filed by Prince Felix Youssouppoff, who by his admission, had a leading role in the 1916 assassination of Rasputin in Russia. The trial lasted 18 days. Should Prince Felix appeal the verdict, filing would be in the New York appellate court.

## THE MEDIA

# Carnegie forms group to examine ETV

### Broadcasters are among members of commission to make recommendations for medium's future

A blue-ribbon commission of 13 prominent Americans, including three currently in broadcasting and a former broadcaster, has been formed to study educational television and make recommendations for its future (BROADCASTING, Nov. 1). The study is being underwritten by the Carnegie Corporation of New York, which announced the membership of the commission last week, and has the blessings of the White House.

The commission will be headed by Dr. James R. Killian Jr., chairman of the corporation of the Massachusetts Institute of Technology and former science adviser to President Eisenhower.

The three members in broadcasting are John Hayes, president, Post-News-

week Stations; Oveta Culp Hobby, KPRC-AM-TV-*Houston Post*; J. C. Kellam, president of Texas Broadcasting Corp. (whose major owners are Mrs. Lyndon B. Johnson and daughters) and who is president of the board of regents, State Senior Colleges of Texas.

The former broadcaster is Joseph McConnell, president of Reynolds Metals Co., who was president of NBC from 1949 to 1952.

Other members: James B. Conant, former president of Harvard University; Lee A. DuBridge, president of California Institute of Technology; Ralph Ellison, author; David Henry, president of the University of Illinois; Edwin Land, president of the Polaroid Corp.; Terry Sanford, former governor of

North Carolina; Rudolph Serkin, concert pianist, and Leonard Woodcock, vice president of the United Automobile Workers of America.

The commission will meet in Cambridge, Mass., on Dec. 17-18.

In announcing the establishment of the commission, Alan Pifer, acting president of the Carnegie Corp., said:

"The initial charge to the commission is fairly open. We are asking for an overall appraisal of educational television—including technical, organizational, financial and programing considerations—a prescriptive definition of ETV's role in contemporary America, and recommendation as to how that role can be fulfilled."

The commission, the Carnegie announcement said, will recommend lines along which noncommercial TV stations might "most usefully" develop during the years ahead. It will consider financial problems and make recommendations as to how these problems might be met.

The foundation, which was inaugurated in 1911 by steel industrialist Andrew Carnegie, has assets totaling approximately \$243 million at book value. Grants are made from income only. It spent over \$12 million in 1964.

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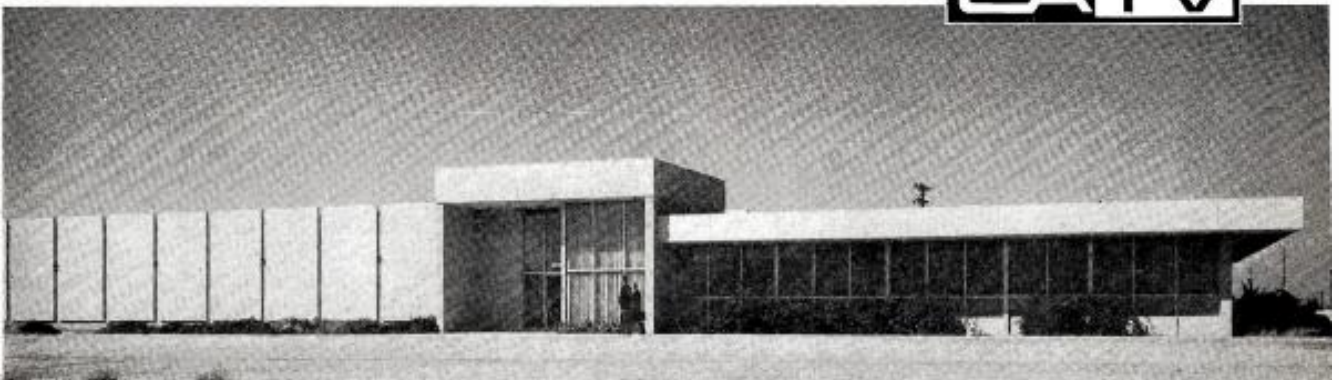
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## Goldin leaves FCC to join Carnegie commission

Dr. Hyman H. Goldin, who is assistant chief of the FCC's Broadcast Bureau and who has participated in formulation of most basic policy decisions affecting broadcast regulation in the last 20 years, is resigning from the commission next month.

He will become staff adviser to a commission created by Carnegie Corporation to conduct a broad study of educational television (see above).

Dr. Goldin, who received his A.B. (magna cum laude), M.A. and Ph.D. degrees from Harvard College, joined the FCC as an economist in 1943 after serving a number of government agencies, and has long been associated with broadcast regulation in the educational and commercial fields.

He was named chief of the commission's old Broadcast Economics Division in 1948, and stayed on as chief when that unit became the Research and Education Division with the addition of an educational branch in 1961. He was named to his present job in 1963.

Besides his work in television allocation matters, Dr. Goldin has played a prominent role in the development of FCC policy on color-television standards, multiple-ownership, community antenna television, and network regulation. He was a member of the network study staff which made its initial report on network broadcasting in 1958. He has also played a major role in political broadcasting surveys and in the revision of program-reporting forms.

nancial assistance has been reported earmarked for the commission, it was understood that \$250,000 has been budgeted for the group for a 12-to 15-month life.

A special staff, being named for the commission, will conduct investigations and prepare reports for the use of the commission in its deliberations. In addition, consultants will be asked to prepare working papers on particular subjects and to meet with the commission on special cases.

One immediate recruit to the commission's staff was Dr. H. H. Goldin, long time economic chief of the FCC's Broadcast Bureau (see above).

**LBJ to JRK** ■ President Johnson in a letter to Dr. Killian stated:

"The stature of the citizens who have agreed to serve as commission members indicate the great importance of this study.

"From our beginnings as a nation we have recognized that our security depends on the enlightenment of our people; that our freedom depends on the communication of many ideas through many channels. I believe that educational television has an important future in the United States and throughout the world. . . .

"There is also urgent need to project the requirements for the future if we are to meet educational, social and cultural demands. This will call for a recommendation on not only the facilities and finances of educational television, but also the manpower and organization. . . ."

John P. Cunningham, prominent

agency executive and an industry leader in seeking support for ETV, praised the Carnegie announcement. Mr. Cunningham, chairman of the executive committee at Cunningham & Walsh, New York, and chairman of an International Radio & Television Society ETV study committee, said his group had not been in touch with the Carnegie commission but expected to be "before too long."

Mr. Cunningham disclosed that his study group was working with the Advertising Council on plans for a campaign that would elicit support on a local level. Target date for the campaign's start is May 1966. Mr. Cunningham said the study unit early next year plans to issue a report that would make recommendations for ETV's improvement.

The IRTS study committee is made up of business and advertising executives as well as broadcasters.

Other comments:

William G. Harley, president of the National Association of Educational Broadcasters—"ETV has extraordinary potential for serving a wide range of educational and social needs, and although its record so far is remarkable, its true potential for serving our country cannot be fully realized without a thorough appraisal as the basis for future essential national policy decisions."

Robert Schenkkan, manager of non-commercial educational station KLRN (TV) San Antonio and chairman of the NAEB educational television stations division—"We . . . pledge ourselves to providing maximum support to [the commission's] activities, and we look forward with them to conceiving new

goals for the future of educational television in this country. . . ."

C. Scott Fletcher, executive consultant of NAEB's educational television stations division—" . . . We are extremely gratified . . . because such a study was considered to be the prime need for the future of educational television [by participants at the Washington conference in December 1964]."

After that conference (BROADCASTING, Dec. 14, 1964), Mr. Fletcher invited Ralph Lowell, Boston banker and leader in educational broadcasting in Boston and with National Educational Television in New York, to organize a national committee to develop plans for a national commission. It was this committee that approached the Carnegie Corp.

**Hill Probe** ■ With the appointment of the Carnegie commission there was some doubt whether a congressional study of ETV would be undertaken before the report of the private group.

Last month, Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee who has been an active adherent of federal aid to ETV, proposed a "full examination" of ETV "in the very near future." He said, in a report published in the Oct. 27 *Congressional Record*, that he hoped to get the views and recommendations of the FCC and the Department of Health, Education and Welfare.

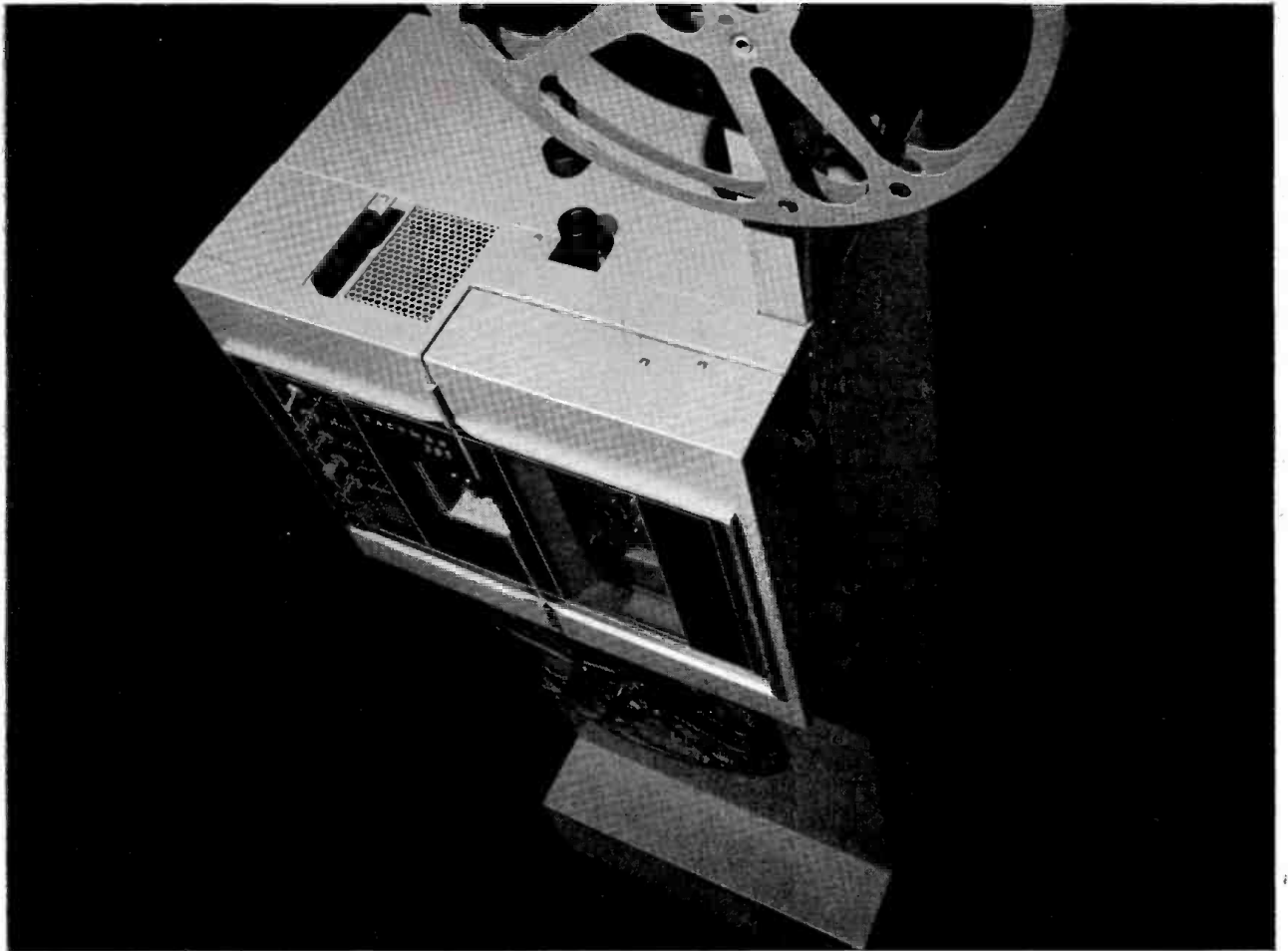
The senator is the sponsor of the 1962 bill establishing federal grants to states on a matching basis for ETV. The bill comes up for renewal in 1967.

## HEW record grant will help Georgia ETV

The Georgia State Board of Education has been granted \$863,891 of federal funds to help construct an educational television production center in Atlanta and to help activate channel 20 in Wrens, Ga. Announced Nov. 10 by John W. Gardner, secretary of Health, Education and Welfare, the grant is the largest yet approved under a joint federal-state program to expand educational television facilities. Estimated total cost of the dual project in Atlanta and Wrens is \$1,604,614.

The Atlanta production center will serve an 11-station network composed of six existing stations, the Wrens addition and four proposed stations still in the planning stage. The completed network will reach almost all of Georgia and portions of South Carolina.

The Wrens channel 20 facilities are scheduled to get a new antenna, 50 kw transmitter and other equipment. Approximately 358,000 persons, including 106,000 students in 197 schools, will be served by the station.



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# Radio: the brightest light in the blackout

## Radio-TV get stiff challenge, but come through in Northeast power crisis

Radio emerged as the universal emergency medium during the unprecedented power failure that darkened vast areas of seven northeastern states last Tuesday night (Nov. 9).

Radio stations, running on emergency power, were widely credited with allaying fright and preventing panic by keeping information flowing to millions whose main—and in many cases only—information resource was radio sets run by batteries.

Sindlinger & Co., research organization, estimated that 10.4 million people in the blacked-out areas turned to radio during the power shutdown, which extended over a 12-hour period in New York and some other sections (see

page 79).

The blackout provided an exercise in ingenuity and effort not only for radio stations but also for television and radio networks and for many television stations.

In New York City, the hardest-hit population center, television stations were unable to resume operations until after 3 a.m. Wednesday. Their power failed shortly before 5:30 on the previous evening.

Radio stations were back on the air quickly after conversion to emergency power, some of them switching instantly to back-up electricity sources.

Shuffling of the television networks' communication centers from their ac-

customed hub in New York, to Chicago, Washington and the West Coast, enabled the rest of the country to pick up network transmissions as usual.

An account of the broadcast business lost—television and radio, network, spot and local—was still in confusion last week. The Television Bureau of Advertising estimated TV might have lost \$1 million in billings.

Losses for radio stations throughout the stricken area were placed at approximately \$200,000 with New York City accounting for \$40,000 of that total.

Newspapers were high in their praise of radio. One New York columnist described it as "King and Counselor."

With some 800,000 people trapped in the city's subway system at rush hour, scattered transistor radios were credited with maintaining calm among the jammed passengers who otherwise would have remained ignorant of the cause of their predicament.

New York's Governor Nelson Rockefeller told broadcasters that "I would like to repeat how indebted we are to all of you—the various commentators on various radio stations. You have done an absolutely splendid job. You have informed people, you have kept in touch with them."

**Down East** ■ The television situation in metropolitan areas of New England was fuzzier than in New York City where a total blackout prevailed through most of the night.

In Boston the power failure occurred at 5:20 p.m. and electricity was not fully restored in the area until 1 a.m. However, parts of the city began to get current again at 9:30 p.m. and the TV stations in the market were back on the air as soon as their emergency power equipment could be cranked up.

WBZ Boston said it was back on the air within seconds after the failure with an auxiliary 5-kw transmitter at the studio and resumed normal 50-kw operation in two minutes.

WHDH-AM-FM-TV Boston reported to BROADCASTING that its total TV time loss was 40 seconds and the AM-FM silence was less than two minutes, thanks to emergency generating equipment that kicked on automatically.

In the New Haven-Hartford area the situation was apparently still brighter. A local utility company, United Illuminating, reportedly saw the emergency developing and was able to continue supplying power with auxiliary equipment.

WNHC-TV New Haven was blacked out at 5:21 but was on the air again within a half-hour with emergency power. The station said some parts of its coverage area were not affected by the electric failure. Of the half-million customers served by United Illuminating and Connecticut Light and Power Company in New Haven and Bridgeport, it was reported that 400,000 were never

## FCC to stations: what if it happens again?

The FCC is investigating the effects of last week's massive power failure in the Northeast on the ability of broadcast stations to continue communicating with the public.

The commission has dispatched letters to more than 1,000 radio and television stations, as well as the networks, asking for information on their experiences during the blackout of Nov. 9-10.

The commission wants the information for help in developing emergency communications plans to cope with future disasters. The agency is charged with such emergency preparedness functions.

At the same time, Defense Commissioner Lee Loevinger, who wrote the survey letter, and Chairman E. William Henry said that reports available in Washington indicated that broadcasters did a commendable job during the blackout.

Commissioner Loevinger, in the letter, expressed the commission's thanks to broadcasters who performed services that were "helpful and in many ways indispensable to the maintenance of public order."

Chairman Henry stressed that the inquiry does not reflect any concern

that broadcasters did not perform well. On the contrary, he said: "We feel they did perform well—as we would have expected."

**Fast Work** ■ Commissioner Loevinger, with the aid of Kenneth W. Miller, chief of the commission's office of emergency planning, began drafting the letter Wednesday morning (Nov. 10) and the commission acted without waiting for instructions from the White House.

The letter asks licensees in the affected areas how long they were able to operate, whether they have emergency auxiliary power sources and, if so, how effective they are.

The letter also asks whether remote control transmitting equipment was affected and what communications—such as telephone, teletype, radio links—remained in operation during the emergency.

The broadcasters, in addition, were asked to express their views on the adequacy of the communications facilities that were available, to report on what assistance they gave state and local authorities and civil defense officials, and to relate their plans for action in future emergencies.

completely without power. WNHC-TV said it carried network service (ABC-TV), lost it temporarily for an undetermined reason and then got it back again at 9:30 p.m.

WTEV(TV) New Bedford, Mass.-Providence, R. I., reported minor disruption as its auxiliary transmitter kicked on and permitted it to render special network service to the area.

WKNE Keene, N. H., equipped with Emergency Broadcasting System gear at its transmitter adjacent to its studios, reported it was off less than two minutes and on its return fed CBS and Yankee Network service to the blackout area.

**Network Counter Measures** ■ Despite the electrical crippling of their New York headquarters the television networks were able to salvage much of their evening schedules. ABC-TV's early evening news was originated from Washington. From 7:30 p.m. ABC-TV's entertainment schedule was fed to unaffected parts of the country from Chicago. Bulletins on the power failure were transmitted throughout the night.

CBS-TV originated its early evening news program from Washington with Walter Cronkite providing audio reports by telephone from New York and with Roger Mudd reporting in the capital.

CBS-TV postponed its scheduled *National Citizenship Test* to Nov. 23 and presented a news special on the blackout in its place (10-11 p.m.). CBS had carried an earlier 10-minute report on the power situation at 8:30 p.m. which included a live video feed from New York, made possible by emergency generating equipment. But this too failed and the final three minutes of the report were audio only. Again at 10:42 the network's New York broadcast center was able to provide some live video. Its entertainment programing was transmitted from Hollywood.

NBC-TV carried its regular schedule from 7:30 and presented two special reports from New York from 11:30 to midnight and from 1 to 1:15 a.m. The network's New York studios were knocked completely out of operation for the duration of the electrical failure, but a special portable vidicon camera, normally used by roving reporters, provided pictures of low-signal strength from New York for the special reports. Amplification of the signal by the New York Telephone Co.—itself operating on diesel powered emergency equipment—got the picture to Washington for feeding to the network.

The network's *Tonight Show*, which normally originates in New York, was a rerun tape sent by messenger to Philadelphia and transmitted from there.

Television networks were unwilling to attempt estimates of their losses. One network said it was a "hopeless account-

## Sindlinger survey shows radio audience tripled

Radio almost tripled its normal adult audience in the blacked-out areas of the Northeast last Tuesday night—on transistor and automobile sets alone.

The magnitude of radio's role, even though plug-in sets were useless in the power failure (see page 78), was pointed up in estimates provided Thursday (Nov. 11) by Sindlinger & Co., audience research firm of Norwood, Pa.

President A. E. Sindlinger told BROADCASTING that interviews indicated 55.4%—or an estimated 10,484,000—of the adults in blacked-out homes listened to radio during the night. On an "average" Tuesday night at this time of year, he said, about 20% or 3.8 million adults in this areas tune in.

In those parts of the Northeast where some power was available and television stations were on the air, about 5,011,000 adults, or a little over one-third of "normal," said they had watched TV. About a fifth of these people indicated their TV sets were delivering only audio, no picture.

The Sindlinger company, which interviews daily by telephone, added a question on Wednesday to determine approximately how many persons lived in homes affected by the seven-state power failure the night before. The total: about 31,516,000, of whom 18,907,000 are adults (aged 18 and over). Of the adults,

8,973,000 were men and 9,934,000 women.

On an average Tuesday, Mr. Sindlinger said about 21% of the men and 18% of the women in the blacked-out areas listen to radio after 6 p.m. But on blackout Tuesday, 67.9% of the men (6,093,000) and 44.2% of the women (4,391,000) were radio listeners.

Homes and automobiles were the principal listening places. A total of 75% of the adult listeners (7,931,000) said they tuned in 'at home; 34.4% (3,610,000) said they listened in cars, and 20.1% said they listened in public places, their offices or at other points outside their homes and cars. The totals exceed 100% because many people listened at two or more places.

Among men, 68.4% (4,168,000) listened at home, 42.1% (2,565,000) in cars, 31.6% (1,925,000) in other places. Among women, 85.7% (3,763,000) listened at home, 23.8% (1,045,000) in cars, 4.3% (188,000) in other places.

Sindlinger reported that more adults said they tuned WBZ Boston than any other station—a total estimated at 964,000 adults. Second was WOR New York, with an estimated 838,000, followed by WCBS New York with 780,000, WNEW New York with 750,000, WNBC New York with 730,000, WHN New York with 700,000 and numerous other stations with lesser totals.

ing problem" especially so soon since no one had a complete reading of what portion of the New York-New England audience had received a given commercial.

Just how damaging the evening had been for New York City television stations was not immediately known. One network-owned station estimated its total loss for the night was \$125,000; another said its lost spot business would be \$47,000.

What part of this could be recouped through the placement of make-good announcements was unknown. One official pointed out that his station was still besieged with make-good problems resulting from earlier extraordinary events such as the Pope's visit to New York, the Gemini 5 space shot and the city's mayoralty campaign during which some commercials were delayed to accommodate paid political announcements.

**Radio Flexibility** ■ Radio networks

mobilized quickly for emergency operation, switching their control centers from New York to Washington and Chicago.

ABC Radio cancelled all commercial messages at 6:05 p.m. and at that point began uninterrupted news coverage to affiliates. NBC Radio reported no interruption of its normal service and said it added special reports to its normal news offering. The network described a "minimal loss" in billing for the evening.

CBS Radio in Washington notified affiliates of the blackout at 5:45 p.m. with a network alert and carried news specials on the crisis through the evening.

Mutual said it carried on operations with no loss of commercials or programing. The power failure occurred at a "no service" period for Mutual and the network was able to transfer program responsibility to its Washington studio. Supporting transmissions came to New

York over emergency lines.

Radio Press International, which normally presents its feeds from New York, was able to switch operations to Washington without missing a transmission.

**Wire Services** ■ New York communications centers of both the Associated Press and United Press International were put out of commission but newsmen continued to operate by candle and flashlight. UPI Audio reporters in New York went into the streets for voice reports, feeding them by telephone to Washington and Chicago, where they were transmitted to member stations. The blackout temporarily closed down the UPI Audio Network.

The AP's broadcast wire had its control point shifted to Chicago and it supplied news to its 2,750 station members from there.

With TV equipment useless to New Yorkers, radio signals and the battery-powered sets which received them were the night's heroes. The city's stations—most of them operating in candlelight and with emergency generators powering their transmitters—got their signals from studio to transmitter by telephone line as they switched from normal programming to public service operation.

**Tie-in With Detroit** ■ WABC, which put its out-of-pocket expenses for the evening, including lost commercials and overtime payments to employees at \$15,000, set up a phone circuit with ABC-owned wxyz in Detroit, from which it got wire service news.

WOR, working with an emergency generator, put an appeal for gasoline to run the equipment since no gas was available from the electrically operated pumps in the city. A New Jersey businessman drove into New York and walked up 24 floors with seven gallons of gas for the station.

As soon as stations were able to gain communication links with their suburban transmitters they were on the air for the rest of the night with makeshift news operations. Among the area's out-



Candlelight operation of Northeast broadcasters was typified by the sales staff operations of (l to r) WMCA account executives Tom Delaney and Tom Lynch and Michael P. Mallardi, treasurer of WMCA and the Straus Broadcasting Group.

lets taking part in the long public service effort—most of them offering 12 hours of reassuring reports and analyses of the situation—were WINS, WHN, WMCA, WCBS, WNBC, and WNEW, all New York, and WFAS White Plains.

Arthur Hull Hayes, president of CBS Radio, in a telegram to the Hotel and Motel Association of America, urged that trade group to promote the installation of battery-powered radios in the guest rooms of its members. Mr. Hayes said that hotel and motel guests throughout much of the Northeast were in unfamiliar territory with need for the reassuring service of radio.

WHN in a telegram to mayor Wagner asked that an emergency plan be developed by the city which would provide for centralization of information sources

in time of emergencies.

The Radio Advertising Bureau urged stations and networks to use their influence in promoting the ownership of a transistor radio in every home. Miles David, RAB president, said the need for battery-powered radios had been "made clear again and again in crisis situations all over the country."

"The approximately one-third of the families without transistors are running a real risk by depriving themselves of their only link to the facts in an emergency," he said.

RAB estimated 80% of all people hit by the blackout stayed informed with transistor or car radios.

Help from individual stations outside the blacked-out area was typified by two reports to BROADCASTING:

WCCO Minneapolis-St. Paul turned its 50-kw facilities over to emergency broadcasts and advisories for citizens and officials in the affected areas.

WTOP Washington invited long distance phone calls from listeners in the blackout area. More than 241 placed prepaid and collect calls to report on conditions in their communities and to relay other messages.

## Camden to put WCAM on block

For the second time within the year, a city-owned radio station is about to go on the block.

The station is WCAM Camden, N. J., owned by the city. Last week Mayor Alfred Pierce reported that he planned to ask the city council to put the station up for sale at auction at a minimum price of \$1 million. The request was scheduled to be made at the council meeting last Friday night (Nov. 12). Mayor Pierce, previously had announced that the city had received an offer of \$1 million for the station. This offer came from Jerry Wolman, builder-contractor and real estate operator who owns the Philadelphia Eagle football team, it is understood.

WCAM which was founded in 1925 is fulltime on 1310 kc with 1 kw day and 250 w night. It had gross revenues of \$192,142 in 1964, and its budget this year is \$191,300. It employs 20 people.

Early this year, the city council of St. Petersburg, Fla., decided to sell the city-owned WSUN-AM-TV. The stations have been acquired by WCAR Inc. (licensee of WCAR Detroit), which is owned by H. Y. Levinson, subject to FCC approval for \$1.13 million (BROADCASTING, Oct. 11).

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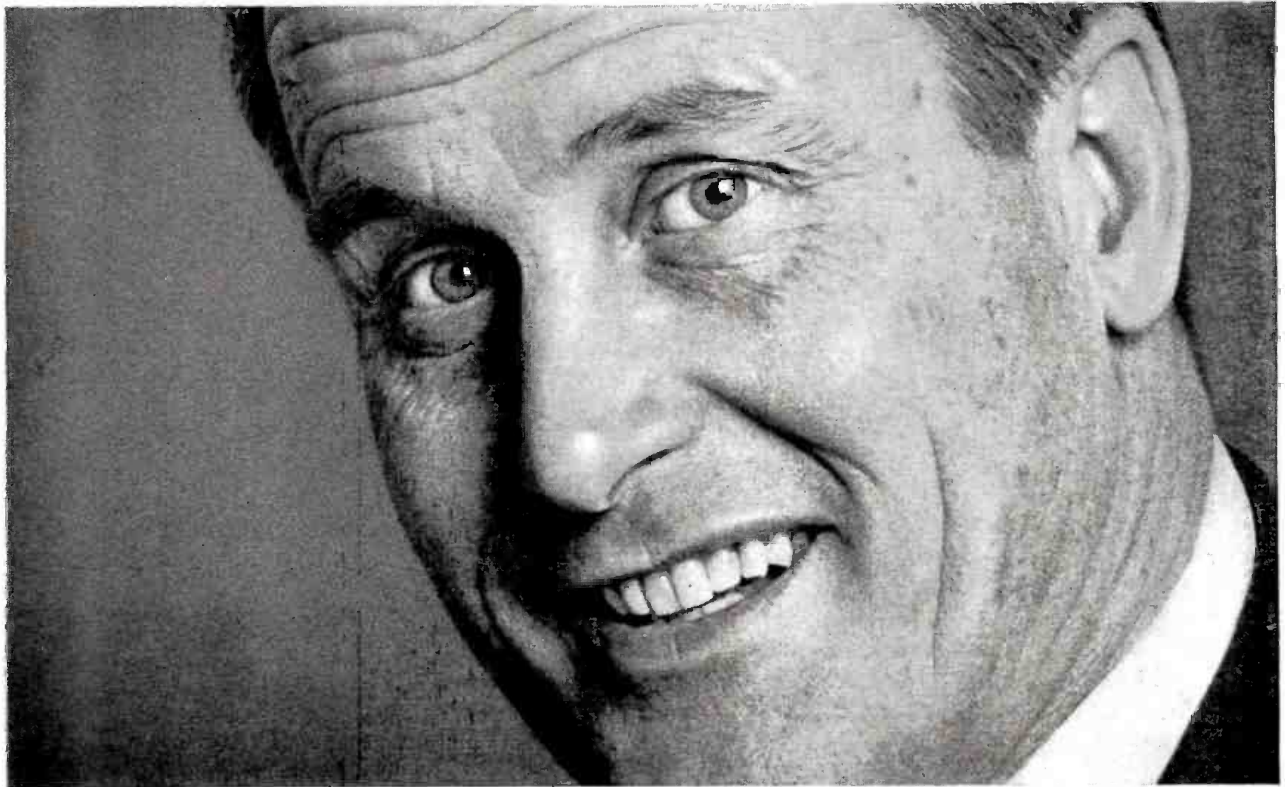
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**One of a series of messages depicting another growing service of The Greyhound Corporation.**

# Attendance record at Chicago

NAB conference draws over 500 to discuss CATV, etc.,

Dirksen sings song of praise for blackout coverage

There was a record turnout of some 500 midwestern broadcasters in Chicago last Thursday and Friday (Nov. 11-12) for the fifth of the eight regional fall meetings of the National Association of Broadcasters.

Although the conference program itself almost completely duplicated the earlier meetings, the delegates once again indicated their greatest interest centered on community antenna television and the FCC's new logging requirements (BROADCASTING, Oct. 25, 18). Broadcasting's key role during the big eastern power blackout earlier in the week also drew comment.

The Chicago meeting attendance set an all-time record for regional conferences during the NAB's entire 43-year history. NAB officials expect that this fall's conference round will easily top a total attendance record of 2,000 broadcasters since the pre-registration totals have already exceeded 1,900.

The sixth regional meeting runs Monday and Tuesday (Nov. 15-16) in Denver with Spokane Nov. 18-19 and Phoenix Nov. 22-23.

Earlier this fall the second regional conference in Atlanta with attendance of 354 had broken all previous records until last week's Chicago meeting. The Boston conference this fall with 308 present tied the previous record of a regional meeting held in New York in 1962. The circuit opened this fall in Louisville.

NAB reported conference attendance in 1964 had totaled 1,667 and in 1963 it was 1,535.

**Why the Upsurge?** ■ Among both broadcasters present in Chicago and representatives of the NAB there appeared to be a consensus that while the regional meetings no longer produce big headlines because of what might be

called controversial speechmaking they have become more like practical workshops. Less hallway caucus and more in-meeting participation were evident.

John F. Box Jr., WIL St. Louis, who presided at Thursday afternoon's radio meeting, indicated that discussion and questions from the floor tended to be more about the routine day-to-day problems of the business yet some 500 people were present, including station traffic managers who had been specially invited for the new logging session. He also noted broadcasters in the audience with their own portable tape recorders preserving key portions of the presentations so they could replay them to staffs at home.

Sherril Taylor, NAB's vice president for radio, reported that MBS had recorded the entire portion on logging and is considering editing it to about 25 minutes for use on its closed circuit with affiliates. He said the NAB as a result of Mutual's interest will invite both ABC and NBC to record at remaining regional meetings for the same purpose. The logging portion of the meeting has been regularly presented by Douglas A. Anello, NAB general counsel.

**CATV Panel** ■ Similarly there was a packed house Thursday morning for the joint radio-TV session that included the discussion of CATV, which once again included Dwight W. Martin, WDSU-TV New Orleans, NAB television board member and head of its Future of Television in America Committee; John F. Hurlbut, WVMC Mt. Carmel, Ill.; Frank P. Thompson, Rochester Video Inc., CATV operator from Rochester, Minn., and William Carlisle, NAB vice president for station services.

Mr. Carlisle reviewed the NAB's proposal that CATV should be regulated by the FCC on the basis of a new third or "grade C" contour for TV stations while Mr. Martin emphasized that confusion over CATV could be cleared considerably if it were thought of in every respect at a "master antenna" system and "auxiliary" to regular broadcasting service.

Mr. Thompson said that while he would agree to an "umpire" (the FCC) to keep peace between CATV and broadcasters he could not agree that it is fair to let the umpire make up the rules for the game as well. Congress must do this, he said. Even in football, he noted, the rules took years of history and fact.

His chief warning: Broadcasters by asking for regulation of CATV and for protection from economic harm could

## Music for its FM ears

With 12 commercial stations coming up with a total of \$1,000, WUOT(FM), noncommercial outlet of the University of Tennessee in Knoxville, is carrying live Saturday night broadcasts of the New York Philharmonic.

After all the commercial outlets in the area had turned down the broadcasts, WUOT was offered the rights without charge except for line costs. However, the funds weren't available. So Dr. Kenneth D. Wright, director of WUOT went to the area commercial stations for a grant and got his line costs.

Contributing were: WATE-AM-TV, WBIR-AM-FM-TV, WIVK, WKGN, WKXV, WNOX, WROL and WTVK (TV), all Knoxville; WGAP Maryville, and WATO Oak Ridge.

well be "opening up a real can of worms" for increased regulation of every aspect of radio-TV. He singled out BROADCASTING's Nov. 1 editorial citing the warning of Commissioner Robert E. Bartley that if the commission were to protect broadcasters from CATV harm it might well lead to matching profits against public service.

"Matching the broadcaster's profits against performance is a far cry from matching promise and performance," Mr. Thompson said.

**Too Far?** ■ Mr. Anello suggested Mr. Thompson overstated his case and held that the FCC has sufficient authority under the present law to regulate CATV. He said broadcasters' fears are not about CATV as it now exists but as it will be in view of the "population explosion" with 1,600 CATV systems presently operating and applications pending for 1,600 more.

"If and when pay television develops," he said, "it ought to develop on its own and not on the broadcasters' backs."

Mr. Hurlbut thought it silly for broadcasters to be squabbling among themselves so much about CATV. They should be devoting their efforts to getting into CATV as he is rather than to allow CATV to fall into the hands of nonbroadcasters or "renegades," as he calls them.

Mr. Hurlbut could not agree with the NAB policy that a CATV shall not originate any programs. He said he plans to give several hours a week on his CATV system to students of a local junior college for experimental work by their communications center. "Where else can these youngsters get helpful experience today?" he asked.

**Praise from Dirksen** ■ At Thursday's

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joint radio-TV luncheon meeting, Senator Everett M. Dirksen (R-Ill.) praised broadcasters for their public service role during the power blackout (see page 78).

"I do understand that in that enveloping darkness that resulted from power failure in the northeastern section of the country that your stations got messages through to any transistor set—and certainly there must have been many," the senator said.

"That was bound to bring assurance to so many beleaguered people at a time when this looked for all the world like one of the major catastrophies of our time and generation," he noted. "And so I compliment you on your alertness and your imaginative pursuit of the objectives that are a part of your purposes in this great medium that has, frankly, brought the whole world to the parlor and sitting room of the humblest family of the land."

NAB President Vincent Wasilewski told a news conference that broadcasters' performance during the blackout once again demonstrated the ability of radio-TV to fulfill their public service responsibilities during times of crisis. The general proliferation of radio transistor sets and auto radio makes radio the principal medium for contact with the public in the crisis area during such

a time, he noted, but he indicated TV played its role in informing the nation too.

"The majority of our stations have emergency power capability," he said.

**The WBOX Case** ■ Asked about the NAB's reaction to the Ku Klux Klan battle of Ralph Blumberg, owner of wbox Bogalusa, La., Mr. Wasilewski said that the unfortunate affair appears to have been the first of its kind in the industry (see page 84) and it certainly "has opened a lot of eyes." He felt "it is a very serious matter if this can happen" to any medium of communication let alone radio or TV.

The NAB president pointed out that a number of broadcasters this past year gave wbox financial aid to help it continue in operation and to fight the KKK and he noted that other groups too like the Radio-Television News Directors Association are giving the subject "close consideration." He felt if such a case were to happen again all broadcasters would act more quickly to take unified action in the matter as a result of the wbox story.

At Thursday afternoon's TV session, Robert Flanders, WFBM-TV Indianapolis, detailed the practical operational problems of going to local color. He explored such things as staff training, equipment and lighting as well as color

film processing. WFBM-TV began local colorcasting a decade ago.

Carter Davidson, WBBM-TV Chicago, related that CBS-owned and operated station's success with daily five-minute editorials over the past four years. He said the editorials are 99% about local issues and they seem to be highly controversial in order to stimulate discussion and thinking even if they can't "turn the rascals out." Most listener reaction has been very favorable, he said.

"Television is not an observer in its community but a participant," Mr. Davidson said.

## NAB opens nominations for 12 radio board seats

The National Association of Broadcasters this week begins accepting nominations for the 12 seats on its radio board of directors that become vacant next spring. Seven of the 12 board members have served two two-year terms and are ineligible for re-election. The other five have served only one term and may run again.

The eligible board members are: District 10—George W. Armstrong, WHB Kansas City, Mo.; District 12—Grover C. Cobb, KVGB Great Bend,

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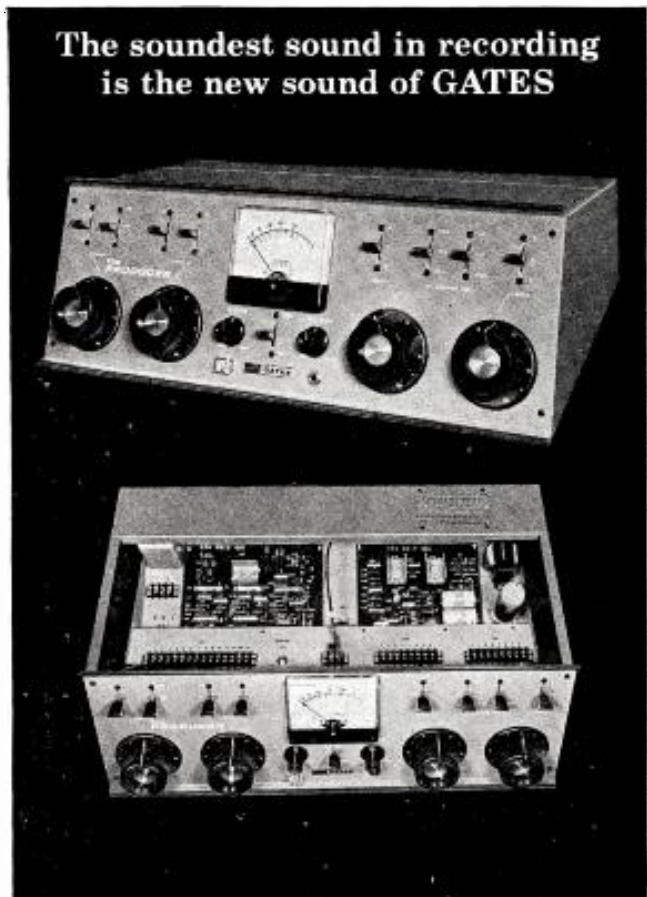
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## Blumberg says: 'It can happen here'

Even if the pending sale of WBOX Bogalusa is completed to a Louisiana oilman, Ralph Blumberg will have lost "\$25,000 to \$30,000 in all" as a result of his year-long fight with the Ku Klux Klan, the southern broadcaster told the Broadcast Advertising Club of Chicago last week.

He said he hoped a sale application can be filed with the FCC in about 15 days. If negotiations are not completed by then, he added, WBOX may have to be closed down completely.

The prospective new owner is W. D. Womack of Plaquemines parish, La., Mr. Blumberg said, and the sale price is \$71,500 (BROADCASTING, Nov. 1). Mr. Blumberg acquired the station four years ago for \$80,000. The FCC will be asked for special authority to allow Mr. Womack to take over immediately, even before transfer approval, because of the financial pressure, he said.

Mr. Blumberg's wife and children now are living in St. Louis for their personal safety. He will join them after the WBOX sale and "look for a job in the industry." Threats against their personal safety were frequent

this past year after the KKK had opposed Mr. Blumberg's local dealings with racial moderates and had instigated sponsor boycotts against WBOX (BROADCASTING, March 22 et seq.).

Mr. Blumberg told the BAC that his battle against the KKK started when he attended a small luncheon meeting at the home of a prominent Bogalusa lawyer to explore ways of maintaining racial peace there under the new civil rights laws. The group met "with representatives of Leroy Collins's national community relations organization," he said, and it was decided to hold a closed meeting of responsible leaders in the area concerning the subject but this was immediately learned and blocked by the KKK. Governor Collins is past president of the National Association of Broadcasters.

Mr. Blumberg was grateful for the some \$9,000 broadcasters have sent to him to help keep him on the air. But he felt the battle is over now that the story has received national attention. He said fighting longer even if he could would be futile because of the silence of Bogalusa leaders and because of the fact that the KKK,

"through membership or sympathizers, controls 80% of the community."

Mr. Blumberg said he would "do it all over again, even if I knew beforehand I would lose my business." The broadcaster's concept of public service "is meaningless until the chips are down," he said, expressing his agreement with the thesis that an FCC license makes a broadcaster "deeply obligated to a community."

The WBOX owner said he could never oppose the KKK's right to espouse segregation but he feels the KKK's methods of fear and violence make it "the most potentially dangerous organization in the U.S. today."

There is no compromise on freedoms, Mr. Blumberg said, adding: "No broadcaster must ever let anyone take away his freedom of speech."

Mr. Blumberg's only regret is that his WBOX editorials for moderation and his stand against the KKK apparently failed to get their message across to the people of Bogalusa.

"Is this the way it started with Hitler?" he asked, concluding, "My God, it can happen here."

Kan., and vice chairman of radio board; Class B AM's—Daniel W. Kops, WAVZ New Haven, Conn.; Class C AM's—James R. Curtis, KFRO Longview, Tex., and FM Stations—Everett L. Dillard, WASH(FM) Washington.

Ineligible are: District 2—John R. Henzel, WHDL Olean, N. Y.; District 4—Harold Essex, WSJS Winston-Salem, N. C.; District 6—Julian F. Haas, KAGH Crossett, Ark.; District 8—Lester G. Spencer, WKBV Richmond, Ind.; District 14—Rex G. Howell, KREX Grand Junction, Colo.; District 16—Lloyd C. Simon, KMPC Los Angeles, and Class A AM's—John F. Box Jr., WIL St. Louis.

## One string on groups is cut

The FCC has thrown into the discard a proposed notice of rulemaking it issued almost three years ago aimed at tightening up the multiple-ownership rules.

In the notice, issued on Feb. 13, 1963, the commission proposed to require broadcasters owning the maximum number of stations allowed to sell off one before applying for the

purchase or construction of another (BROADCASTING, Feb. 18).

Under present procedures, such owners may apply for a new station before getting rid of an existing property. However, they are required by the commission to dispose of one before the application is approved.

Broadcasters generally urged the commission to continue this practice, and the commission last week agreed that it would. It terminated the rulemaking without action.

The commission, in an order adopted unanimously by five members present, said that it found the arguments against the merits of the proposal persuasive. "It appears that the proposed amendment would involve undue restrictions on potential applicants without corresponding administrative or other benefits of equal significance," the commission said.

The issue has been on and off the commission's agenda for months. It's understood that last spring, the staff had recommended adoption of the proposed rule. The commission asked the staff to do some more work on it, and last week the staff submitted alternative proposals, one for adoption, the other for termination of the rulemaking without action.

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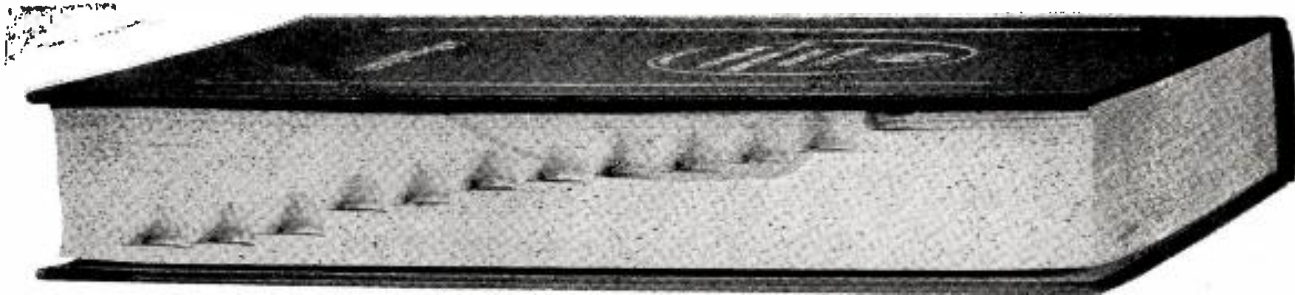
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# The uninvited at renewal time

More and more new station  
seekers covet facilities  
of the established outlets

The application of four Los Angeles area men for the frequency now occupied by KHJ-TV Los Angeles (BROADCASTING, Nov. 8), has called attention to what may be a trend—the willingness of applicants for new stations to challenge licensees at renewal time.

That kind of competition is still virtually unheard of in television. But in AM radio, in the last two years, 23 applications for new stations were filed on top of 18 applications for license renewal.

As a result of this activity, commission officials point out that the application filed on top of the RKO General Inc.'s renewal application for its KHJ-TV, which operates on channel 9, is not an isolated incident.

Thus far, none of the 18 cases has reached the point of final decision. In fact, only three have been designated for comparative hearing. And in two of those the parties are attempting to settle things between themselves. Bowie Broadcasting Corp., unable to find a transmitter site, has given up its fight for the frequency occupied by WOOK Washington, and WBVL Barbourville, Ky., and is attempting to sell out to its competitor, Barbourville Community Broadcasting Co.

The third hearing, designated by the commission last week, involves WMGS Bowling Green, Ohio, seeking renewal on 780 kc, and Ohio Radio Inc., which is proposing to build a new station on that frequency.

Preparations for six comparative hearings are underway—have been, in some cases, for more than a year. Three recently filed applications, which are mutually exclusive with three renewal applications, are still being processed.

Commission staff members say one possible reason for the increasing number of applicants ready to challenge AM licensees at renewal time may be the commission's go-no-go allocations policy. With applications for new stations required to meet tough new engineering standards even to be accepted for filing, these officials suggest, would-be broadcasters may feel they have no choice but to go after an occupied frequency.

Another factor may be that a failing broadcaster proves an attractive target. Four of the 18 challenged licensees have dismissed their renewal applications or

## WDHO-TV breaks ground

D. H. Overmyer Communications Co., New York, has broken ground for its new station WDHO-TV Toledo, Ohio, which will operate on channel 24.

Plans for the station include a working relationship with three networks, complete color facilities, and a tower approximately 1,000 feet high.

OCC has recently received a construction permit from the FCC for KBAY-TV San Francisco. This brings the number of permits awarded to the company to a total of six: WATL-TV Atlanta; WAND-TV Pittsburgh; WSCO-TV Newport, Ky.-Cincinnati; WJDO-TV Rosenberg-Houston, Tex.; KBAY-TV, and WDHO-TV.

Attending the WDHO-TV groundbreaking on Oct. 28, were local and state officials, including the mayor of Toledo, John W. Potter.



Robert F. Adams, executive vice president of D. H. Overmyer Communications Co., is seen with Shirley Endricks, (l) Miss WDHO-TV, and Pauline Lowe, Miss Channel 24 (r), at the groundbreaking ceremony for WDHO-TV.

turned in their licenses after running into financial problems. The station of a fifth is dark and a sixth licensee company is bankrupt, though still operating.

Commission officials say there is no basis yet for speculation as to whether

the activity in AM broadcasting indicates a new era in opening up in broadcasting—one in which a licensee will have to be concerned about not only the FCC's review of his performance at renewal time but also about challenges from broadcasters interested in the frequency.

But they also suggest that two or three commission decisions, that deny a renewal application and grant an application for a new station, could start a torrent of competing applications—particularly if valuable properties are involved.

## Appeals court backs FCC on Chicago FM

The revocation of the license of WCLM(FM) Chicago, was in effect upheld last week when a federal appeals court in Washington granted an FCC motion to dismiss the appeal.

WCLM had its license revoked by the commission in 1964 after a hearing on charges that it aired gambling information on one of its subsidiary communications channels benefitting bookies. The commission, however, did not revoke the WCLM license on these grounds. Instead, it said the station failed to operate within the terms of its license, misrepresented and concealed facts and violated various technical rules (BROADCASTING, Nov. 30, Aug. 3, 1964).

In its appeal, WCLM claimed the FCC was swayed by "vindictive" testimony of police and anti-gambling officials.

The Chicago station also maintained that the commission was arbitrary and capricious in its decision which did not rule on the gambling allegations.

## Review board opposes Schine renewal request

The FCC's Broadcast Bureau is opposing the request of the Schine Chain Theaters to win a grant without hearing of the renewal application of WPTR Albany, N. Y.

The commission in July designated the renewal application for hearing to determine whether antitrust violations by the chain and its principals reflect adversely on their qualifications as licensees and whether an unauthorized transfer of control of the station occurred (BROADCASTING, July 5).

Subsequently, Schine Enterprises, which owns the Schine Chain, disclosed an agreement to sell most of its properties, including the radio station, to Realty Equities Corp., for \$75 million

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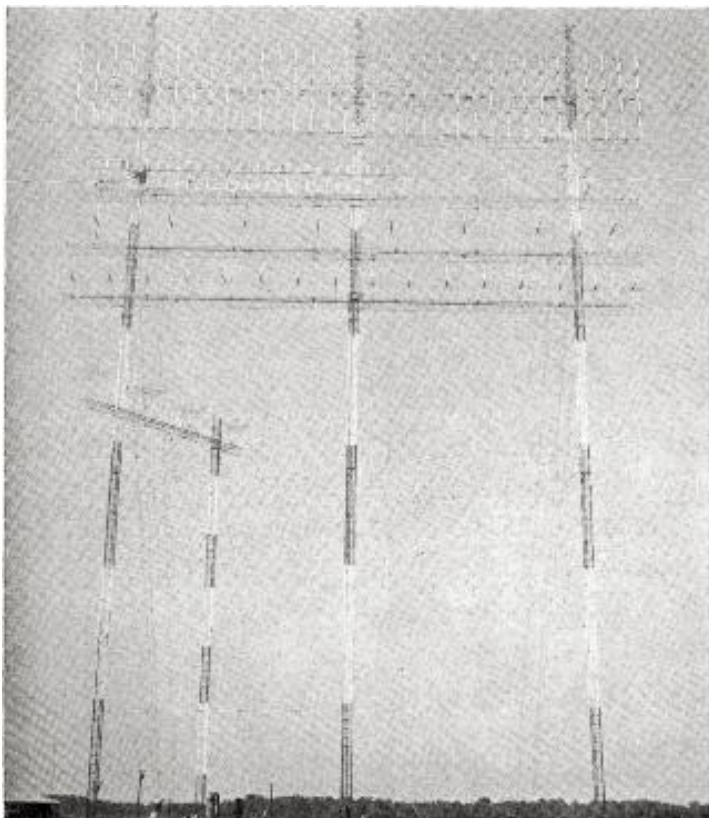
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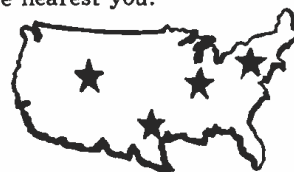
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(BROADCASTING, Sept. 6).

Schine then asked the commission to grant the renewal application for the station to clear the way for the station sale.

The Broadcast Bureau, however, said last week that nothing has changed since the commission designated the renewal application for the hearing to determine whether the application should be granted.

The bureau added that the courts and the commission have held that an assignment of license cannot be approved until the commission has determined that its renewal would be in the public interest.

Realty Equities, which intends to sell most of the Schine properties, including the radio station and a community antenna television system in Massena, N. Y., is said to be close to arranging for the resale.

## Court gets NAB and FCC views on CATV

Both the FCC and the National Association of Broadcasters filed briefs last week in support of the FCC's action last April in imposing limitations

on community antenna systems fed by microwave relays. The briefs were filed with the U.S. Circuit Court of Appeals in the Eight Circuit (St. Louis) in the suit brought by Black Hills Video Corp. against the FCC (BROADCASTING, June 28).

Both maintained that the commission acted properly and legally in imposing duplication protection and carriage requirements on CATV systems which receive their programs by way of microwave relays, but the NAB used stronger language.

Black Hills Video, a subsidiary of Midwest Video Corp., a major CATV entity, claims that the FCC exceeded its jurisdiction in imposing conditions on microwave-fed CATVs; that the commission should have held a hearing before adopting the rules; that the rules are unreasonable and violate the due process clause in the Constitution.

Both Black Hills Video and the National Community Television Association, in briefs filed with the court last month, also urged the court to require the FCC to hold open hearings when a broadcaster contends he is being hurt by CATVs. They also maintained that the FCC's procedures were inadequate in establishing the microwave-CATV rules.

## Changing hands

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

■ **WUHF(TV)** Milwaukee (off air): Sold by Bernard J. and Harold Sampson and others to Wky Television System Inc. for \$700,000 including \$150,000 covenant not to complete. Wky Television owns WKY-AM-TV Oklahoma City, WTVT (TV) Tampa, Fla.; KTVT(TV) Fort Worth and 80% of KNUZ-TV Houston (off air). WKT Television is owned by the Oklahoma Publishing Co. (*Oklahoma City Oklahoman* and *Times, Farmer-Stockman*). WUHF was founded in 1953 by Gerald Bartell and family as WOKY-TV. It was sold to CBS in 1954 for \$350,000 and call letters changed to wxix(TV). In 1960, CBS sold the station to Messrs. Sampson, Gene Posner and others for \$50,000 and call letters were changed to WUHF. The Messrs. Sampson bought out Mr. Posner's interest in 1962 for \$1 and option to Mr. Posner to acquire 5% interest (which he exercised early this month). WUHF holds CP for channel 18 (changed from channel 19). It went silent in 1958.

■ **KYND Tempe, Ariz.:** Sold by Dick Gilbert to Rene Cote for \$340,000. Mr. Cote lives in Pawtucket, R. I., and has held interest in radio stations in Putnam and Willimantic, both Connecticut. KYND operates on 1580 kc, with 50 kw day and 10 kw night.

■ **Wscm Panama City Beach, Fla.:** Sold by Charles M. Gaylord to Noble-Glaser Inc. for \$100,000. Noble-Glaser is owned by Albert Noble, Coral Gables account executive with Bishopric, Green & Fields, and by Jerome Glaser, Nashville, who holds interests in WYAM Bessemer, Ala.; and Wgus North Augusta, S. C., and had an interest in KPOL-TV Los Angeles. Mr. Gaylord bought Wscm last year for \$95,000. Wscm operates daytime on 1290 kc with 500 w. Broker was Chapman Co., Atlanta.

■ **Wfox Milwaukee:** Sold by Marine Capital Corp. to Eugene W. Murphy and Herbert H. Lee for \$260,000. Mr. Murphy is vice-chairman of Gateway Transportation Co.; Mr. Lee is president and manager of WKTY La Crosse, Wis. Station was sold to Marine Capital and others in 1962 for \$385,000. In 1964 Marine Capital became 100% owner by buying out remaining stockholder for \$25,000. Wfox went on the air in August 1946 and operates daytime on 860 kc with 250 w. Broker: Hamilton-Landis & Associates.

**APPROVED** ■ *The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 96D).*

■ **KMUZ(FM)** Santa Barbara, Calif.:

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#### ATLANTA

Clifford B. Marshall  
John C. Williams  
Mony Building  
1635 Peachtree Rd.  
873-5626

#### BEVERLY HILLS

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



Sold by William H. Buckley and associates to Tri-Counties Communications Inc. for \$195,000. Tri-Counties is largely owned by Lumbermans Mutual Casualty Co. Price includes agreement not to compete. FCC approval was for assignment and renewal of license and SCA, including adjuncts. KMUZ went on the air in April 1961. It operates on 103.3 mc with 105 kw.

#### COMMUNITY TELEVISION

Microwave relay system from San Francisco to Los Angeles on the West Coast has been sold by Golden West Communications Inc. to Trans-America Microwave Inc. (Jack Kent Cooke) for \$1.25 million. The system serves 10 community TV systems in the central coastal region between the two cities.

## Initial decision on ch. 25 in Boston

An FCC hearing examiner last week recommended approval of the application of Integrated Communication Systems Inc. of Massachusetts for a new UHF TV station on channel 25 in Boston.

Hearing Examiner Charles J. Frederick concluded that the applicant is legally, technically and financially qualified to construct and operate the station in the manner proposed in its application, as amended. The commission, on Feb. 12, 1964, had designated a number of issues for hearing including the applicant's staff proposals, the financial qualifications of a number of the principals, and the financial qualifications of the applicant.

United Artists Broadcasting Inc. had also been an applicant for the Boston UHF but dropped out of the proceeding in return for partial reimbursement of its expenses (BROADCASTING, April 5).

Examiner Frederick said Integrated had demonstrated that it will have available funds in excess of those needed for construction costs and first year operating costs.

Through loan commitments Integrated will have enough funds to carry it through the first year of operation even if no revenues are received, according to Mr. Frederick.

This finding is in accordance with FCC policy, announced earlier this year, requiring applicants for TV stations to prove their financial qualifications by demonstrating an ability to build a station and keep it operating for one year (BROADCASTING, July 5). The policy grew out of a commission order prescribing new financial issues in three UHF proceedings, including the present one.

BROADCASTING, November 15, 1965

## Terence Clyne buys into Miami TV CP

New York advertising executive C. Terence Clyne has become the dominant stockholder in Coral Television



Mr. Clyne

Corp., which has a construction permit to build WCIX (TV) (ch. 6) South Miami, Fla. Mr. Clyne is president of Clyne Maxon, which becomes a subsidiary of BBDO on Jan. 1 (BROADCASTING, Oct. 18). Papers filed with the FCC last week showed that he acquired from the corporation 200 shares of newly issued stock, or 40% of the total outstanding stock, for \$150,000 and a commitment to obtain a \$600,000 loan for Coral. The funds would be used in the construction of the station.

Closing date for the purchase agreement was Oct. 14, according to the information on file. It's expected that the commission will be notified soon, possibly this week, of the banks that will provide the \$600,000 loan.

The agreement authorized Mr. Clyne to name three of the seven members of the board of directors of Coral, and specified that he would become executive director. This position will remain in force through construction of the station and for one year after it begins operations.

Mr. Clyne told BROADCASTING that his purchase represents "an investment for my family." He said he had no intention of getting into the operation of the station or of changing his profession in any way."

The Clyne-designated members of the board are Hy Gardner, the syndicated columnist; Harold Strauss, senior vice president, treasurer and secretary of the Clyne Maxon agency, and Mr. Clyne himself. The remaining four are holdovers from the previous board—Leon A. McAskill, president, Leo Robinson, vice president, Robert A. Peterson, secretary-treasurer, and Cameron Stewart.

Mr. Clyne's stock is divided equally among himself, his wife and two children. But he retains voting control of the 40%. Neither of the other new members of the board owns any stock. Now Mr. Robinson owns 9%. Messrs. McAskill, Peterson and Stewart own 6% each, Robert L. Johns, vice president and general manager, also owns 6%.

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# Whipping boys unite

Wilkey says educators and TV should become better acquainted

"The Early Bird satellite, video tape and newsfilm daily bring us both sight and sound from the very ends of the earth. Even the slowest method of bringing the sights and sounds to your home—newsfilm jetted from abroad—produces an incomparable impact of immediacy, of participation." These were the words used by Gene Wilkey, vice president and general manager of KMOX-TV St. Louis, relating the advantages of using today's television as "A Plus Factor" to complement education. The speech was heard by the Asso-

ciation for Supervision and Curriculum Development at the Missouri State Teachers Association Nov. 5.

Mr. Wilkey urged educators to "become better acquainted" with members of the commercial television industry since, he said, "television and education seem to share a spotlight these days—they seem to be the favorite whipping boys of today's society."

**Broadcasting Can Help** ■ He cited the "current great spirit of inquiry, change, questioning and growth in the school world" as a hopeful development, and he said that "if the gap is to be closed between science and man—the stone age of human relations and the twenty-first century of technology—the change must pivot upon education. But," he added, "I am convinced that broadcasting can be of immeasurable help."

Commercial television, he pointed out, is primarily a recreation medium, but it presents large amounts of cultural and educational material. Schools, on the other hand, exist primarily to educate, but sufficient recreation must

be added to "make palatable the hard nut of learning."

"The difference," he explained, "is the key to my suggestion: that television is the 'plus factor' in modern education."

**Five TV areas of help** ■ He listed five areas in which he felt television could aid teaching:

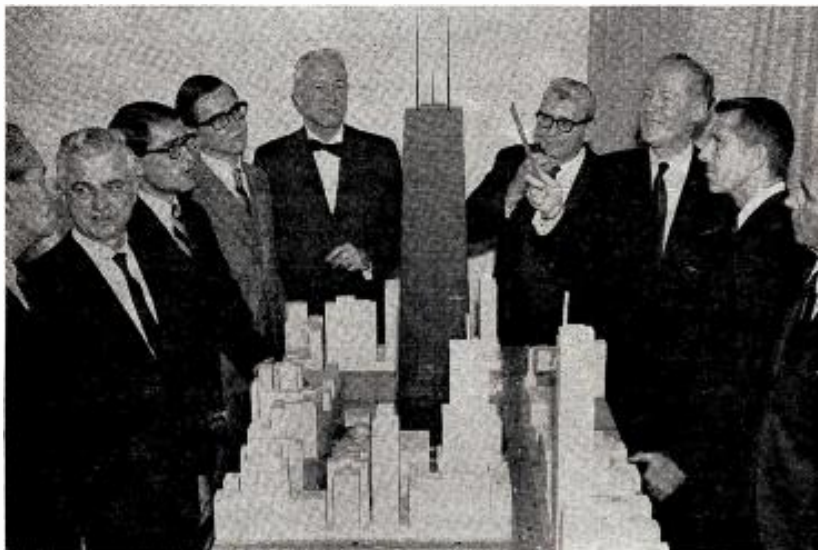
- Motivation, as a stimulant to the child's desire to learn and achieve.
- In the understanding of broad concepts in our modern knowledge explosion.
- In support of teaching by inquiry rather than mere fact, and in presenting material for which there are no right answers in the back of the book.
- For enrichment in cultural areas, in bringing the better things of life into the lives of the students.
- To stimulate interest in all other tools of education, "including that wonderful old teaching machine, the book."

He suggested the assignment of viewing of television programs on a selective basis by the teacher of programs pertinent to the class materials as a motivational stimulus.

Still on the subject of motivation, Mr. Wilkey said that television can help students, particularly those who seem to drift with no idea of what sort of career they want, to make up their minds by taking them into laboratories, industry, government, and in some instances, even teaching and television.

As for the "inquiry" aid to education, he gave examples of social problems wherein television has tried to shed light on situations, in the neighborhood, in the country and in the world. He felt that "whenever television can place a trend or an event in sharp focus, the teacher's task is easier. In my opinion," he said, "television might have been engineered for the process you call inquiry teaching, as a way to educate today's children for tomorrow's unpredictable world."

On the subject of cultural enrichment, Mr. Wilkey mentioned the *Young People's Concerts with Leonard Bernstein*, and the special, *Henry Moore, the Man*, on the famous sculptor.



## Chicago's sky-high antenna farm

Chicago's proposed new skyscraper was shown recently to representatives of the television stations which plan to use the \$5-million broadcast facilities (BROADCASTING, Nov. 8).

The broadcast antennas for six Chicago TV's and 15 FM's would be atop the 100-story John Hancock Center (on North Michigan Avenue) now under construction. The towers, whose construction is subject to approval by the Federal Aviation Agency and the FCC, would be completed by the summer of 1968.

Shown above with the model of

the center are (l to r): Wilfrid Prather, station manager, WMAQ-TV; Woodrow Crane, chief engineer, WGN-TV; Jack Silverman and Alan Silverman, WSNS-TV (not yet on the air); Dr. John Taylor, executive director of noncommercial WTTW-TV and WXXW-TV; Jim Hanlon, advertising and public relations manager, WGN-TV; Louis Sudler (whose firm is leasing agent for the center); George Nickolaw, public relations director, WBBM-TV, and Edward L. Ryerson, president, Chicago Educational Television Association.

## WBC asks delay on N.J. CATV bid

Should a community antenna television system be allowed to import the signals of one educational and three independent commercial stations into an area already served off the air by eight TV stations, three of them recently activated, independent UHF's?

That question was asked last week by Westinghouse Broadcasting Corp. when

it requested the FCC to deny the Jerold South Jersey TV Cable Corp. application for a microwave permit to carry four New York stations to its CATV system in Haddon Township, N. J. Westinghouse asked that consideration of the application be deferred pending the outcome of the FCC's notice of inquiry and proposed rulemaking looking toward the regulation of non-microwave served CATV's (BROADCASTING, April 26).

Westinghouse, whose holdings include KYW-TV Philadelphia, referred to previous filings with the FCC in which it had argued that CATV should be prohibited in areas within the grade A contour of the three major programming sources. Haddon Township is within the grade A contour of six Philadelphia stations, one Wilmington, Del., station and one Burlington, N. J., station, according to Westinghouse.

## Privity issue faces Epperson family

Epperson family members, who own a total of seven AM stations, were warned by the FCC last week that any future application by one of them for an additional AM station will probably be designated for a hearing.

The commission said it would want to examine the question of "privity"—that is, whether there is a bond or connection among the various family holdings.

The commission expressed its view in a letter to Ralph D. Epperson, licensee of WPAQ Mt. Airy, N. C., which related FCC actions on four applications involving members of the Epperson family.

The commission approved:

An application for assignment of a construction permit for WPMH Portsmouth, Va., to Tidewater Broadcasting Corp., a company in which Ralph and Earlene Epperson own a 50% interest. This consummates a merger agreement.

An application of Stuart Epperson for a license to cover a construction permit authorizing an AM (WKBX) in Winston-Salem, N. C.

An application of Stuart Epperson for increased power of station WKBA Vinton, Va., from 1 kw to 10 kw.

An application for assignment of license of WLES Lawrenceville, Va., from Harry A. Epperson Sr. to Elton N. Doyle Jr. and William C. Link, in consideration of \$55,000.

Other Epperson stations are WBRC Lynchburg and WRVA Luray, both Virginia, and WPNC Plymouth and WLLY Wilson, both North Carolina. Harry

Epperson Sr. owns the first three, Harry Jr., the last.

**Concerned About Privity** ■ The commission said that it had been concerned with the question of "family privity in the operation of the Epperson stations, and the application of the multiple-ownership rules," which limit ownership to 7 AM's.

The commission's staff has investigated the question of whether a connection exists among the various Epperson stations, and members of the family have responded to inquiries on that issue.

"After analyzing the investigative report of our staff and the statements made by" the Epperson family members, the commission concluded that a grant of the applications would be in the public interest.

The commission said a relevant consideration in the decision was that the grants would not increase the number of stations the family members owned or controlled.

But, the commission added, "based upon the facts gathered by the aforesaid staff investigation, any further proposal for the acquisition of an additional standard radio station by any member of Epperson family will necessitate the most close and searching commission examination on the question of privity, and may well require an evidentiary hearing. . . ."

The commission vote was 5-1. Commissioner James J. Wadsworth dissented and voted for a hearing on the four applications.

## Color TV's in use up 90% in 13 months

The number of color TV sets in use climbed to an estimated 4,450,000 on Oct. 1, NBC-TV said today (Nov. 15). NBC in its quarterly estimate said the total color sets in use in this country represented a 90% increase over the 2,345,000 reported on Oct. 1, 1964, and a 55% gain over last Jan. 1 when sets totaled an estimated 2,860,000.

The new estimate was announced by Hugh M. Beville Jr., NBC vice president for planning. He said 1,590,000 sets were added to national color circulation in the first nine months of 1965, a number exceeded by 28% the color circulation added during all of last year. He said the outlook for the last quarter of this year assured the mark of earlier forecasts of at least 5 million color sets in use by Jan. 1, 1966.

The NBC estimates come from authoritative industry sources, network surveys of production, factory inventories, distributor and retail levels and set scrappage.

## Age profiles of the audience?

Mediastat New York study shows senior citizens listen, watch the most

Know who watches TV most? Most senior citizens.

This is one of the highlights of a special analysis of the TV and radio audience in the New York metropolitan area reported last week by Media Statistics Inc., Silver Spring, Md.

And, even if everyone believes that teen-agers do nothing but listen to transistor radios all day long—or watch TV during their spare moments—that's not true either, according to Mediastat. Among the group that watches TV, and listens to radio the most, teen-agers are last in line, the New York analysis shows.

The Mediastat report is based on diaries kept by New Yorkers during March of this year. Based on the number of minutes of watching and/or listening, Mediastat divided the audience into "quintiles" (fifths), ranging from heavy TV-radio users to low TV-radio users.

Some of the findings:

■ Senior citizens—men and women 65 and over—are among the heaviest watchers of TV. In the group of high TV viewers (the top two quintiles), 71.2% of women and 60.5% of the men 65 or over fall into this category.

■ Among those whose listening to radio is among the highest, middle-aged adults—those between 50 and 64—fall into this group. Among women in this age category, 52.9% are among the heavy radio listeners; among men, 42.6%.

■ Tops in the heavy TV and heavy radio audience, when combined, are men over 65 and women in the 50-64 age group. Among men of 65 and over, 24.5% are among the heavy, combined TV-radio audience; among women 50 to 64, 24.2% are heavy broadcast users.

■ Contrary to popular belief, teen-agers (10-17) do not rate highest in TV watching or radio listening. Among teen-agers, only 9.5% fall among the group considered both heavy TV watchers and/or radio listeners combined. And only 37.5% of the teen-agers are in the group of heavy TV watchers; they are surpassed by women in all age groups and by men 65 and over. And only 25.6% of the teen-agers are considered heavy radio listeners, ranking at the bottom of all age groups in this category.

■ Interestingly enough, women 65

and over are at the top of the list for the group that has a high TV/low radio rate of usage; and also for the group that has a high radio/low TV rate of usage. Among women in this age group, 46.1% are in the first category; 62% in the second category.

**Station Loyalty** ■ The loyalty of radio listeners to a particular station has long been taken for granted, but Mediastat has now pinpointed this characteristic. It reported that in the New York area at least the average listener rarely strays far from about two stations.

In fact, a whopping 78.2% of all radio listeners in New York turn for their first in-home listening of the day to the very same station they last listened to on the previous day, according to Mediastat.

## Court backs FCC in AM decision

Upholding the FCC, the U. S. Court of Appeals in Washington last week affirmed the commission's action in denying an application by Al-Or Broad-

casting Co. for an AM station in Mebane, N. C.

The three-judge court, in an unsigned opinion, held that "there is substantial evidence to support the [FCC's] finding that appellant's application was in whole or in part a 'strike' application . . ."

The Mebane application was recommended for denial by a hearing examiner and affirmed by the commission's review board. The commission itself denied a request for review.

The court also maintained: "Taking into account the relationship of a majority of the appellants to a nearby licensee, the commission was not unreasonable in putting the burden on appellants . . ."

WIDU Broadcasting Inc. in 1960 had applied for 1530 kc in Asheboro, N. C. After Al-Or in 1961 filed for the same frequency in Mebane, about 40 miles from Asheboro, WIDU Broadcasting charged a "strike" filing, because three of Al-Or's principals held controlling interest in existing station WGWR Asheboro.

The court consisted of Circuit Judges

E. Barrett Prettyman, Edward A. Tamm and Harold Leventhal.

## Carter announces plan to enter CATV field

Amon G. Carter Jr., president and publisher of Carter Publications Inc., owner of WBAP-AM-FM-TV Fort Worth-Dallas, and the *Forth Worth Star-Telegram*, last week announced his entrance into the community antenna television field.

Under a newly created corporation, Carter Cable Television Inc., Mr. Carter will seek opportunities for development of new CATV systems "in medium sized markets and for acquiring ownership in existing systems."

Applications by the new firm are now pending in 15 markets.

John S. Tyler, formerly vice president and general manager of KFDA-TV Amarillio, Tex., has been named vice president of Carter Cable Television and will head the organization and direct the corporation's activities in the CATV field.

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## EQUIPMENT & ENGINEERING

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### Sarnoff renews satellite prediction

#### SEES HOME TV-RADIO RECEPTION WITHIN 10 YEARS

Brigadier General David Sarnoff, RCA board chairman, renewed his prediction last week that satellites will be able to broadcast TV and radio programs directly to home receivers within five to ten years.

Within that span, he said, "the most remote village can have simultaneous access to the same information that is available in the largest cities of the world. Broadcasting satellites, orbiting in fixed positions far above the equatorial regions of Asia, Africa and Latin America, will be able to beam radio and television programs directly to home receivers over vast areas.

"Similar satellites will provide two-way communications between these areas and all other parts of the world. We can overcome centuries of isolation and ignorance in the fraction of a second that it takes an electronic signal to leap from ground to satellite and back again to earth."

General Sarnoff offered these forecasts as examples of what technology can contribute to the expansion of knowledge, one of the four forces—along with expansion of power facilities, improvement of health and extension of food resources—which he said can advance the welfare of underdeveloped nations and thus thwart Communist

efforts for world domination.

The RCA executive was speaking in Birmingham, Ala., at a National Veterans Day dinner at which he received the 1965 National Veterans Award, presented annually by nine leading veterans organizations to the person chosen as having distinguished himself most as a veteran during the year. The dinner was held Wednesday (Nov. 10).

Similar predictions of satellite broadcasting directly into homes had been advanced by General Sarnoff earlier, including one made in a speech at the World Conference on World Peace Through Law last September (BROADCASTING, Sept. 20).

### 65% of radio stations consider automation

Approximately two-thirds of the nation's radio stations are considering automation according to a study conducted by Pollock & Loth Inc., Seattle marketing consultants, for International Good Music Inc., Bellingham, Wash.

The report shows that 27% of the stations are actively pursuing automatic action and another 38% are considering the switch after further refinements.

In choosing automation equipment, the major concerns of broadcasters are installation and reliability guarantees and proof of successful operation by other stations.

The survey was conducted among 680 stations from coast to coast, in different sized communities, from areas with population less than 10,000 to those in metropolitan markets with populations in excess of 2.5 million.

### New lightweight cameras to cost ABC \$250,000

ABC has ordered nearly \$250,000 worth of new ultraportable 16mm sound motion picture cameras from Beckman & Whitley, San Carlos, Calif., for use by newsmen at home and abroad.

B & W said the camera, model CM16, weighs only 14 pounds with zoom lens and fully loaded 400-foot magazine. Under development for more than two years, the camera was first field-tested by ABC News at the 1964 political conventions. The contract calls for B & W to submit production cameras to ABC for testing and final approval before end of the year. Best known as a manufacturer of ultrahigh-speed scientific cameras, B & W is a subsidiary of Technical Operations Inc., Burlington, Mass.

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BROADCASTING, November 15, 1965



# Blair offering public shares

Rep firm netted \$1.8 million last year; 9-month figures up

John Blair & Co. disclosed plans last week for public sale of 345,000 shares of its stock, revealing at the same time that its sales commissions totaled \$9,347,000 last year and reached \$7,621,000 in the first nine months of this year.

The disclosure also revealed top-level executive changes, made Nov. 4, in which Francis Martin Jr., president of the representation firm's TV division, became president and chief executive officer of the overall company, while founder John P. Blair gave up the chief executive post but retained the chairmanship and also became chairman of the executive committee. Other members of the newly formed executive committee are Mr. Martin, who also retains presidency of the TV division, and Thomas C. Harrison, president of the radio division.

Blair's earnings, after provision for \$1,861,000 in federal and state income taxes, were placed at \$1,874,000 last year. For the first nine months this year, after taxes, they were put at \$1,575,000 as against \$1,259,000 for the same nine-month period last year.

The stock proposed for public offering—at a price yet to be set—totals 345,000 shares of common now owned by John P. Blair and his brother, Blake, treasurer. Thus none of the proceeds of the sale will accrue to the company. Wall Street sources indicated the offering may be ready by December.

John Blair, who now owns 36% of the common stock, would hold 8% after the sale, and his brother, who now has 5%, would hold 1%. In addition, John Blair owns beneficial interest in 2% as trustee under the Elizabeth P. Blair trust, subject to a life estate for his mother. These shares would not be involved in the sale, it was said.

**Breakdown** ■ The preliminary prospectus filed with the Securities and Exchange Commission shows aggregate direct remunerations to directors and top officers of the company in 1964 as follows:

John Blair, \$87,500; Arthur H. McCoy, then president but since resigned, \$84,872; David E. Lundy, then

executive vice president and now West Coast divisional vice president, \$70,537; Mr. Martin, \$61,197; Mr. Harrison, \$57,202; James Theiss and Harry Smart, TV division vice presidents, \$36,321 and \$42,870, respectively. The 10 present directors and executive officers received \$418,691.

Mr. McCoy, who resigned in February 1965 and acquired an interest in KHON-TV Honolulu, received \$166,932 in accruals under the company's profit-sharing plan when he left, according to the prospectus.

In addition, he sold 102,900 shares of Blair stock back to the company for \$789,905.

The company also acquired 14,700 shares of Blair stock from W. Ward Dorrell for \$95,687 in March 1964 upon his retirement as head of research for the company. Mr. Dorrell now is an executive with the All-Radio Methodology Study (ARMS) being conducted by the Radio Advertising Bureau and the National Association of Broadcasters.

The prospectus showed that 12 executives had purchased Blair stock over the past three years in amounts ranging from \$11,624 to \$135,330, and that other employees had purchased \$1,253,625 worth. Directors and executive officers other than John and Blake Blair hold 19% of the stock and will continue to do so after the proposed public offering.

Profit-sharing accruals for directors and top executives as of Dec. 31, 1964, were reported as follows: for John Blair \$677,831; Mr. Lundy \$58,867; Mr. Martin \$170,274; Mr. Harrison, \$36,228; Mr. Theiss, \$38,408, and Mr. Smart, \$169,525. The estimated annual retirement benefits, ranging from \$14,166 for Mr. Lundy to \$41,266 for John Blair, assuming retirement at age 65 except in the case of Mr. Blair, for whom retirement at 70 is assumed. Mr. Blair is now 66.

The prospectus, which says the Blair company believes itself to be the largest independent radio-TV station rep firm in the country in terms of gross revenues, traces revenues, expenses and earnings over a 10-year period.

**Steady Increase** ■ The firm's commissions have risen almost unflinchingly from \$3,201,000 in 1955 to last year's high and what appears likely to be another record this year (although it was noted that this year's nine-month figures "are not necessarily indicative of the operating results for the full year.")

In addition to commissions, \$79,000 in other income—including \$75,000 in dividends from Blair's investment in the Boston Herald Traveler Corp.—brought

last year's revenues to \$9,426,000.

Salaries and commission payments last year totaled \$3,440,000. Profit-sharing contributions come to \$393,000. Pension plan trust contributions amounted to \$120,000 and "other" selling, general and administrative expenses totaled \$1,694,000, bringing total costs and expenses to \$5,647,000 and leaving—after \$44,000 in losses from operation of Blair building in Chicago—\$3,735,000 in earnings before income taxes.

Assets on Sept. 30 were put at \$11,365,277, consisting of \$3,152,699 in current assets, \$2,059,112 in investments and other assets, \$6,153,465 as cost of property and equipment (less depreciation) and token \$1 for contracts and goodwill. Retained earnings at that time were \$7,871,597.

Blair represents 50 radio and 58 television stations, and, in addition to Blair building and the company's 9.25% interest in the Boston Herald Traveler Corp., acquired last April about 10% common stock and 38% of the 5% cumulative preferred stock of Central Media Bureau, computer service firm, for \$225,000.

CMB, the prospectus said, is currently developing a data processing system for the Blair organization.

Kidder, Peabody & Co. has been named to head an underwriting group to market the 345,000 shares to the public when their sale has been authorized. The 345,000 are out of 1,066,870 that will be outstanding after conversion of all current common shares on a 7-for-1 basis.

Existing preferred stock will be redeemed and retired.

## Decca, Universal have increased '65 earnings

Decca Records Inc. and its subsidiary, Universal Pictures Co., both reported increased earnings in the first nine months of their current fiscal years.

Consolidated net earnings of Decca, including those of Universal, rose to \$5,649,784, equal to \$3.70 a share, as compared with \$3,878,581, or \$2.54 a share, for the three quarters ended Sept. 30, 1964. Universal's net earnings for the 39 weeks ended Oct. 1 amounted to \$4,798,327, equal to \$5.70 a share, as against \$3,244,550, equal to \$3.83 a share, for the comparable period ended Oct. 3, 1964.

MCA Inc. owns 95% of Decca stock. Decca Records, in turn, owns 93% of the common shares of Universal Pictures.

## WTOL-TV purchase cited in Cosmos report

A 41% increase in net operating earnings on record operating revenues for the nine-month period ended Sept. 30 has been reported by Cosmos Broadcasting Corp.

Increases reflect higher levels of operation in all Cosmos properties, G. Richard Shafto, Cosmos president, said, with WTOL-TV Toledo, Ohio, which Cosmos acquired last April, contributing significantly.

Cosmos owns WIS-AM-TV Columbia, S. C., and WSAF Montgomery, Ala., in addition to WTOL-TV. It also has operating community antenna TV systems in Florence and Sumter, both South Carolina, plus three others under construction.

Nine months ended Sept. 30:

	1965	1964
Earned per share	\$2.96	\$1.62
Gross operating revenue	5,030,009	3,014,431
Net operating earnings	513,849	365,112
Non-recurring gain (sale of Ocala, Fla., CATV system in 1965)	226,327	39,700
Net earnings	740,176	404,812
Shares outstanding	250,000	250,000

## Teleprompter earnings set record in 9 months

Teleprompter Corp. reported earnings for the first nine months of 1965 reached a record high, with per share profit up 6% over the comparable period last year.

Gross and net earnings for the third quarter rose by 31%, according to Teleprompter's chairman and president Irving B. Kahn. The company was said to derive its principal income from its extensive community antenna holdings.

Mr. Kahn said the company expects to "top its record 1964 earnings of \$401,070 by a considerable amount."

	1965	1964
Earnings per share*	\$0.33	\$0.31
Net earnings†	245,057	228,198
Gross revenues	4,006,091	3,375,929
Common shares outstanding	819,224	743,000

\*On average number of shares outstanding during period.  
†No tax provision required due to availability of operating loss carry-forward.

## Doubled color TV sales noted in Zenith report

Zenith Radio has reported sales and earnings for the nine months of 1965 as setting new all-time records for the periods.

Earnings for the first three quarters ended Sept. 30 reached \$17,242,000

after provision for federal income tax, equivalent to \$1.85 per share, compared to \$14,463,000 (\$1.56 a share) for the 1964 period. Sales of \$317,986,000 for the nine-month 1965 period were 22% ahead of \$261,391,000 for the 1964 period.

Leading Zenith's sales increase was color television, Joseph S. Wright, president, reported. Zenith's distributors sold twice as many color sets to retailers during the 1965 nine months than had been sold during the comparable 1964 period, he noted.

The recent expansion of tube manufacturing facilities by Rauland Corp., a Zenith subsidiary, will permit eventual color tube production to reach almost a million a year, Mr. Wright said. He also cited September factory unit shipments of Zenith black-and-white TV sets to distributors as the highest of any single month in the company's history.

## Crowell Collier shows improved earnings

Crowell Collier & Macmillan Inc. reported increases in sales, income before taxes, and in net income per share in its nine-month report. The firm owns KFVB Los Angeles, KEWB San Francisco-Oakland, and KDWB Minneapolis-St. Paul.

For nine months ended Sept. 30:

	1965	1964
Earned per share	\$1.90	\$1.45*
Income before federal and foreign income taxes	14,146,000	10,995,000
Net earnings	7,487,000	5,603,000

\*1964 net income per share gives effect to that year's debenture conversion. Related interest expense, less applicable taxes, has been eliminated.

## CBS sales up, profits down

Nine-month report shows net down \$1.5 million, sales up \$30 million

CBS Inc. earnings and net income dipped in the first nine months—and in the third quarter—this year compared to similar periods a year ago.

In an interim report to CBS shareholders last week, CBS Chairman William S. Paley and President Frank Stanton also commented on stock purchases by the company and CBS's proposed acquisition of Allyn and Bacon Inc. (publisher of text books and educational materials). They announced board approval of dividends.

CBS nine-month net income, figured on 39 weeks this year (40 weeks last year), was down more than \$1.5 million. Sales were up nearly \$30 million, while earnings were down from \$1.69 a share adjusted for stock dividend in the same period of 1964, to \$1.60.

Third-quarter figures showed net income for the 13 weeks in 1965 nearly \$475,000 behind the similar quarter for 14 weeks last year. Sales for the period were up more than \$7 million.

The CBS board of directors declared a cash dividend of 30 cents on the common stock, payable Dec. 10 to holders of record at the close of business Nov. 16, and a stock dividend of 2% payable

## SEC's October report of transactions

The Securities & Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for October 1965 (all common stock unless otherwise indicated):

ABC—Following exercised stock options: Jerome B. Golden, 677, giving total of 2,850; Leonard H. Goldenson, 13,531, giving total of 97,061; Simon B. Siegel, 4,059, giving total of 18,937.  
Capital Cities Broadcasting Corp.—Harmon L. Duncan sold 100 shares, leaving 20,899; J. Floyd Fletcher sold 200 shares, leaving 31,741; Frank M. Smith sold 4,145 shares leaving 128,103 plus 4,200 beneficially held for wife.  
CBS—Following exercised stock op-

tions: Michael Burke, 1,350, giving total of 7,767; William C. Fitts Jr., 497, giving total of 1,478; Goddard Lieberman, 12,985, giving total of 28,675; Richard S. Salant, 1,948, giving total of 15,117.

Cowles Communications Inc.—John L. Weinberg holding 500 shares personally, acquired 2,135 shares and sold 1,625 leaving 1,293 on beneficially held trading account of Goldman Sachs & Co.

Cox Broadcasting Corp.—J. Leonard Reinsch exercised option to acquire 2,000 shares giving total of 4,000. He holds another 110,000 beneficially for Jayren Corp.

Jerrold Corp.—Dalck Feith, holding 144,470 in bequest or inheritance, acquired 1,700 shares beneficially with wife giving total of 179,447 in account; Paul A. Garrison acquired 2,050 shares, giving total of 3,050.

Metromedia Inc.—Marcus J. Austad acquired 4,000 shares, giving total of 14,750.

Storer Broadcasting Co.—Bill Michaels sold 200 shares, leaving him 1,250.

Dec. 2 to holders of record at the Nov. 26 business closing date. Fractional shares will not be issued. Shareholders will receive nontransferable order forms for their interest in fractional shares, CBS said.

Mr. Paley and Dr. Stanton said purchase of shares for distribution under CBS's employes stock purchase and deferred additional compensation plans as well as for stock options, would continue.

CBS's acquisition of Allyn and Bacon Inc., Boston, was agreed upon in principle on Sept. 28 and is subject to "the preparation of an acceptable contract" and approval by directors and stockholders of both companies, they said. The agreement proposes an exchange of approximately 420,000 shares of a new CBS \$4 convertible preferred stock, three-tenths of a share of CBS preferred for each share of Allyn and Bacon. Each preferred share would be converti-

ble into two shares of CBS common. An initial \$1 dividend for the preferred would be paid for the six month's period after the merger was consummated and dividends thereafter would be payable at the rate of \$1 quarterly.

Shares would be callable at any time after 7½ years from the closing date at an initial premium of \$103.75 per share, \$102 if called after 10 years and \$100 if called after 13 years and with a liquidating value of \$100.

The report said 1.4 million shares of Allyn and Bacon stock are outstanding. Sales for the year ended last April 30 were put at nearly \$15 million with net income at \$1,423,000 (\$1.01 a share).

Mr. Paley and Dr. Stanton said negotiations should be concluded and a final agreement signed within 30 days after which a special meeting of CBS stockholders would be held to approve the new preferred stock.

Nine months ended:

	Oct. 2, 1965	Oct. 3, 1964
Earned per share	\$1.50	\$1.58
Net sales	490,316,673	449,830,622
Cost of sales	321,400,405	297,536,902
Selling, general and administrative expenses	99,378,086	88,249,759
Operating income	59,532,182	64,043,961
Other income	6,500,616	7,305,243
Other deductions	2,734,891	3,965,082
Income before taxes	63,297,907	67,384,122
Income taxes	31,502,216	33,990,614
Net Income	31,795,691	33,393,508

(Net income per share based on average number shares outstanding during respective nine months periods adjusted for 1964 stock dividend.)

## Ameco sets record

Ameco Inc., Phoenix, community antenna television equipment manufacturer, had record sales and earnings in its first fiscal quarter ended Sept. 30:

	1965	1964
Earned per share	\$0.21	\$0.15
Net sales	2,954,156	1,774,505
Net income before taxes	498,542	371,099
Federal income taxes	244,285	185,550
Net income	254,257	185,549
Common stock outstanding	1,200,000	1,200,000

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Frank B. Kemp**, senior VP and director of media for Compton Advertising, assumes additional responsibility as head of agency's TV-radio program department. His new responsibility is part of realignment of Compton's programming department (BROADCASTING, Nov. 8).

**Ray Stone**, VP and media manager of Clyne Maxon, New York, named to newly created post of manager of business services. **Frank J. Martin**, VP, formerly associate media director, named manager of media department.

**Joseph R. Cross**, VP and account supervisor with Compton Advertising, New York, named to newly created post of VP and account supervisor at Pritchard, Wood Inc., that city.

**William C. Nolan**, VP and merchandising director for Foote, Cone & Belding, San Francisco, named VP and director of marketing for western region of Campbell-Ewald, that city. **R. A. Brown**, VP and manager of C-E, San Francisco, resigns.

**Robert A. Elwell Jr.**, creative group supervisor at Gardner Advertising, New York, elected VP and named to newly created post of creative director.

**Kennett C. Johnson**, VP at Gardner who recently returned from assignment with agency's British affiliate in London, named New York manager of Inter-gard, Gardner's international division.

**William L. Campbell**, with Carey Advertising, Ithaca, N. Y., named VP and art director. **H. Minot Pitman Jr.**, appointed VP and creative director at Carey, and **Blanche Lane**, with Carey, named director of media and media research.

**Calvin Copsey**, account executive, NBC Radio Spot Sales, San Francisco, named to new post of manager, sales, western office, NBC Radio, Los Angeles. Mr. Copsey heads new enlarged West Coast sales force for NBC Radio with staff moved from San Francisco to new offices at Burbank. **Jeffrey T. Carey**, NBC radio account executive, moves from New York to Burbank in expansion.



Mr. Copsey

**John Roper**, account supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

**Harold P. Gerhardt**, VP and executive art director of Needham, Harper & Steers, New York, joins new agency, Rockwell, Quinn and Wall, that city, as VP and art director.

**Bernard Jaffe**, research director at Ketchum, MacLeod & Grove, Pittsburgh, named VP and director of consumer marketing. **Joel L. Margolis**, di-

### Spangler new president of SDX

**Raymond L. Spangler**, publisher, *Redwood City (Calif.) Tribune*, was elected president of Sigma Delta Chi, the nation's largest professional journalistic society at its annual convention in Los Angeles last week. Among its 18,000 members are many newsmen and executives identified with broadcasting.

New honorary president is Frank Bartholomew, president of United Press International, New York.

Other officers elected were R. M. White III, *Mexico (Mo.) Ledger*, first vice president and new president elect; Charles Barnum, Northwestern University, reelected vice president for undergraduate affairs;

**Staley T. McBrayer**, *Daily News-Texan*, Fort Worth, secretary, and **W. B. Arthur**, managing editor of *Look*, New York, treasurer. Re-elected to a regional directorship was **Steve Fentress**, news editor of KMOX-TV St. Louis.

Among speakers at the convention, which drew an estimated attendance of 750, were **Ted Koop**, CBS vice president, president of the Sigma Delta Chi Foundation, and past national president; **Malcolm Browne**, ABC Vietnam correspondent and Pulitzer Prize winner for war correspondence, and this year's honorary president, **Bernard Kilgore**, president, *Wall Street Journal*.



rector of research at Young & Rubicam, Los Angeles, named VP and director of marketing and advertising research at KMG.



Mr. Podalsky

**Kenneth C. Podalsky**, account executive with Earl Ludgin & Co., Chicago, elected VP. **Gary Melzer**, on art staff at Needham, Harper & Steers, Chicago, named art director at Ludgin.

**Arthur L. Topol**, associate media director with Ogilvy, Benson & Mather, New York, named VP. **Eugene S. Schiess**, with OBM, elected VP and named assistant director of broadcast department.

**Armand J. Belli**, general sales manager of KAKE-TV Wichita, Kan., named general sales manager of WCFL Chicago.

**John Slocum**, manager of Adam Young Inc., San Francisco, joins KBAK-TV Bakersfield, Calif., as general sales manager.

**J. Chris Hetherington**, former manager of John Blair Co., St. Louis, joins Keystone Broadcasting System, that city, as manager of new sales office.



Mr. Maehl

**Glenn W. Maehl**, national sales manager of KTVU(TV) Oakland-San Francisco, appointed general sales manager.

**Dean Lem**, account executive with Johnson & Lewis, San Francisco, appointed marketing director and account executive for McCann-Erickson, Seattle.

**Lyle Allen**, account executive with

Ralph H. Jones Co., Cincinnati, named executive with advertising department of Kenner Products Co., that city.

**Ross K. Hoy** and **Stanley W. Koenig**, with Leo Burnett Co., Chicago, promoted to account supervisors.

**Martin Solow**, president of Wexton Co., New York, elected president of Advertising Writers Association of New York. **Lon C. Hill III**, VP-director of copy at Chirurg & Cairns, named honorary chairman of board of AWANY.

**Briggs Palmer**, with CBS-TV Spot Sales, New York, joins Blair Television, there, as account executive.

**Don Shepherd**, promotion and advertising director of WFIL-TV Philadelphia, joins WTJV(TV) Miami, as sales development manager.

**Dennis R. Israel**, with WFDF Flint, Mich., joins Stone Representatives, Chicago, as account executive.

**Leonard G. Arkema**, consumer products advertising manager for Kendall Co., Chicago, joins Post-Keyes-Gardner, there, as account executive.

**Charles B. Pearson**, formerly with BBDO, New York, named account executive with Firestone & Associates, Philadelphia.

**James Burgess**, former account executive at Herbert Berger Co., Los Angeles, joins Bowes Co., that city, as assistant advertising account executive. **Robert W. Taylor**, PR department of Southern California Gas Co., Los Angeles, joins Bowes as assistant PR account executive.

**John M. Carroll**, sales representative with wis Columbia, S. C., named local and regional sales manager.

**Gerald N. Heichman**, in sales department of WJJD-AM-FM Chicago, promoted to sales manager.

**Jack Britton**, in sales department of KAUZ-TV Wichita Falls, Tex., promoted to local sales manager.

**Dona R. Bianchini**, continuity writer for WFBG-AM-FM Altoona, Pa., named sales representative for WFBG-FM.

#### THE MEDIA

**James F. Collins**, general and commercial manager of KFMO Flat River, Mo., elected president of Missouri Broadcasters Association. He succeeds **Kenneth W. Heady**, KCMO-TV Kansas City, who remains on board of directors. Also elected: VP, **John F. Box Jr.**, executive VP and managing director of WIL St. Louis; secretary-treasurer, **William R. Natsch Jr.**, general manager of KWOS Jefferson City.

**L. Mason Harter**, formerly legal counsel of General Electric's consumer elec-

tronics division, Syracuse, N. Y., elected VP and general counsel of GE Broadcasting Co. Inc., effective today (Nov. 15).



Mr. Clark



Mr. Glicken



Mr. Salmon

**Carl Glicken**, general manager of Rounsaville station WCIN Cincinnati, moves to Rounsaville's WDAE-AM-FM Tampa, Fla., as general manager, succeeding **Wm. Arthur Selley Jr.** (BROADCASTING, Nov.

8). **Donald Clark**, general manager at Rounsaville's wvol Nashville, succeeds Mr. Glicken at WCIN. **William Salmon**, station manager of wvol, replaces Mr. Clark. All are Rounsaville VP's.

**Harold H. Heminger**, VP-radio division of Findlay Publishing Co., Findlay, Ohio, elected president of company. **Clyde W. Johnson**, general manager of Findlay's WFIN-AM-FM Findlay, named

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## JERROLD Starline™

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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.

**JERROLD** FIRST IN CATV

OVER 15 YEARS' EXPERIENCE

director of Findlay Publishing stations: WFIN-AM-FM; WCSI-AM-FM Columbus, Ind., and WFLM(FM) Fort Lauderdale, Fla.



Mr. Cowan

**Abe Cowan**, program manager of WLW-TV Cincinnati, named VP of operations for KTAL-TV Shreveport, La.

**Ronald G. Roy**, chief engineer with WTID Newport News, Va., named general manager succeeding **Gus Thomas**, who moves to WWVA Wheeling, W. Va. **Bob Scott**, program director, named operations manager.

**Alexander Milne**, WHMP Northampton, elected president of Massachusetts Broadcasters Association. Also elected: **Lamont L. Thompson**, WBZ-TV Boston, VP; **Lincoln W. N. Pratt**, WSAR Fall River, secretary, and **James D. Asher**, WJDA Quincy, treasurer.

**Stanley LeVine**, former general manager of KSN San Francisco (now KSOL), named manager of KTW-AM-FM Seattle.

**Edward J. Broman**, formerly VP-sales for United Artists Television Corp., Chicago, elected VP and general manager of International Educational Broadcasting Corp., division of Bonneville International Corp., Salt Lake City. He is in charge of International's WRUL New York. **Arch L. Madsen**, elected president of IEBC, succeeding **James B. Conkling** who resigns. **Robert W. Barker** elected secretary, succeeding Mr. Madsen.

**John Calvetti**, with Harriscope station KTWO-AM-TV Casper, Wyo., joins Harriscope's KBAK-TV Bakersfield, Calif., as assistant station manager.

**Gary Lake**, news and production director with KWIZ-AM-FM Santa Ana, Calif., joins KJLH(FM) Long Beach, Calif., as general manager.

## PROGRAMING



Mr. Kuehn

**Ralph Kuehn**, with WISN-TV Milwaukee, promoted to production director, succeeding **Kenneth Waligorski**, now program director.

**Philip J. Lombardo**, producer-director at WBBM-TV Chicago, appointed program director of WLWT (TV) Cincinnati.

**Art Merrill**, with Delta Films, San Juan, P.R., appointed program director of Quality Broadcasting Corp. (WKYN-

96-B (FATES & FORTUNES)

## BPA picks Cohlmlia

**Casey Cohlmlia**, WFAA-AM-FM-TV Dallas, elected president of Broadcast Promotion Association at BPA's 10th annual seminar in Washington (see page 00). Also elected: **George Rodman**, KGO-TV San Francisco, 1st VP, and **Paul Lindsay** WLAP Lexington, Ky., 2nd VP. Elected to three-year terms on board were: **George Vickery**, WTVJ(TV) Miami; **Barbara Roberts**, KTUL-TV Tulsa, Okla.; **Keith Nicholson**, KOGO-AM-FM-TV San Diego, and **A. G. (Tony) Picha**, WMAR-TV Baltimore.

WFQM-FM San Juan and WORA-FM Mayaguez, both Puerto Rico).

**Fred Harner**, Cincinnati, and **John Von Herberg**, Seattle, both film salesmen for MCA-TV Ltd., elected VP's.

**Barry N. ZeVan**, formerly promotion-merchandising-sales service manager with KID-TV Idaho Falls, Idaho, joins KTVW(TV) Tacoma, Wash., as director of operations and programing.

**George N. Koutsoukos**, supervisor of film center at University of Massachusetts, Amherst, named director of film production at noncommercial WETA-TV Washington. **Eleanor Beth Smith** joins WETA-TV as assistant director of school television services.

**Wayne Whitehead**, announcer with KASH Eugene, Ore., named program manager, replacing **Mac Curtis**.

**Richard E. Dobosz**, manager of production cost and billing department of Wilding Inc., Chicago, appointed production manager with Film-Makers Inc., that city. **Jordan J. Bernstein**, director of broadcast production for Post-Keyes-Gardner, Chicago, named producer-director of Film-Makers.

## NEWS

**Matthew Warren**, head of RKO General news bureau, Washington, assumes additional post of news director of RKO station WGMS Bethesda, Md.-WGMS-FM Washington.

**Ray Ruester**, director of news for WFTV(TV) Orlando, Fla., promoted to VP in charge of news and special events.

**Jerry Bryan**, with KLIK Jefferson, Mo., elected president of newly formed Missouri Radio-TV News Association. **Rod Gelatt**, KOMU-TV Columbia, elected VP, and **Frank Smith**, KFEQ-AM-TV St.

Joseph, elected secretary-treasurer. First board of directors: **Bill Leeds**, WDAF-AM-FM-TV Kansas City, **Gary Schmedding** KHMO Hannibal, and **Jim Risner**, KRMS Osage Beach.

**Jim Risner** of KRMS Osage Beach, Mo., elected president of Missouri AP broadcasters. **Don Shinkle**, KRCG(TV) Jefferson City, elected VP.

**Jim Randall**, KFSB Joplin, elected president of Missouri UPI broadcasters. **Phil Nash**, KMPL Sikeston, named VP.

**Howard Browne** appointed news director of KBTV(TV) Denver.

**Virgil Scudder**, newsman with WCTC-AM-FM New Brunswick, N.J., appointed news director.

**Jon Esther**, assistant news director at WISN-TV Milwaukee, appointed news director.

## EQUIPMENT & ENGINEERING

**Dr. William G. Shepherd**, VP, academic administration, University of Minnesota, Minneapolis, elected president of Institute of Electrical and Electronics Engineers for 1966. **Walter K. Macadam**, VP, government communications, American Telephone and Telegraph Co., New York, named IEEE VP.



Mr. Brokaw

**Harold L. Brokaw**, in engineering department of Westinghouse station WINS New York, named engineering manager of Westinghouse's WIND Chicago.

**Frank E. Martin**, eastern regional manager of Jerrold Corp. community antenna television division, Philadelphia, named national turnkey sales manager.

**Wade H. Boggs**, with C. G. Electronics, division of Bulton Industries, Huntsville, Ala., named district sales manager of Ampex Corp., in that city.

**Fred P. Ciabrone**, operations manager of marine division of Bissett Beriman Corp., San Diego, Calif., named operations manager of Dynair Electronics, that city.

## FANFARE

**Marion Brechner**, supervisor of promotion for WFTV(TV) Orlando, Fla., named VP in charge of community affairs and promotion.

**Larry Renault**, with promotion department of WLIF-AM-FM-TV Philadelphia, appointed assistant promotion manager at WTVJ(TV) Miami.

**Marj Abrams**, formerly PR director for Sheraton-Chicago hotel, Chicago, opens her own PR firm, there, that

*the American  
Medical  
Association's*



*1965  
medical  
journalism  
awards*

*... to recognize journalism that contributes to a better public understanding of medicine and health in the United States.*

#### **CATEGORIES OF COMPETITION**

1—NEWSPAPERS: For a distinguished example of a news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

2—MAGAZINES: For a distinguished example of an article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week.

4—RADIO: For a distinguished example of reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For a distinguished example of reporting on medicine or health on a United States television station or network.

The awards will **not** be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

#### **AWARDS AND PRESENTATION**

The award in each of the five categories will consist of \$1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

#### **GENERAL RULES**

1—Deadline for receipt of all entries is February 1, 1966, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1965.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording or a kinescope. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1966.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

#### **JUDGING OF ENTRIES**

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

*All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.*

will include broadcast media. Address: 505 N. Michigan. Phone 944-4100.

## INTERNATIONAL



Mr. Telford



Mr. Sutherland

**F. Neil Sutherland**, deputy chairman and managing director of Marconi Co., Chelmsford, Essex, England, appointed chairman. **Robert Telford**, general manager, succeeds Mr. Sutherland.

**Archie Buchanan, Christopher, Coates, Patrick Goodison**, associate directors, **Don Paterson**, and **Philip Wilson**, deputy creative directors, all with David Williams and Partners Ltd., London, named to board of DWP.

**John Wallace**, with Mather and Crowther, London, named senior copywriter with Charles Barker and Sons Ltd., that city.

**Maurice Copp**, with Erwin Wasey Ruthrauff & Ryan Ltd., London, joins Charles Barker and Sons Ltd., that city, as senior media buyer.

**Tony Hemmins**, formerly assistant

## Mili succeeds Sarwate

**Mohamed Esseddine Mili**, of Tunisia, elected deputy secretary-general of International Telecommunication Union Nov. 4 at Plenipotentiary Conference of ITU being held in Montreux, Switzerland. He succeeds **Dr. M. B. Sarwate**, of India, elected secretary-general of organization (BROADCASTING, Nov. 8). Also elected at conference were new members of International Frequency Registration Board: **Fioravanti Dellamula**, Argentina; **Rene Petit**, France; **Ivan Petrov**, USSR; **Abderrazak Berrada**, Morocco, and **Taro Nishizaki**, Japan.

producer of TV commercials of Associated Television, London, joins sales department of CTV Television Network, Toronto.

**John MacDonald**, sales manager for eastern Canada division of Screen Gems (Canada) Ltd., Toronto, named supervisor of national sales.

**Robert M. Ellis**, senior copywriter and visualizer with Brockie Haslam Ltd., London, appointed creative man-

ager at Walkley Hodgson Ltd., there.

**Barry Myers**, with Foote, Cone and Belding Ltd., London, named copy group head.

## DEATHS

**Dorothy Kilgallen**, 52, panelist on CBS-TV's *What's My Line?* for 16 years, and syndicated Broadway columnist, died Nov. 8, in her home. For 18 years, Miss Kilgallen and her husband, Richard I. Kollmar, conducted daily radio program, *Breakfast with Dorothy and Dick*, over WOR New York. She entered radio in 1941 with *Voice of Broadway* program on CBS. Survivors include her husband and three children.

**Jack F. A. Flynn**, 44, and **John H. Kirchstein**, 29, national sales manager and director of research, respectively, of WPIX(TV) New York, died Nov. 8 in airplane crash near Cincinnati. Mr. Flynn is only son of F. M. Flynn, president and publisher of *New York Daily News* (of which WPIX is subsidiary). Crash also killed **Joseph D. Nelson Jr.**, 47, VP, **Joan Chamberlain**, 48, VP and copy supervisor, and **Joseph N. Curren**, 25, account executive, all with Dancer-Fitzgerald-Sample, New York.

**Orth Bell**, 61, air personality with KGNO Dodge City, Kan., died Nov. 6. Son, Glenn Bell, is with WMAQ-AM-FM Chicago.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 4 through Nov. 10 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. unli.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New AM stations

#### ACTIONS BY FCC

**Dumas, Ark.**—Alan W. Eastham, Mrs. T. W. Eastham and Thomas O. Graves. Granted CP for new AM on 1560 kc, 500 w, D. P.O. address Box 215, Dumas. Estimated construction cost \$12,900; first year operating cost \$24,000; revenue \$32,500. Principals: Alan W. Eastham (50%), Mrs. T. W. Eastham (25%) and Thomas O. Graves (25%). Mr. Graves is chief engineer at KATQ Texarkana, Tex. Mr. Eastham is owner of electronics service firm, mail contractor and farm manager. Action Nov. 4.

**Piedmont, Mo.**—Wayne County Broadcasting Co. Granted CP for new AM on 1140 kc, 200 w, D. P.O. address Box 102, Poplar Bluff, Mo. Estimated construction cost \$15,353; first year operating cost \$24,000; revenue \$36,000. Principals: Gaylon Watson (85%) and Joseph M. Bumpus (35%). Mr. Watson is general manager of KMIS Portageville, Mo. Mr. Bumpus is insurance salesman. Action Nov. 4.

**Friena, Tex.**—County Broadcasting Co. Granted CP for new AM on 1070 kc, 250 w, D. P.O. address Box 895, Friena. Estimated construction cost \$16,590; first year operating cost \$24,000; revenue \$32,400. Principals: H. K. Kendrick, B. J. McDonnel, Joe Shields, Frank A. Spring, William H. Sheehan (each 20%). Mr. Kendrick is involved in various oil investments, Friena Clearview Co.

# 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

(CATV), and farming; Mr. McDonnell is engineer and salesman for KMUL Muleshoe, Tex.; Mr. Shields is oil and CATV investor with Mr. Kendrick and is insurance agency partner; Mr. Sheehan is law partner, building materials and farming investor. Granted Nov. 5.

Memphis, Tex.—M.W.C. Broadcasting Co. Granted CP for new AM on 1130 kc, 1 kw, DA, P.O. address Box 1079, Bowie, Tex. Estimated construction cost \$21,750; first year operating cost \$36,000; revenue \$48,000. Principals: Jerry L. Hooser, Dick Fowler and Frank I. Guess (each 33 1/3%). Mr. Hooser is employed at KBAN Bowie. Action Nov. 4.

Oconto, Wis.—Robert H. Koeller. Granted CP for new AM on 1260 kc, 1 kw, D. P.O. address Route #2, Box 193, Edgar, Wis. Estimated construction cost \$24,371; first year operating cost \$36,000; revenue \$50,000. Mr. Koeller is manager of WCRM Clare, Mich. Action Nov. 4.

#### APPLICATIONS

Globe, Ariz.—James Mace tr/as Mace Broadcasting Co. 1240 kc, 250 w, unil. P.O. address 5904 Central, Kansas City, Mo. 64113. Estimated construction cost \$8,456; first year operating cost \$25,360; revenue \$30,000. Mr. Mace is employed by WDAF-AM-FM Kansas City, Ann. Nov. 1.

McLeansboro, Ill.—Hamilton County Broadcasting Co. 1060 kc, 250 w, D. P.O. address c/o Harold Frederick Cline, 111 E. Ford, Harrisburg, Ill. 62946. Estimated construction cost \$20,699; first year operating cost \$32,000; revenue \$40,000. Principals: John Elder Choiser, Bonita Karnes Choiser, Harold Frederick Cline, Bill Travis Plater (each 22.5%), Donald E. Mitchell (10%). Mr. Cline and Mr. Plater are employees of WSIL-TV Harrisburg; Dr. Choiser and Dr. Mitchell are physicians. Ann. Nov. 4.

Graham, N. C.—Broadcasting Service of Carolina Inc. 710 kc, 10 kw, DA, D. P.O. address c/o Robert W. Scott, Rt. 1, Haw River, N. C. 27258. Estimated construction cost \$48,425; first year operating cost \$75,000; revenue \$80,000. Principals: Robert W. Scott, James A. Laney, David A. Rawley Jr. (each 33 1/3%). Mr. Scott is dairy farmer, director of Bank of Haw River, and lieutenant governor of North Carolina; Mr. Laney is VP of farm equipment sales company and 23% owner of Doss Broadcasting of N. C. (WNOS High Point); Mr. Rawley is 63% stockholder of LaFollette Broadcasting Inc. (WLAJ LaFollette, Tenn.). 50% stockholder of Rawley Broadcasting Co., sole owner of WVGT Mount Dora, Fla., and 46% owner of LaFollette, Tenn., CATV company. Ann. Nov. 1.

Monroe, N. C.—Old Hickory Broadcasting Corp. 1190 kc, 500 w, D. P.O. address c/o Thomas J. Rogers, Box 552, Tabor City, N.C. 27258. Estimated construction cost \$48,702; first year operating cost \$57,000; revenue \$65,000; Principals: Frederick Rulfs Keith Jr., Thomas James Rogers (each 50%). Mr. Keith is ex-Air Force officer and presently chemical engineer at naval propellant plant, Indian Head, Md.; Mr. Rogers has been engineer for WLSJ Loris, S. C., and is employe at W. F. Cox Co., hardware and furniture company. Principals have also formed K & F Broadcasting Corp. (Mr. Keith owns 25% and Mr. Rogers 50%) to apply for new AM in Red Springs, N. C. Ann. Nov. 1.

Henderson, Tenn.—C. R. Womack. 1580 kc, 250 w, D. P.O. address Box 33, Jackson, Tenn. 38302. Estimated construction cost \$15,578; first year operating cost \$35,856; revenue \$41,300. Mr. Womack is engaged in various real estate and building supply operations, has less than 25% interest in savings and loan association and life insurance company. Ann. Nov. 1.

Aransas Pass, Tex.—Floyd R. Rivet, 1470 kc, 500 w, DA, D. P.O. address 110 Park Hill Drive, San Antonio, Tex. 78336. Estimated construction cost \$50,525; first year operating cost \$34,680; revenue \$42,510. Mr. Rivet is executive with Chesser Investment Co., San Antonio. Ann. Nov. 1.

#### Existing AM stations

##### ACTIONS BY FCC

WXVW Jeffersonville, Ind.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Nov. 10.

KRIB Mason City, Iowa—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Commissioner Loevinger dissented, Action Nov. 10.

KTLO Mountain Home, Ark.—Granted change of facilities from 1490 kc, 250 w, unil., to 1240 kc, 250 w-N, 1 kw-LS; condition. Action Nov. 10.

KSEY Seymour, Tex.—Granted increased daytime power on 1230 kc, S. H., from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Nov. 10.

#### APPLICATIONS

KATO Safford, Ariz.—Willard Shoecraft. Seeks CP to change frequency from 1230 kc to 1380 kc; increase power from 250 w to 500 w, 5 kw-LS; install DA-N; change ant.-trans. location and install new trans. Ann. Nov. 2.

KCAL Redlands, Calif.—Southwest Broadcasting Co. Seeks mod. of CP (authorizing change of hours of operation to unil., install new trans., install DA-2, change ant.-trans. location and delete remote control) to change from DA-2 to DA-N. Ann. Nov. 4.

KATN Boise, Idaho—Ralph F. W. Frazer tr/as Treasure Valley Broadcasting Co. Seeks CP to change frequency from 1010 kc to 950 kc, increase power from 1 kw to 5 kw, install new trans.; requests former facilities of KBOI. Resubmitted Nov. 3.

WEIC Charleston, Ill.—Friendly Broadcasters, Inc. Seeks CP to change hours of operation from D to unil. using power of 500 w, 1 kw-LS; change from DA-D to DA-2. Ann. Nov. 4.

WTHI Terre Haute, Ind.—Wabash Valley Broadcasting Corp. Seeks CP to increase daytime power from 1 kw to 5 kw, change from DA-1 to DA-2, make changes in daytime DA system, install new trans. Ann. Nov. 4.

WMDC Hazlehurst, Miss.—Louis Alford, Phillip D. Brady, Albert Mack Smith, partnership db/as Southwestern Broadcasting Co. of Miss. Seeks CP to change frequency from 1220 kc to 1080 kc; increase power from 250 w to 500 w; install new trans. Ann. Nov. 5.

WKAL Rome, N. Y.—The Maurer Broadcasting Corp. Seeks CP to increase daytime power from 250 w to 1 kw, install new trans. Ann. Nov. 1.

WPFB Middletown, Ohio—Radio Station WPFB Inc. Seeks CP to increase nighttime power from 100 w to 250 w. Ann. Nov. 1.

KTOW Sand Springs, Okla.—Big Chief Broadcasting Co. of Tulsa Inc. Seeks CP to increase daytime power from 250 w to 500 w, install new trans. Ann. Nov. 5.

WAZS Summerville, S. C.—Radio Summerville Inc. Seeks CP to increase power

from 500 w to 1 kw; install new trans. Ann. Nov. 1.

KFCB Redfield, S. D.—Seeks amendment of application for assignment of license from George H. Puder tr/as Victoria Broadcasting System to Victoria Broadcasting System Inc.; to read for assignor: H. R. Wood, executor of estate of George H. Puder, deceased. Ann. Oct. 29.

WENZ Highland Springs, Va.—Baron Radio Inc. Seeks CP to increase daytime power from 250 w to 1 kw. Ann. Nov. 4.

#### New FM stations

##### ACTIONS BY FCC

\*Morrison, Ill.—Morrison Community High School District 307. Granted CP for new FM on channel 218 (91.5 mc), 10 w, P.O. address c/o John G. Stoudt, 643 Genesee Avenue. Estimated construction cost \$6,490; first year operating cost \$250; revenue derived from funds of school district budget. To be administered by school board. Action Nov. 5.

Urbana, Ill.—Robert Durst. Granted CP for new FM on 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 290 ft. P.O. address 505 South Locust, Champaign, Ill. Estimated construction cost \$15,000; first year operating cost \$7,500; revenue \$7,500. Mr. Durst owns electrical contracting firm in Champaign. Action Nov. 4.

Davenport, Iowa—Robert W. and Oneita G. Schmidt. Granted CP for new FM on channel 293 (106.5 mc), 27 kw. Ant. height above average terrain 135 ft. P.O. address 1019 Mound Street. Estimated construction cost \$4,600; first year operating cost \$4,800; revenue \$5,000. Mr. and Mrs. Schmidt have no other broadcast interests. Action Nov. 5.

\*Hanover, N. J.—Hanover Park High School Board of Education. Granted CP for new FM on 90.3 mc, channel 212, 10 w. Ant. height above average terrain 60 ft. P.O. address Hanover Park High School, Hanover. Estimated construction cost \$3,055; first year operating cost \$1,400. Action Nov. 5.

\*Binghamton, N. Y.—State University of New York at Binghamton. Granted CP for new FM on 90.5 mc, channel 213, 10 w. Ant. height above average terrain 390 ft. P.O. address George B. Dearing, president, State



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University of New York at Binghamton. Estimated construction cost \$1,915; first year operating cost \$1,794. Action Nov. 5.

\*Providence, R. I.—Providence College. Granted CP for new FM on 91.3 mc, channel 217, 10 w. Ant. height above average terrain 62 ft. P. O. address Radio Station WDOM, Providence. Estimated construction cost \$3,880; first year operating cost \$4,700. David P. Langlois, station manager. Action Nov. 5.

\*Bethany, W. Va.—Bethany College. Granted CP for new FM on 88.1 mc, channel 201, 10 w. Ant. height above average terrain 85 ft. P. O. address Bethany. Estimated construction cost \$10,615; first year operating cost \$2,000; revenue \$2,000. Principals: board of trustees, Bethany College, Action Nov. 4.

#### APPLICATIONS

Hamilton, Ala.—Kate F. Fite. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 118 ft. P.O. address Box 427, Hamilton, Ala. 35570. Estimated construction cost \$20,274; first year operating cost \$10,000; revenue \$10,000. Mrs. Fite received license for WERH Hamilton from estate of husband. Ann. Nov. 4.

Mendocino, Calif.—Mathew V. Huber and Maria J. Huber jointly. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 165 ft. P.O. address c/o Mathew V. Huber, Box 988, Ft. Bragg, Calif. 95437. Estimated construction cost \$15,045; first year operating cost \$12,000; revenue \$10,000. Mr. and Mrs. Huber have been teachers in Ft. Bragg High School. Mr. Bragg has attended New York University Radio and Television School and has worked at several stations. Ann. Nov. 4.

\*WBDD Indianapolis, Ind.—Metropolitan School District of Wayne Township, Marion County, Ind. Seeks CP to replace expired CP authorizing new non-commercial educational FM. Ann. Nov. 8.

Kirksville, Mo.—Community Broadcasters Inc. 94.5 mc, channel 233, 54.25 kw. Ant. height above average terrain 431 ft. P.O. address c/o Samuel A. Burk, Box 130, Kirksville, Mo. 63501. Estimated construction cost \$26,640; first year operating cost and revenue absorbed in operation of KIRX Kirksville, Mo. Principals: Samuel A. Burk (50%), Sam M. Arnold (43.2%), Umatilla M. Arnold

(6.8%). Messrs. Burk and Arnold are each 25% stockholders of KNCY Nebraska City, Neb.; Mr. Burk is 20% stockholder of KCIH Washington, Iowa, and partner in a dairy company; Mr. Arnold is director and stockholder of various lumber companies. Ann. Nov. 4.

Lebanon, Mo.—Lebanon Broadcasting Co. 103.7 mc, channel 279, 100 kw. Ant. height above average terrain 347 ft. P.O. address c/o Jack A. Sellers, 2221 E. Commercial, Lebanon, Mo. 56636. Estimated construction cost \$30,553; first year operating cost \$4,000; revenue \$7,200. Principals: Mildred Ashenurst, O. R. Wright (both 48.3%), Jack A. Sellers (3.4%). Principals have no other broadcast interests beyond Lebanon Broadcasting, which owns KLWT Lebanon. Ann. Nov. 1.

Moberly, Mo.—Jerrell A. Shepherd. 104.7 mc, channel 284, 50 kw. Ant. height above average terrain 482 ft. P.O. address Box 309, Moberly. Estimated construction cost \$61,313; first year operating cost \$50,000; revenue \$50,000. Mr. Shepherd is sole owner of KWIX Moberly, 99% owner of KHMO Hannibal, Mo., and 30% owner of Kwik-Kold Inc., chemical cooling agent manufacturer and distributor. Ann. Nov. 1.

Ste. Genevieve, Mo.—Donze Enterprises Inc. 105.7 mc, channel 289, 27.3 kw. P.O. address c/o Elmer L. Donze, Box 428, Ste. Genevieve, Mo. 63670. Estimated construction cost \$24,748; first year operating cost \$24,000; revenue \$30,000. Principals: Elmer L. Donze (99.88%) and Alek Schwent (0.12%). Donze Enterprises owns KSGM Ste. Genevieve. Ann. Nov. 4.

Carlsbad, N. M.—Radio Carlsbad Inc. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 165 ft. P.O. address c/o D. A. Swayze, Box 70, Carlsbad, N. M. 88220. Estimated construction cost \$12,278; first year operating cost \$26,750; revenue \$30,000. Principals: Darrell A. Swayze (94.65%), Robert S. Swayze (5.27%), Blanche A. Swayze (0.4%). Radio Carlsbad is licensee of KPBM Carlsbad. Ann. Nov. 4.

Holland, Ohio—Maumee Valley Broadcasting Association. 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 284 ft. P.O. address c/o J. J. Fleck, 7112 Angola Road, Holland, Ohio 43528. Estimated construction cost \$17,065; first year operating cost \$24,000; revenue \$36,000. Principals: Jesse J. Fleck, Duane O. Ashbaucher, Lowell Yoder, Leo J. Hoen, Donald Joseph Conklin, Clayton B. Shepler (each 16%). Mr. Fleck is superintendent of Cherry Street Mission; Mr. Ashbaucher is advertising makeup man for Toledo Blade; Mr. Yoder is owner of Yoder Machinery Co.; Mr. Hoen is farmer; Mr. Conklin is engineer for DeVilbiss Co.; Mr. Shepler is salesman for Page Dairy Co. Ann. Nov. 4.

Greencastle, Pa.—Benjamin F. Thomas and Roy A. Grove db/as Greencastle Broadcasting Co. 94.3 mc, channel 232, 1.75 kw. Ant. height above average terrain 367 ft. Estimated construction cost \$17,633; first year operating cost \$10,000; revenue \$18,000. Principals: Benjamin F. Thomas (95%) is involved in manufacture and sale of mobile homes; Roy A. Grove (5%) is manager of Greencastle Ice and Cold Storage Co. Ann. Nov. 4.

Martin, Tenn.—Northwest Tennessee Broadcasting Co. 101.7 mc, channel 269, 3 kw. Estimated construction cost \$15,700; first year operating cost \$12,000; revenue \$12,000. Principals: Ben M. Gaines, Edgar R. Perkins (each 49%), Ludie M. Gaines, Demetra Perkins (each 1%). Northwest Tennessee also owns WHDM McKenzie, Tenn. Mr. Gaines is 50% owner of Gaines Manufacturing Co. (upholstered furniture); Mr. Perkins is employee of WHDM and his wife is school teacher. Ann. Nov. 4.

#### Ownership changes

##### ACTIONS BY FCC

KINY-AM-TV Juneau, Alaska—Granted acquisition of positive control of licensee corporation, Juneau Broadcasters Inc., by Midnight Sun Broadcasters Inc. (39.87% before, 40.33% after) and Ketchikan Alaska Television Inc. (9.77% before and after), jointly, through purchase of stock from Joseph A. and Isabel C. McLean (250 shares before, 10 shares after). Consideration \$2,500. Action Nov. 3.

KMUZ(FM) Santa Barbara, Calif.—Granted renewal of license and SCA and assignment of license and SCA from William H. Buckley d/b Tri-Counties Broadcasting Co., to Tri-Counties Communications Inc., owned by Lumbermans Mutual Casualty Co., mutual insurance company with no stockholders. Consideration \$195,000. Lumbermans Mutual is administered by board of directors elected by policy holders. Action Nov. 8.

WKMK Blountstown, Fla.—Granted volun-

tary assignment of license from Apalachicola Valley Broadcasting Co. to Robert L. Maupin tr/as The Maupin Broadcasting Co. Mr. Maupin is program director and chief engineer of WDMG Douglas, Ga. Consideration \$45,000. Action Nov. 9.

WCLR Crystal Lake, Ill.—Granted transfer of control of licensee corporation, Lake Valley Broadcasters Inc., from George L. DeBeer (76% before, none after) to George L. and Dorothy DeBeer jointly (none before, 52% after). No financial consideration. Action Nov. 8.

WMAV Springfield, Ill.—Granted transfer of control of licensee corporation Springfield Broadcasting Inc., from Stuart Investment Co. to owners of Stuart Investment individually: James Stuart (89.1%), Helen Catherine Stuart (1.5%), James Stuart Jr. (3.1%), Catherine Marie Stuart Schmoker (3.1%) and William Scott Stuart (3.1%). No financial consideration. Action Nov. 9.

KOEL Oelwein, Iowa—Granted transfer of control of licensee corporation, Hawkeye Broadcasting Inc., from Stuart Investment Co. to owners of Stuart Investment individually: (see WMAV Springfield, Ill.).

KMNS Sioux City, Iowa—Granted transfer of control of licensee corporation, Siouxland Broadcasting Inc., from Stuart Investment Co. to owners of Stuart Investment individually. (see WMAV Springfield, Ill.).

KMDO Fort Scott, Kan.—Granted transfer of negative control of licensee corporation, Fort Bragg Broadcasting Co., from Lloyd C. McKinney (50% before, 25% after) to James Lloyd McKinney (25% before, 50% after). It is desired for tax purposes that half of shares be transferred in 1965 and half in 1966, thus Dorothy N. McKinney (wife of Lloyd C. McKinney) will hold temporarily 12½% interest during transfer, in addition to her own 25%. No financial consideration. Action Nov. 9.

WCLU Covington, Ky.—Granted assignment of CP for new AM from Irving Schwartz tr/as Kenton County Broadcasters to WCLU Broadcasting Co. Mr. Schwartz is sole owner of WCLU Broadcasting Co. and is sole permittee of station. No financial consideration. Action Nov. 5.

WLMS Louisville, Miss.—Granted acquisition of negative control of licensee corporation, Louisville Broadcasting Corp., by each, Joseph W. Carson and Frank E. Holliday (each 33½% before, 50% after) through purchase of stock and retirement thereof by licensee corporation from John S. Primm (33½% before, none after). Consideration \$44,200. Action Nov. 8.

KRGI Grand Island, Neb.—Granted transfer of control of licensee corporation, Grand Island Broadcasting Co. Ltd., from Stuart Investment Co. to owners of Stuart Investment individually: (see WMAV Springfield, Ill.).

KSAL Salina, Kan.—Granted transfer of control of licensee corporation, Salina Broadcasting Inc., from Stuart Investment Co. to owners of Stuart Investment individually: (see WMAV Springfield, Ill.).

WITA-TV San Juan—Granted assignment of CP from Electronic Enterprises Inc. to EI Imparcal Broadcasting Corp., a wholly owned subsidiary of Electronic Enterprises. No financial consideration. Action Nov. 2.

WGUS North Augusta, S. C.—Granted acquisition of positive control of licensee corporation, Broadcasting Associates of America Inc., by H. C. Young Jr. (37.5% before, 87.5% after) through purchase of stock from Martha White Mills Inc. (50% before, none after). Consideration \$22,750. Action Nov. 9.

WENO Madison, Tenn.—Granted acquisition of control of licensee corporation, Central Broadcasting Corp., by H. C. Young Jr. (50% before, 100% after) through purchase of stock from Martha White Mills (50% before, none after). Consideration \$175,000. Action Nov. 9.

##### APPLICATIONS

KTHS Berryville, Ark.—Seeks assignment of license from Ozark Radio and Equipment Co. to KTHS Inc., owned by Maurice F. Dunne Jr. (30%), Charles C. Earles (20%), Norris Love (22%), Eleanor I. Dunne (20%), John W. Hough (6%). Mr. Dunne is director of WBEJ Inc., UHF applicant for Beloit-Janesville, Wis.; WLOP-AM-FM La Salle, Ill.; KAWA Waco, Tex.; Daily News-Tribune Inc., La Salle, Ill., and is 51% owner of three ice skating schools. Mr. Hough is law partner, director of two alloy casting companies, less than 5% stockholder of WCIU Chicago. Mr. Earles is professional radio announcer. Mr. Love is assistant to radio and TV director, market research, D'Arcy Advertising Co. Consideration \$50,000. Ann. Nov. 4.

KGHT Hollister, Calif.—Seeks assignment of license from San Benito Broadcasters Inc. to Howard C. Miles (90%) and Richard



Cartoon by Roland Michaud

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L. Zook (10%) db/as Miles and Logan. Dr. Miles is physician, Mr. Zook is professional announcer and presently employed at KSEW-FM Salinas, Calif. Consideration \$41,500. Ann. Nov. 4.

KTOB Petaluma, Calif.—Seeks assignment of license from William B. Grover, James H. Hurley and Kal W. Lines, co-trustees in bankruptcy, to Lloyd Burlingham (75%) and Clifford H. Hansen (25%) db/as Sonoma County Broadcasting Co. Mr. Hansen is station manager of KTOB Petaluma, 22% stockholder of KQWZ Everett, Wash.; Mr. Burlingham is general manager for co-trustees of KTOB and principal stockholder of WIXN Dixon, Ill. Consideration: transfer to Mr. Burlingham, who is presently principal creditor of bankrupt estate, of certain liabilities and release of obligations of KTOB to him. Ann. Nov. 4.

KCKC San Bernardino, Calif.—Seeks assignment of license from Joseph H. McGilvra and Agnes I. McGilvra to Dimarc Broadcasting Corp., wholly owned by Harry Trenner. At present Mr. Trenner has no other broadcast interests although in past he has been involved in direction and ownership of WFEC Miami, WBNY Buffalo and WRVM Rochester, both New York. Consideration \$275,000. Ann. Nov. 4.

KVEC San Luis Obispo, Calif.—Seeks assignment of license from John C. Cohan to West Coast Broadcasters Inc., wholly owned by Mr. Cohan. No financial consideration. Ann. Nov. 4.

KSEE Santa Maria, Calif.—Seeks assignment of license from Edward E. Umer tr/as Cal-Coast Broadcasters to Frank G. Macomber IV. Mr. Macomber has had considerable experience as program director and announcer for various radio stations, is presently occupied in settling estate. Consideration \$153,750. Ann. Nov. 4.

KCTO Denver—Seeks assignment of license from Channel 2 Corp. to WGN of Colorado Inc., wholly owned by WGN Inc., which is wholly owned by Tribune Co. Directly and through its owned companies Tribune owns WGN Chicago, KDAL-AM-TV Duluth, Minn.; WGN Televents Inc. Houghton-Hancock, Mich.; WPX-AM-FM New York; Chicago Tribune, New York News, (Chicago) American, Fort Lauderdale News (Pompano Beach, Fla.) Sun-Sentinel (Orlando, Fla.) Sentinel and Evening Star. Consideration \$3,500,000. Ann. Nov. 4.

WDCF Dade City, Fla.—Seeks assignment of license from Pasco Broadcasting Corp. to WDCF Radio Inc., owned by James L. Kirk II. Mr. Kirk is Moultrie, Ga. CPA and real estate developer, 79% stockholder of KVOL Lafayette, La., 79% stockholder of Cape Kennedy Broadcasting Inc., and 79% stockholder of Southern Melody Inc. Consideration \$100,876. Ann. Nov. 4.

WMIE Miami—Seeks assignment of license from WMIR Inc. to Susquehanna Broadcasting Co., owned by Louis J. Appell Residuary Trust (88.11%), Louis J. Appell Jr., George N. Appell, Helen A. Norton (each 3.68%), Helen P. Appell (.85%). Susquehanna Broadcasting is licensee of WSBA-AM-FM-TV York, Pa., and 90% owner of WARM Scranton, Pa., WHLO Akron, Ohio, WICE Providence, R. I., WGBB Freeport, N. Y. Consideration \$1 million. Ann. Nov. 4.

WTVP(TV) Decatur, Ill.—Seeks assignment of license from Metromedia Inc. to WTVP Television Inc., owned by LIN Broadcasting Co. LIN is sole owner of KAAV Little Rock, Ark., KEEL Shreveport, La., WAKY Louisville, Ky.; WMAK Nashville, and Gregg Cablevision Inc., Nashville. Consideration \$625,000. Ann. Nov. 4.

WIXN-AM-FM Dixon, Ill.—Seeks transfer of control of licensee corporation, Russel G. Salter Inc., from Lloyd Burlingham (75%) and Robert L. Harris (25%) to Harry Campbell, Dolph Hewitt, Donald Blanchard and Norbert A. Drake (each 25%). Mr. Campbell is 26% owner of KCFI Cedar Falls, Iowa; Mr. Hewitt is producer and director for WGN Chicago; Mr. Blanchard is employed as talent on WGN; Mr. Drake is Chicago attorney and general counsel for KCFI. Consideration \$200,000 plus \$60,000 for agreement not to compete. Ann. Nov. 4.

WZOE Princeton, Ill.—Seeks assignment of license from Russel Armentrout and Mildred Armentrout db/as Bureau Broadcasting Co. to Bureau Broadcasting Co., owned by Ruel B. Van Wert (50%) and Russell W. Holcomb (50%). Mr. Van Wert is manager and assistant treasurer of Tri-County State Employees Credit Union. Mr. Holcomb is special agent of Indianapolis Life Insurance Co. Consideration \$125,000. Ann. Nov. 4.

WKAM Goshen, Ind.—Seeks transfer of control of licensee corporation, Kosciusko

Broadcasting Corp., from Northern Indiana Broadcasters Inc. (sole owner) to Roper-Wright Manufacturing Co., owned by Harold A. Schrock (51.28%), Isabelle Chapman (24.35%), and Helen Hetler (24.35%). All three are directors of Goshen Sash & Door Co., and Star Tank and Boat Co. Mr. Schrock is 90% stockholder of Koshen Iron Metal and Auto Wreckers Inc. Transfer is designed to bring holdings of Northern Indiana into better compliance with new multiple ownership rules. Consideration \$120,120. Ann. Nov. 4.

KFDI Wichita, Kan.—Seeks transfer of control of licensee corporation, Wichita Great Empire Broadcasting Inc., from Little Rock Great Empire Broadcasting Inc. (100% before, none after) to F. F. Mike Lynch (100%). Ann. Nov. 4.

WAIL Baton Rouge, La.—Seeks assignment of license from Merchants Broadcasters Inc. to WXOK Inc., owned by Jules J. Paglin and Stanley W. Ray Jr. (each 50%). Messrs. Paglin and Ray own jointly WBOX New Orleans, WXOK Baton Rouge, KYOK Houston, WLOK Memphis, Tenn., and WGOK Mobile, Ala. Consideration \$650,000. Ann. Nov. 4.

WXOK Baton Rouge, La.—Seeks assignment of license from WXOK Inc. to Merchants Broadcasters Inc., corporation about to be dissolved, from whom it would be transferred to new corporation, WAIL Inc. WAIL Inc. is owned by Ralph L. Burge, who is presently president and 30.7% stockholder of Merchants and desires to continue in broadcasting business. Consideration \$113,000. Ann. Nov. 4.

KVMN New Iberia, La.—Seeks assignment of license from Wagenwest Inc. to Teche-land Broadcasting Inc. owned by Sherrey Lopez, Guy Martin Jr., Huey Darby, Dave Wenger Jr. (each 16.0%), Vincent Muffoletto (10.8%), Volzie Simoneaud (9.0%), George Ackal, J. L. Comeaux, John E. Caldwell, Jess Storts (each 3.6%), Rex Joyner (1.8%). None of principals have other broadcast interests. Considerations \$300,000. Ann. Nov. 4.

WHBX(FM) Detroit—Seeks assignment of license and SCA from Panax Corp. to Century Broadcasting Corp. Principal stockholders of Century are George A. Rafel (23.4%), Howard Grafman, George A. Collias (each 22.8%), Anthony Karlos (7.7%), Joseph M. Baisch (1.9%) with 21 others. Mr. Rafel is president of electrical engineering firm; Mr. Grafman has been central division manager of Allied Artists Pictures Inc.; Mr. Collias is attorney; Mr. Karlos is chairman of wholesale grocery firm; Mr. Baisch is general manager of WREX-TV Rockford, Ill. Consideration \$79,000. Ann. Nov. 4.

KFOR Lincoln, Neb.—Seeks transfer of control of licensee corporation, Cornbelt Broadcasting Corp., from Stuart Investment Co. to owners of Stuart Investment individually; (see WMAV Springfield, Ill.).

WBBX Portsmouth, N. H.—Seeks acquisition of control of licensee corporation, Seacoast Broadcasting Corp., by William A. Gildersleeve (presently 33 1/3% stockholder) through purchase and retirement by corporation of stock now held by Francis J. Mahoney and John P. Dunfee (each 33 1/3% before, none after). Consideration \$29,350 to Mahoney and \$32,350 to Dunfee. Ann. Nov. 4.

KLFA-FM Lovington, N. M.—Seeks transfer of control of licensee corporation, Lea County Broadcasting Co., from Iva Lea Worley, administratrix of estate of David R. Worley deceased (98% before) to Iva Lea

Worley (1% before, 66 2/3% after) and R. W. Cozby, guardian of estate of David R. Worley Jr. (none before, 33 1/3% after). No financial consideration. Ann. Nov. 4.

WGVA Geneva, N. Y. and WTLB Utica, N. Y.—Seeks transfer of control of licensee corporation, Star Broadcasting Corp., from Maurice R. Forman (49 1/3% before, none after), Sidelle G. Mann and Herbert B. Claster as executors of estate of Edward Menden deceased (6% before, none after), which together comprise all issued and outstanding stock of Star Broadcasting, to Mohawk Broadcasting Co., owned by Straus Broadcasting Group Inc. Straus is licensee of WMCA New York, WALL-AM-FM Middletown, N. Y. Consideration \$600,000. Ann. Nov. 4.

KBYE Oklahoma City—Seeks transfer of control of licensee corporation, Great Empire Broadcasting Corp., from Berniece L. Lynch (72% before, none after) and F. F. Mike Lynch (28% before, none after) to Little Rock Great Empire Broadcasting Inc. (none before, 100% after). Little Rock is to be acquired by Berniece L. Lynch (100%). At the same time and mutually contingent upon grant of this application, F. F. Mike Lynch will become sole owner of Wichita Great Empire Broadcasting Inc., licensee of KFDI Wichita, Kan., and presently controlled by Little Rock. (See KFDI Wichita, Kan.) Ann. Nov. 4.

KACI The Dalles, Ore.—Seeks transfer of control of licensee corporation, Radio KACI Inc., from William E. Neumann (99.6% before, none after), Edith Neumann and Fred Thompson (each 0.2% before, none after) to Juniper Broadcasting Inc., owned by Betty Cushman, Gary Lee Capps, Sharon JoAnn Capps, Bradley D. Fancher, Dagmar Fancher, Robert W. Chandler, Nancy Chandler, Glenn Cushman (each 12 1/2%). Mr. Glenn Cushman is 33 1/3% stockholder of Cascade Printing Inc., commercial printer; Mr. Fancher is partner in law firm and owns with wife Pepsi-Cola Bottling Co., Bend; Mr. Chandler is president and 25% owner of LaGrande Observer, 20% owner of News Publishing Center Inc., and 10% owner of Star Publishing Co. (applicant for KATL Miles City, Mont.); Mrs. Chandler is 32% owner of Bend Bulletin, 25% owner of LaGrande Observer, 20% owner of News Publishing Co., 30% owner of Cascade Printing, and 10% owner of Star Publishing Co. Juniper Broadcasting Inc. is owner of KGRL Bend, Ore. Consideration \$52,000. Ann. Nov. 4.

WGOO Georgetown, S. C.—Seeks assignment of license from F. K. Graham tr/as Coast Broadcasting Co. to Cypress Co., owned by S. E. Felkel (60%), Chalmers B. Brazzell (40%). Mr. Felkel is president and majority stockholder of more than 20 real estate development companies, holds majority ownership in two water and sewer companies, and is 100% owner of WAZS Summerville, S. C. Mr. Brazzell is professional radio announcer and employe of WAZS. Consideration \$57,500. Ann. Nov. 4.

WSIX-AM-FM-TV Nashville—Seeks transfer of control of licensee corporation, WSIX Inc., from Louis R. Draughton, individually (59.3%) and as trustee for Jacquelyn D. Guthrie (14.8%); George J. Hearn Jr. (18.5%) and John D. Sprouse (7.4%) to General Electric Broadcasting Co. Simultaneous assignment of license is requested from WSIX Inc. to General Electric. Consideration \$9,700,000. Ann. Nov. 4.

KGNC-AM-FM-TV Amarillo, Tex.—Seeks assignment of license from Plains Radio

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Broadcasting Co. (KGNC-AM-FM) and from Globe-News Publishing Co. (KGNC-TV) to Stauffer Publications Inc. Stauffer Publications is owned by Oscar S. Stauffer (21.05%), Grant Stauffer estate (3.30%), Stanley H. Stauffer (2.94%), John H. Stauffer (2.64%), Marion W. Stauffer (1.63%), John R. Porter estate (8.18%), Grace Hoffman (4.25%), Jean K. Garvey (3.91%), F. W. Brinkerhoff (2.98%), Mrs. H. Bernard Fink (2.60%), and seven others less than 1.0%). Stauffer Publications controls following wholly owned broadcast subsidiaries: KSEK, Pittsburg and KSOK Arkansas City, both Kansas; KGFF Shawnee, Okla.; Casper Publications, which wholly owns Topeka Broadcasting Assoc., which is licensee of WIBW-AM-FM-TV Topeka, Kan. Total consideration, including \$4,225,000 to Globe-News, \$1,375,000 to Plains, and \$200,000 to Globe-News for noncompetition agreement: \$5,800,000. Ann. Nov. 4.

**KOKE Austin, Tex.**—Seeks assignment of license from Iva Lea Worley, administratrix of estate of David R. Worley deceased, tr/as Travis County Broadcasting Co. to Iva Lea Worley (66 2/3%) and R. W. Cozby, guardian of David R. Worley Jr. (33 1/3%), db/as Travis Broadcasting Co. No financial consideration. Ann. Nov. 4.

**KHGM(FM) Beaumont, Tex.**—Seeks assignment of license and SCA from Woodland Broadcasting Co. to KTRM Inc., licensee of KTRM Beaumont. (Ownership files not available.) Consideration \$75,000. Ann. Nov. 4.

**KTXX Sherman, Tex.**—Seeks assignment of license from O'Connor Broadcasting Corp. to Sherman Broadcasting Co. owned by William S. Morgan Jr. Mr. Morgan is rancher in Valley View, Tex., and was executive VP of McLendon Corp. Consideration \$130,000. Ann. Nov. 4.

**KALE Richland, Wash.**—Seeks assignment of license from D & D Broadcasting Corp. to K. A. L. E. Inc. owned by William R. Taft (80%) and Laurence G. Dix (20%). Mr. Taft is 88% owner of KRKO Everett, Wash.; Mr. Dix is manager of KALE and presently 1/2 owner of D & D. Consideration \$57,000 plus assumption \$43,500 outstanding debt and other obligations. Ann. Nov. 4.

**KTAC-AM-FM Tacoma, Wash.** — Seeks

transfer of control of licensee corporation, Tacoma Broadcasters Inc., from Jerry P. Geehan, Richard R. Hodge, et al. (all stockholders) to Radio 890 Corp. owned by M. Lamont Bean, Dan L. Starr and Ronald A. Murphy (each 33 1/3%). Mr. Bean is Seattle investment partner; Mr. Starr is Seattle publisher; Mr. Murphy is Seattle lawyer, with various investments including interests in stations KFQD Anchorage, KELA Centralia and KUEN Wenatchee, both Washington. Consideration \$410,000. Ann. Nov. 4.

**WMKE(FM) Milwaukee** — Seeks assignment of license from Music-Time Inc. to Suburbanair Inc., owned by Herbert L. Mount, James A. McKenna Jr., Neil K. Searles (each 32%), and Jack Krause (4%). Mr. Mount is VP and general counsel for Northern States Life Insurance Corp., senior partner in Mount and Keck law firm, stockholder in WMAD Madison, Wis.; Mr. Searles and Mr. Krause are stockholders in WMAD; Mr. McKenna is law partner of McKenna & Wilkinson and majority stockholder of following broadcasting interests: Western Broadcasting Corp., Hudson Broadcasting Corp., WCMB-FM Inc., Hudson Land Corp., WNAM Inc., Fox Cities Broadcasters Inc., Radio Americana Inc. Suburbanair is licensee of WAWA West Allis, Wis. Consideration \$98,700. Ann. Nov. 4.

**WIGL Superior, Wis.**—Seeks assignment of license from Arthur A. Cirilli, trustee in bankruptcy, to D. L. K. Broadcasting Co., owned by Harry W. Kaminsky (50%), James P. Deegan (33 1/3%), Edward E. Kaminsky (16 2/3%) Harry W. Kaminsky is majority owner of auto loan company with Edward E. Kaminsky; Mr. Deegan is podiatrist. Consideration \$8,000. Ann. Nov. 4.

### Hearing cases

#### INITIAL DECISIONS

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Integrated Communication Systems Inc. of Massachusetts for new UHF station to operate on channel 25 in Boston. Action Nov. 10.

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of WHAS Inc. for new FM to operate on channel 248 (97.5 mc) in Louisville, Ky. Action Nov. 10.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward (1) granting application of Victor Management Co. for new FM to operate on channel 239 (95.7 mc) in Little Rock, Ark., and (2) removing from hearing and returning to processing line amended application of Jacksonville Broadcasting Co. for new station on channel 262 (100.3 mc) in Jacksonville, Ark. Action Nov. 9.

#### DESIGNATED FOR HEARING

■ WQIK Rowland Broadcasting Co., Jacksonville, Fla.; Williamsburg County Broadcasting Co., Kingstree, S. C.—Commission designated for consolidated hearing applications to change facilities of WQIK from 1280 kc, 5 kw, D, to 1090 kc, 50 kw (10 kw CH), DA-2, D, and Williamsburg for new station to operate on 1090 kc, 1 kw, D. Action Nov. 10.

■ WMGS Inc. and Ohio Radio Inc., Bowling Green, Ohio—Commission designated for consolidated hearing applications of WMGS for renewal of license on 730 kc, 1 kw, DA, D, and Ohio Radio for new station with same facilities; made Federal Aviation Agency party to proceeding. Action Nov. 10.

■ Tri-City Broadcasting Co., Eufaula, Okla., and Henryetta Radio Co., Henryetta, Okla.—Commission designated for consolidated hearing applications for new FM's to operate on channel 272 (102.3 mc); ERF 3 kw, ant. height 187 ft. (Tri-City) and 158 ft. (Henryetta). Action Nov. 10.

#### OTHER ACTIONS

■ Review board scheduled oral argument for December 7 in proceeding on application of Marlon Moore for new AM in Joshua Tree, Calif. Action Nov. 10.

■ By order, commission (1) granted petitions by Berkshire Broadcasting Corp. (WLAD), Danbury, Conn., South Jersey Broadcasting Co. (WKDN), Camden N.J., and Eaglecon, Rockville, Conn., for severance of their applications from proceeding on application of Chambersburg Broadcasting Co. (WCHA), Chambersburg, Pa., and (2) granted applications to increase power on 880 kc, D, of WLAD from 250 w to 1 kw, and WKDN from 1 kw to 5 kw with DA, and Eaglecon for new daytime station on 800 kc, 1 kw, DA, each subject to conditions set forth in Aug. 24 decision of review board. Action Nov. 10.

■ By order in Carson City-Reno-Las

Vegas, Nev.-Idaho Falls, Idaho, AM proceeding, commission denied application by Radio Nevada for review of Sept. 28 order of review board which denied its petition to enlarge issues. Action Nov. 10.

■ By order in proceeding on applications of Black Hills Video Corp. for renewal of licenses of seven stations in domestic public point-to-point microwave radio service and modification of one license to cover additional facility, which were granted on July 2 with conditions (Doc. 14321-14328), commission, on its own motion, ordered that Nov. 15 effective date for compliance with carriage and non-duplication conditions imposed upon grants be extended for period ending three days after entry by court of appeals of order denying stay, in event such order is issued. Action Nov. 10.

■ Members Berkemeyer, Nelson and Kessler adopted review board decision granting (1) application of Middle Tennessee Enterprises Inc. for new FM to operate on channel 269 (101.7 mc), at Columbia, Tenn., (2) petition by Middle Tennessee Broadcasting Co. to dismiss its application for same facilities, and (3) cancelled oral argument and terminated proceeding in Doc. 15567-8, BPH-3776-7. Feb. 10 initial decision looked toward granting Middle Tennessee's application and denying application of Middle Tennessee Broadcasting Co. Action Nov. 5.

■ In proceeding on applications of Fidelity Radio Inc. and WHAS Inc. for new FM's in Louisville, Ky., review board dismissed as moot appeal by Fidelity from examiner's ruling requiring it to produce certain documents; latter's application was dismissed Nov. 1 by examiner. Action Nov. 5.

■ In proceeding on application of Midwest Television Inc. for new TV to operate on channel 49 in Springfield, Ill., review board, on own motion, certified to commission petition by Plains Television Corp. for stay, responsive pleadings, and appeal from examiner's ruling; and on own motion, continued without date evidentiary hearing in proceeding. Action Nov. 5.

■ By memorandum opinion and order, commission granted petition by Newcastle Broadcasting Corp. for reconsideration of March 31 action (which returned as unacceptable its application) to extent of waiving sections 73.24(b) and 73.37(a) of rules and accepting for filing its application for new AM to operate on 570 kc, 500 w, DA-2, unil. Commissioner Cox dissented and issued statement.

By report and order, commission withdrew its proposal to add second FM channel—221A—to New Castle, Ind., and terminated proceeding in Doc. 15936. Proposed assignment would be short-spaced to station WTTV-FM on channel 222 at Bloomington, which has transmitter located about 26 1/2 miles northeast of city. Commissioner Cox concurred and issued statement. Action Nov. 3.

■ Members Berkemeyer and Pincock, with member Kessler dissenting and issuing statement, review board adopted memorandum opinion and order denying petition by North Central Video Inc. for reconsideration and rehearing of that portion of review board's May 21 decision which denied as inconsistent with Sec. 73.28(d)(3) of "10 percent rule" its application for nighttime operation of KWEB Rochester, Minn., with 1 kw, DA-2. May 21 decision granted that portion of North Central's application insofar as it requested increased power of KWEB from 500 w to 5 kw, DA, continued operation daytime only on 1270 kc. Action Nov. 2.

### Routine roundup

#### ACTIONS ON MOTIONS

##### By Commission

■ Commission on Nov. 8 granted request by Communications Satellite Corp. to extend time from Nov. 10 to Dec. 10 to file comments and from Nov. 24 to Dec. 30 for replies in matter of amendment of Part 25 of rules to provide for issuance of authorizations to developmental stations in the Communication-satellite Service. Action Nov. 9.

■ Commission on Nov. 3 granted petitions by Redwood Empire Educational Television, Inc., and by Television Advisory Committee of State of California to extend time from Nov. 3 to Dec. 3 to file reply comments in TV rulemaking proposal involving Eureka, Calif.

##### By office of opinions and review

■ Granted motion by Central Broadcasting Corp. and WCRB Inc., to extend time to Nov. 10 to file reply to Broadcast Bureau's opposition to application for review in proceeding on their applications for new



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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 10

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS for new stations
AM	4,013		30	70		368
FM	1,365		49	201		250
TV-VHF	469 <sup>1</sup>		22	19		147 <sup>2</sup>
TV-UHF	92		15	75		.....

### AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 10

	VHF	UHF	Total
Commercial	512 <sup>2</sup>	182	694
Noncommercial	66	62	128

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30, 1965

	AM	FM	TV
Licensed (all on air)	4,004	1,334	561 <sup>3</sup>
CP's on air (new stations)	29	56	34
CP's not on air (new stations)	68	204	93
Total authorized stations	4,103	1,594	691
Applications for new stations (not in hearing)	275	188	82
Applications for new stations (in hearing)	67	45	57
Total applications for new stations	342	203	139
Applications for major changes (not in hearing)	195	45	30
Applications for major changes (in hearing)	35	2	7
Total applications for major changes	230	47	37
Licenses deleted	1	0	0
CP's deleted	2	2	0

<sup>1</sup> Does not include two licensed stations off the air.

<sup>2</sup> Breakdown on UHF and VHF applications not available.

<sup>3</sup> Includes three noncommercial stations operating on commercial channels.

FM's in Ware and Springfield, Mass., respectively. Action Nov. 8.

■ In proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Co. Inc. (KMMJ), Grand Island, Neb., in Doc. 15812-3, granted motion by KMMJ to extend time to Nov. 8 to file application for review of review board's Oct. 26 memorandum opinion and order. Action Nov. 4.

By Chief Hearing Examiner  
James D. Cunningham

■ Scheduled hearing for Dec. 13 before hearing examiners Smith, presiding, Donshue and Schildhouse in consolidated hearing which was directed by commission upon applications of Fitzgerald C. Smith, tr/as Southington Broadcasters, Southington, Conn. (Doc. 15871), Lebanon, Pa. (Doc. 15835), and Eastern Long Island Broadcasters Inc., Sag Harbor, N. Y. (Doc. 15871), Lebanon Valley Radio, Lebanon, Pa. (Doc. 15835), and Eastern Long Island Broadcasters Inc., Sag Harbor, N. Y. (Doc. 16033), with reference solely to issues of character qualifications of Fitzgerald C. Smith. Action Nov. 8.

■ In Washington, D. C., TV channel 50 proceeding in Doc. 16088 et al., granted petition by All American Television Features Inc. for leave to amend its application to file a copy of written option for lease of proposed trans. site; and pursuant to agreements reached at Nov. 5 further prehearing conference in proceeding, scheduled certain procedural dates, Jan. 4, 1966 for evidentiary hearing, and commencement of direct examination and cross-examination of witnesses for Theodore Granik for Jan. 10, for All American Television Features Inc. for Jan. 17, for T.C.A. Broadcasting Inc., for Jan. 24 and for Colonial Television Corp. for Jan. 31, 1966. Action Nov. 5.

■ Designated Examiner Walther W. Guenther to preside at hearings in proceeding on AM applications of Palmetto Broadcasting System Inc. (WAGL), Lancaster, S. C., and WPEG Inc. (WPEG), Winston-Salem, N. C.; scheduled prehearing conference for Nov. 19 and hearing for Dec. 13. Action Nov. 2.

By Hearing Examiner Basil P. Cooper

■ Granted petitions by Ultravision Broadcasting Co. and WEBR Inc. for leave to show new financial and other data in their

applications for new TV's to operate on channel 29 in Buffalo, N. Y. Action Nov. 8.

■ Continued Nov. 5 further prehearing conference to Nov. 10 in proceeding on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland, Md. Action Nov. 4.

By Hearing Examiner Charles J. Frederick

■ Denied joint petition by Charlottesville Broadcasting Corp. (WINA), Charlottesville, Va., and WBXM Broadcasting Co., Springfield, Va., for leave to amend their AM applications to reflect for WBXM decrease in daytime power, change in tower height and trans. site, and for WINA change from nondirectional to a directional operation. Action Nov. 8.

By Hearing Examiner Millard F. French

■ In proceeding on AM applications of Webster County Broadcasting Co., Eupora, and Holmes County Broadcasting Co. (WXTN), Lexington, both Mississippi, granted motion by Holmes county to cancel procedural dates and Dec. 14 hearing date, and scheduled further prehearing conference for Dec. 14. Action Nov. 4.

By Hearing Examiner Walther W. Guenther

■ Deferred action on petition by Community Broadcasting Inc. for leave to amend its application in Rochester, N. Y., TV channel 13 proceeding, to reflect merger agreement and certain changes in management. Action Nov. 5.

■ By separate actions in Rochester, N. Y., TV channel 13 proceeding in Doc. 14394 et al., granted petition by Genesee Valley Television Co. Inc. for leave to amend its application insofar as to reflect involuntary changes in ownership; deferred action on contingent requests by Genesee Valley and Flower City Television Corp. to withdraw their applications; also deferred action on petition by Community Broadcasting Inc. for leave to amend its programing proposals. Action Nov. 3.

■ In Rochester, N. Y., TV Channel 13 proceeding, in Doc. 14394 et al., granted petition by Star Television Inc., for leave to amend its application to reflect substitution for its stockholder, officer, and director Isaac Gordon, deceased, of his executors, and other data necessary to so update its application. Action Nov. 2.

By Hearing Examiner Isadore A. Honig

■ Pursuant to agreements reached at Nov. 4 further prehearing conference in proceeding on FM applications of Huntingdon Broadcasters Inc., Huntingdon, Pa., et al., scheduled certain procedural dates, and continued Dec. 14 hearing to Jan. 12, 1966. Action Nov. 4.

By Hearing Examiner H. Gifford Irion

■ Granted petition by the Broadcast Bureau to extend time from Nov. 5 to Nov. 12 to file proposed findings, and ordered that replies may be filed by Nov. 26 in proceeding on applications of Charles Vanda and Boulder City Television Inc. for new TV's to operate on channel 4 in Henderson and Boulder City, Nev., respectively. Action Nov. 8.

■ In proceeding on FM applications of Cascade Broadcasting Co., and Sunset Broadcasting Co. (KNDX-FM), Yakima, Wash., upon request by Cascade continued Nov. 9 hearing to Dec. 9. Action Nov. 4.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled prehearing conference for Nov. 12 in matter of cease and desist order to be directed to Service Electric Cable TV Inc., Bethlehem, Pa. Action Nov. 4.

By Hearing Examiner Forest L. McClenning

■ Granted request for continuance in Costa Mesa-Newport Beach, Calif., proceeding in Doc. 15752 et al., and cancelled Nov. 4 and 8 hearings and scheduled resumption of hearing for Nov. 15. Action Nov. 3.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Upon request by Broadcast Bureau, continued date for filing of reply findings from Nov. 5 to Nov. 19 in proceeding on application of Trinity Broadcasting Co. for new TV to operate on channel 40 in Fort Worth. Action Nov. 4.

■ On own motion, continued Dec. 15 hearing to Dec. 22 in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago. Action Nov. 4.

■ Pursuant to agreements reached and certain rulings made at Nov. 4 prehearing conference, scheduled resumption of hearing for Dec. 10 in proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston. Action Nov. 4.

■ Pursuant to agreements reached and rulings made at Nov. 3 prehearing conference in matter of revocation of license of Tinker Inc. for WEKY Richmond, Ky., continued Nov. 15 hearing pending further order. Action Nov. 3.

■ On own motion, further rescheduled Nov. 16 hearing for Dec. 30 in proceeding on applications of Chapman Radio and Television Co. and Anniston Broadcasting Co. for new UHF TV's in Anniston, Ala. Action Nov. 8.

By Hearing Examiner Sol Schildhouse

■ Granted petition by Patroon Broadcasting Co. for continuance of hearing in proceeding on its application for renewal of license of station WPTR Albany, N. Y., and rescheduled hearing for Jan. 31, 1966. Action Nov. 8.

By Hearing Examiner Herbert Sharfman

■ On unopposed oral request of Southern Radio and Television Co., rescheduled Nov. 8 further prehearing conference for Nov. 15 in proceeding on its application for new AM in Lehigh Acres, Fla. Action Nov. 3.

By Hearing Examiner Elizabeth C. Smith

■ Continued evidentiary hearing to Nov. 17 in proceeding on applications of Eastern Long Island Broadcasters Inc. and Reunion Broadcasting Corp. for new FM's in Sag Harbor and East Hampton, N. Y., respectively, and dismissed as moot applicants' joint petition for continuance. Action Nov. 3.

■ Received in evidence Exhibits 1 and 2 of WHAS Inc., Louisville, Ky., and closed record in proceeding on its FM application. Action Nov. 3.

### BROADCAST ACTIONS

by Broadcast Bureau  
Actions of Nov. 9

KTRN Wichita Falls, Tex.—Granted CP to change studio ant.-trans. location for auxiliary and alternate main trans.

WTMC Ocala, Fla.—Granted mod. of license to change name to W.T.M.C. Inc.

WIRL Peoria, Ill.—Granted mod. of license to change name to Mid America Media Inc.

WPMH Portsmouth, Va.—Granted extension of completion date to May 3, 1966.

\*KVCR(FM) San Bernardino, Calif.—Granted license covering change of ant.-trans. location, increase in ERP, and decrease in ant. height.

**Actions of Nov. 3**

KOGO-TV San Diego—Granted mod. of license to reduce aur. ERP to 31.6 kw, DA, and change type aur. trans.

WFGA-TV Jacksonville, Fla.—Granted mod. of license to reduce aur. ERP to 60.3 kw and change type aur. trans.

WPTW Piqua, Ohio—Granted license covering use of old main trans. at main trans. location as alternate main daytime trans.

WMOH Hamilton, Ohio—Granted license covering use of old main trans. at main trans. location as auxiliary trans. with remote control operation.

WKLZ Kalamazoo, Mich.—Granted license covering use of old main trans. at main trans. location as auxiliary trans. with remote control operation.

WDAE Tampa, Fla.—Granted license covering use of auxiliary trans. as alternate main trans. at main trans. location.

WEND-FM Ebensburg, Pa.—Approved engineering technical data submitted, pursuant to commission's April 21 Report and Order in Doc. 15716, to show operation on channel 256 (99.1 mc), ERP 9.9 kw, ant. height 520 ft.

WXRF Guayama, P. R.—Granted license covering use of old main trans. at main trans. location as auxiliary trans. with remote control operation.

WTBC Tuscaloosa, Ala.—Granted license covering use of old main trans. as alternate main trans. nighttime, auxiliary daytime.

WHSL Wilmington, N. C.—Granted license covering increased daytime power, change of type trans., and main studio location with remote control.

KPLR-TV St. Louis—Granted mod. of license to reduce aur. ERP to 55 kw, and change type aur. trans.

**Actions of Nov. 5**

KXRX San Jose, Calif.—Granted increased power on 1500 kc from 1 kw-N, 5 kw-LS to 5 kw-N, 10 kw-LS, install new trans. and make changes in directional ant. system; conditions.

KRLL Ralls, Tex.—Granted increased power on 1530 kc, D, from 1 kw to 5 kw (1 kw-CH) (daytime); install new trans. and make changes in ant. system; condition.

WMNC Morgantown, N. C.—Granted change on 1430 kc from day to unlimited time operation with 1 kw-N, continued daytime operation with 5 kw; install DA-N; conditions.

KSEK Pittsburg, Kan.—Granted license covering operation of former main trans. as auxiliary trans.

\*KRRC Portland, Ore.—Granted license covering change in ant.-trans. location, deletion of remote control operation of trans., and installation new ant.

\*KXLU Los Angeles—Granted license covering increase in ERP.

■ Granted renewal of licenses of following California main stations and co-pending auxiliaries: KBBI(FM) Los Angeles, KBKA(FM) Los Angeles, KBRG(FM) Los Angeles, KCRA-FM Sacramento, KDFC(FM) San Francisco, KFAC-FM Los Angeles, KFMU(FM) Los Angeles, KFRC-FM San Francisco, KHOF(FM) Los Angeles, KITT(FM) San Diego, KKKH-FM San Francisco, KKOP(FM) Redondo Beach, KLRD(FM) and SCA, San Diego, KOGO-FM and SCA, San Diego, KPEN(FM) San Francisco, KPRI(FM) San Diego, KSFO-FM and SCA, San Francisco, KUTE(FM) Glendale, KWIZ-FM Santa Ana, KXRQ(FM) and SCA, Sacramento, KAH1 Auburn, KAVR Apple Valley, KBIS Bakersfield, KBLF Red Bluff, KCBQ San Diego, KCOX Tulare, KDB-AM-FM Santa Barbara, KDEO El Cajon, KDHI Twentynine Palms, KDIA Oakland, KFAX San Francisco, KGIL San Fernando, KEAP Fresno, KERN Bakersfield, KFI Los Angeles, KFRC San Francisco, KFRE-AM-FM Fresno, KFXX San Bernardino, KGER Long Beach, KGMS Sacramento, KHSL Chico, KIBE Palo Alto, KICO Calexico, KINS Eureka, KIQS Willows, KIST Santa Barbara, KJAY Sacramento, KPMC Bakersfield, KPRL Paso Robles, KRDU Dinuba, KRKD-AM-FM and SCA, Los Angeles, KSDO San Diego, KSUE Susanville, KUKI Ukiah, KVIP Redding, KWIP Merced, KWTC Barstow, KXEX Fresno, KYNO Fresno, KAFI(FM) Auburn, KEEN-FM and SCA, San Jose, KGGK(FM) Garden Grove, KJAZ(FM) Alameda, KNOB(FM) Long Beach, KRON-FM San Francisco, \*KCSM(FM) San Mateo, \*KERS(FM) Sacramento, \*KPFS(FM) Pasadena, \*KSJS(FM) San Jose, \*KXLU(FM) Los Angeles, KGST Fresno, KHER Santa Maria, KHUM Santa Rosa, KIEV Glendale, KJOY Stockton, KLAC-AM-FM Los Angeles, KLAN Lemoore, KMPC Los Angeles, KNBA

Vallejo, KOAG Arroyo Grande, KOWN Escondido, KPAS Banning, KPAY Chico, KPPO Riverside, KSAY San Francisco, KSEE Santa Maria, KSFE Needles, KSFO San Francisco, KSRO Santa Rosa, KTHO Tahoe Valley, KTRB-AM-FM Modesto, KUDE Oceanside, KWOW Pomona, KWSD Mt. Shasta, KYOS Merced, KAFY Bakersfield, KATY-AM-FM San Luis Obispo, KAVL Lancaster, KBEE-AM-FM Modesto, KCKC San Bernardino, KCOY Santa Maria, KCRSA Sacramento, KDOL Mojave, KKAR Pomona, KKHI San Francisco, KLIP Fowler, KLIV San Jose, KLOC Ceres, KLOK San Jose, KLOM Lompoc, KLYD Bakersfield, KNGL Paradise, KOGO San Diego, KONG-AM-FM and SCA, Visalia, KOWL Bijou, KPAL Palm Springs, KPAT Berkeley, KPER Gilroy, KPOD Crescent City, KRAK Sacramento, KREO Indi, KRNO San Bernardino, KSCO-AM-FM Santa Cruz, KSPA Santa Paula, KSYC Yreka, KVCV Redding, KWAC Bakersfield, KWIZ Santa Ana, KWXY Cathedral City, KXO El Centro, KACE-FM Riverside, KDUO(FM) and SCA, Riverside, KFMW(FM) and SCA, San Bernardino, KHER(FM) Monterey, KMAX(FM) Sierra Madre, KREP(FM) and SCA, Santa Clara, KUDE-FM and SCA, Ocean-side, KEDC-FM Northridge, \*KLON(FM) Long Beach, \*KSDA(FM) La Sierra, \*KXXK(FM) and SCA, San Francisco, KZSU(FM) Stanford.

WSJM St. Joseph, Mich.—Granted CP to change ant.-trans. location and change ant. system.

KSTP St. Paul—Granted CP to install new auxiliary trans.; condition.

WPX-FM New York—Granted CP to increase power to 14.63 kw for alternate main trans.

WABI-FM Bangor, Me.—Granted CP to change ant.-trans location to Dixmont, decrease ERP to 5 kw, and increase ant. height to 1,230 ft.

■ Granted licenses for following FM's: WLNO(FM) London, Ohio; WFRB-FM Frostburg, Md.; WEIC-FM Charleston, Ill.; WBPZ-FM Lock Haven, Pa.; KSAM-FM Huntsville, Tex.; WCST-FM Berkeley Springs, W. Va., and specify type ant.

■ Granted licenses to use old main trans. as auxiliary trans. at main trans. site for following stations: WCCM Lawrence, Mass., with remote control; KXL Portland, Ore.; KVOG Ogden, Utah; and WAYE Baltimore, with DA-D, remote control; conditions.

■ Granted licenses covering changes for following VHF TV translator stations: K06BI City of Manitou Springs, Manitou Springs, Colo.; W12AC Community Television System, Gatlinburg, Tenn.; K07CY, K09CY, K11DF, Bonanz, Utah; K11DX, Denton T.V. Assn., Denton, Mont.; K13DR Denton T.V. Assn., Denton, Mont.

■ Granted licenses for following VHF TV translator stations: K09GZ Midnight Sun B/crs Inc., Sutton, Alaska; K05CQ Keyes Television Assn., Keyes and US Bureau of Mines Helium Plant, Okla.; K05CN Community T.V. Assn. Coop., Red River, N. Mex.; and K02EE Trinity County Superintendent of Schools, Weaverville, Calif.

**Actions of Nov. 4**

\*KSPC Claremont, Calif.—Granted license covering change of studio and ant.-trans. location, and increase in ant. height.

WIZR Johnstown, N. Y.—Granted mod. of license to change name to WIZR Broadcasting Corp.

KING Seattle—Granted extension of completion date to Jan. 16, 1966.

KYA-FM San Francisco—Granted CP to install new trans. and new ant., and increase ERP to 25 kw; remote control permitted; conditions.

KGIW Alamosa, Colo.—Granted CP to increase daytime power on 1450 kc 250 w to 1 kw, continued nighttime operation, with 250 w; condition.

KPRI(FM) San Diego—Rescinded Oct. 21 action which granted CP to change studio, ant.-trans. location, and remote control point, and decreased ant. height.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: K0WB Laramie, Wyo.; KYCN Wheatland, Wyo.

**Actions of Nov. 3**

WKVK Virginia Beach, Va.—Granted license covering change in ant.-trans. location, remote control point, and make changes in ant. system.

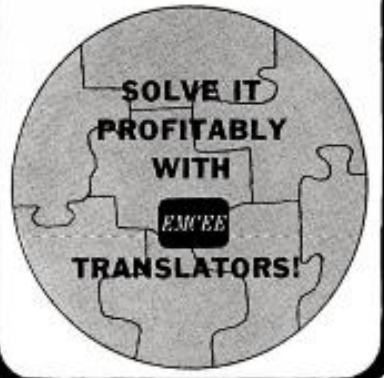
K000 Omaha—Granted license covering installation new trans. as an auxiliary trans. with remote control operation.

KOEL Oelwein, Iowa—Granted license covering installation daytime auxiliary trans.

KDIA Oakland, Calif.—Granted license covering use of old main trans at main trans. location as auxiliary trans.

(Continued on page 110)

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Southern Station group needs an assistant manager for one of its stations in Southern city of almost 1 million. Want aggressive, dynamic salesman with real selling ability and administrative talent who can advance to manager after test period. Successful local sales experience in the south preferred. Opportunity and earning power unlimited for right man. Five figure remuneration plan plus incentive bonus, expense account and fringe benefits. A great opportunity for the right man who is able to furnish good references, proof of past performances and stability. Send complete resume and recent photo. Box L-23, BROADCASTING.

Qualified station manager needed for small Ohio daytimer. Box L-59, BROADCASTING.

Manager—Metropolitan market over 200,000 population. Outstanding opportunity for man with proven record in sales and/or management. Complete resume, photo, references 1st letter. Must stand rigid investigation. Box L-114, BROADCASTING.

Radio-TV station Rep. Firm seeks additional personnel with capital for expansion, New York—Chicago—Los Angeles. Box L-175, BROADCASTING.

Assistant manager for Louisiana small market station. Good opportunity to move up to manager if you can produce. Prefer first phone. Box L-183, BROADCASTING or phone 318-872-1533 after 6 CST.

Selling manager needed at Maryland daytimer. Write: Manager, P.O. Box 28, Westminster, Maryland, or phone 301-848-5511.

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Radio Station in New Orleans is seeking skilled and experienced radio time salesman. Station has a top notch customer list and a well authenticated presentation story for advertisers. You will start with a base salary guaranteed of \$9,000 and an incentive bonus plan that will enable you to earn much more. You must have had a tested and proven career in sales and your record should show that you have had some continuity of employment with stations you were with. Write giving full details of your education background and sales experience. Box K-280, BROADCASTING.

We're looking for a "go-getter" who wants to be a sales manager or manager but is a little short on experience. We offer top ratings, job security, above average earnings, company insurance, a retirement program and a good future. If you can offer hard work . . . we ought to get together. Upper midwest. Box L-32, BROADCASTING.

Earn \$10-\$15,000 per year in top midwest small market regional sales opportunity. Will train if you have broadcast experience. Protected accounts. Guarantee. Good rate card. Sales management opportunity. Don't accept another position until you learn about this one. Write Box L-34, BROADCASTING.

Experienced salesman with record of successful employment. 5kw plus 100kw FM, in Texas town of 30,000. Immediate opening. Write Box L-131, BROADCASTING.

Aggressive, skilled and experienced radio time sales man, top notch customer list and presentation story. 50 kw quality music station in top 5 maj. market. You must have had tested & proven career in broadcast sales. Syndication experience helpful. Send resume, picture, references. Box L-195, BROADCASTING.

## Sales—(Cont'd)

Salesman-announcer capable of working into management. Single station market. Group ownership—Florida. References will be checked. Send tape, photo and complete resume. Box L-199, BROADCASTING.

Southern California metro area station needs experienced, mature local salesman who can sell retail accounts against rough competition. Station has excellent reputation . . . stable staff . . . growing business. Bright middle-of-the-road. Very promotional. Always something going on . . . something special to sell. Liveable salary plus commissions that escalate up to 35%. Be prepared to prove past performance and good employment record. Box L-206, BROADCASTING.

Washington, D. C.'s No. 1 radio station looking for hard driving salesman. Opportunity to earn big money with a group operation and advance to management. Best salary and incentive plan in market. Call or write Mr. Charles Stewart, WOL Radio, HO 2-3900, Washington, D. C.

Wanted: Young, ambitious, experienced salesman. Excellent opportunity with good music station. Call R. W. Phillips, for details 517-753-4456.

New quality FM station in Chicago needs a hard-working salesman. Opportunity unlimited for right man. Salary plus commission and expenses in addition to liberal company benefits. Send resume and references to Witt Enterprises, 2719 W. Berwyn, Chicago, Illinois 60625.

Mature time salesman with third phone, part time air work. Small, excellently equipped, adult station. Booming retirement area. Airmail resume, tape, photo to Box 1500, New Port Richey, Florida.

If you are interested in a fine midwest sales opportunity, call area code 816-263-1230.

Experienced, ambitious, creative salesman for dynamic 50 kw property in Fort Worth. Excellent salary plus generous commission plan. Send resume and picture to Jay Elson, P.O. Box 2049, Fort Worth, Texas.

Ambitious, experienced salesman. Excellent potential with new good music AM station in growth area adjacent to Washington, D. C. Write Box 17111, Dulles International Airport, or Call 703-437-1444.

## Help Wanted—Announcers

Leading adult station in top Michigan market is seeking experienced announcer-dj—strong on music and news. Good pay, exceptional fringe benefits. Send tape, photo, and complete resume to Box J-143, BROADCASTING.

We're looking for qualified announcers (not disc jockeys) with mature voices for a high rated limited commercial superb music operation in a major mountain states market. Should be able to sell without shouting; deliver an authoritative newscast and operate a tight, clean board. Rush complete background, expected starting salary, references and tape . . . Box L-5, BROADCASTING.

Florida adult station has immediate opening for experienced professional announcer with endorsed third. Must enjoy good radio and be willing to settle permanently in growing central Florida community. Send tape, resume, snapshot and full story first letter. Write Box L-31, BROADCASTING.

## Announcers—(cont'd)

Morning man wanted—Southern Arizona—big market—big station. 3rd class with broadcast endorsement, mature voice, sense of humor, production know-how, copy experience, leadership qualities for future promotion. Send air check, profile and salary requirements to Box L-100, BROADCASTING.

First class ticket dj, fast and cheerful. Major market. Box L-112, BROADCASTING.

Swinger for No. 1 rated top 40 station, metro market—quarter million population. Send aircheck, resume, photo. Box L-116, BROADCASTING.

Afternoon drive-rock station in market over 200,000 looking for man with proven ratings record. Tape, references, picture, 1st letter please. Box L-139, BROADCASTING.

Morning man—popular music station with top ratings. Must have mature voice, tight board. Resume, tape, snapshot to Box L-140, BROADCASTING.

Are you looking for a spot to become a great morning man? Top medium market station, northeast, is looking for a well read adult AM announcer. We need a man who is clever, up on current events, and wants to become totally involved in the community. He must be able to handle conversation radio. Top salary, and you become part of a large chain with opportunities in TV and FM as well. Rush resume and tape to Box L-157, BROADCASTING.

We are still looking. Out of 50 applications, we have chosen one. Do you qualify? Los Angeles metro area, good music station, looking for professional personalities and newsmen. You need not apply if you have less than five years experience, are not an original, deep-voiced, personality capable of handling any phase of broadcasting, excluding sports. We are looking for top people to compete in the toughest radio market in the world. Must have first ticket; no maintenance. In AFTRA station, 5-day, 40 hour week. Send tape and resume. References will be thoroughly checked. No tapes returned. Box L-167, BROADCASTING.

Leading station in Western Michigan is seeking experienced announcer-dj—strong on music & news. Good pay, fringe benefits. Opportunity for TV com's. Send tape, photo & resume to Box L-169, BROADCASTING.

Basketball—football play by play, adult modern music, news and sports announcer with sell-ability needed by fulltime 5000 watt midwest radio station. Require 3rd with endorsement. Opportunity for TV assignments . . . internal promotion created opening. Send tape, photo and resume to Box L-172, BROADCASTING.

Capable production-man-announcer, eventually to move into morning slot. Stable midwest competitive market of 25,000. Tape, resume to Box L-177, BROADCASTING.

Have good opening for 6:30 to midnight show on top rated, top 40 station in medium southwest market. First ticket a must!!! Send tape, resume to Box L-190, BROADCASTING.

Announcer/engineer with 1st phone for light technical work and board shift. Starting pay \$115-125. Needed immediately. Box L-192, BROADCASTING.

Too bad we don't have five bright young talented personalities! We only have four. If you'd like to be the fifth on a real winner in swinging market send tape, pic, details to Box L-201, BROADCASTING.

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**CHAPMAN COMPANY INC**

2045 PEACHTREE RD., ATLANTA, GA. 30309

(Continued from page 103)

**KAYO Seattle**—Granted license covering change in ant.-system.

**KDEC Decorah, Iowa**—Granted license covering change in ant.-trans. location.

**WLIR(FM) Garden City, N. Y.**—Granted CP to change ant.-trans. and studio location, remote control point, install new trans., increase ERP to 3 kw, ant. height to 230 ft.; and use of old main trans. as auxiliary trans.; remote control permitted.

**KUWS-FM Newton, Iowa**—Granted mod. of CP to change type trans. and type ant.

**KCIL-FM Houma, La.**—Granted mod. of CP for change in type ant.; and decrease ant. height to 140 ft.

#### Actions of Nov. 2

■ Granted CPs for following new VHF TV translator stations: Unitha county, Vernal, Redwash, and Bonanza, Utah, on channel 13 to rebroadcast programs of station KUED-TV Salt Lake City; Applegate Television Assn. Inc., Applegate Valley, Ore. on channel 2, KMED-TV Medford; and Alpine Community Television, Alpine, Ariz., on channel 6, KOLD-TV Tucson, Ariz.

**KSTP St. Paul**—Granted licenses covering change in day operation from DA main day trans. conditions.

**WQMR Silver Spring, Md.**—Granted CP to change ant.-trans. and main studio location; remote control permitted; condition.

**WRAL-TV Raleigh, N. C.**—Granted CP to reduce aur. ERP to 10 kw and change type trans.

■ Following stations were granted mod. of license to reduce aur. ERP: WNAO-TV channel 7, Boston, to 63.1 kw; WSIU-TV channel 8, Carbondale, Ill., to 40.7 kw, and type trans.; WCBW channel 10, Augusta, Me. to 61.7 kw; WXGA-TV channel 8, Waycross, Ga., to 47.9 kw; WVAN-TV channel 9, Savannah, Ga., to 34.7 kw, and change type aur. trans.

■ Following stations were granted extensions of completion dates as shown: KOYL-FM Odessa, Tex., to March 15, 1966; WKBC-FM North Wilkesboro, N. C. to May 30, 1966; WHMP-FM Northampton, Mass., to Jan. 25, 1966; and WPAT-FM Paterson, N. J., to May 23, 1966.

■ Remote control permitted for following stations: KGHO-FM Hoquiam, Wash.; and WAFS Amsterdam, N. Y.

#### Action of Oct. 29

**WENZ Highland Springs, Va.**—Remote control permitted.

#### Action of Oct. 26

■ Granted change of remote control authority for WJML Petoskey, Mich.

### Fines

■ Commission notified Victor Valley Broadcasters Inc., licensee of KCIN Victorville, Calif., that it has incurred apparent liability of \$2,000 for violations of Sec. 310(b) of communications act and Sec. 1.613 of commission rules by its owner, Jerry Carr, effecting unauthorized transfer of control to Ralph Sacks, station manager, without applying for or obtaining commission consent. Licensee has 30 days to contest or pay forfeiture. Commissioner Wadsworth dissented and voted for hearing. Action Nov. 10.

■ Commission notified William and Katherine Mende, licensees of KAPR Douglas, Ariz., that they have incurred an apparent liability of \$2,000 for operating station repeatedly with excessive frequency deviation, also not employing full-time radiotelephone first class radio operator as required by rules. They have 30 days to contest or pay forfeiture. Action Nov. 10.

### Rulemakings

#### DISMISSED

■ By report and order, commission terminated without further action its rulemaking proceeding of Feb. 13, 1963 which proposed to bar broadcast applications conflicting with multiple ownership rules unless applicant first disposed of conflicting holding.

On basis of filings, commission finds some of arguments against merits of proposal persuasive, and "it appears that the proposed amendment would involve undue restrictions on potential applicants without corresponding administrative or other benefits of equal significance." It was concluded that public interest does not require adoption of rule proposed. Action Nov. 10.

Miami—John Raymond Meyers. Commission dismissed requested amendment of rules so as to make certain changes in FM allocations table in following Florida cities: Hollywood, add 222c; Hialeah, delete 221a,

add 252a; Clewiston, delete 221a, add 296a; Homestead, delete 252a, add 272a; Miami, delete \*219, add \*218. Dismissal announced Nov. 5.

#### PROPOSED

By further notice of proposed rule making in Doc. 16063, commission invited comments to alternate proposal to amend FM table of assignments to permit assigning Class A channel to both Savanna, Ill., and Maquoketa, Iowa. It would assign channel 272A to Savanna and 237A to Maquoketa, and delete latter channel from Muscatine. Original proposal looked toward assigning 272A to Maquoketa and substituting 276A for 275 at Cedar Rapids. Action Nov. 10.

#### PETITIONS FOR RULEMAKING FILED

**Bemidji, Minn.**—Board of Education of Independent School District No. 31. Requests institution of rule making proceedings looking toward reservation of VHF channel 9 already allocated to Bemidji for noncommercial educational use. Ann. Nov. 5.

**Rio Grande and Cape May, New Jersey**—Owen W. Hand and Edward Evanchyk. Request amendment of rules to assign channel 269 to Cape May. Ann. Nov. 5.

**WPKE-AM-FM Pineville, Ky.**—East Kentucky Broadcasting Corp. Requests amendment of table of assignments as follows: 22, \*28. Ann. Nov. 5.

**WNAP Monroe, N. C.**—Monroe Broadcasting Co. Requests issuance of notice of proposed rule making to assign UHF channel to Monroe. Ann. Nov. 5.

### New call letters requested

■ Chesapeake, Va.—South Norfolk Broadcasting Co. Requests WSJT.

■ WDOK Cleveland—Westchester Corp. Requests WIXY.

■ Cadiz, Ky.—Barkley Lake Broadcasting Co. Requests WKDZ.

■ Wagoner, Okla.—Wagoner Radio Co. Requests KWLG.

■ Torrance, Calif.—Torrance Unified School Dis. Requests KNHS.

■ WANE Fort Wayne, Ind.—Shepard Broadcasting Corp. of Ind. Requests WLYV.

■ Superior, Wis.—Wisconsin State University. Requests WSSU.

■ Ponca City, Okla.—Mash Enterprises Inc. Requests KFOR-FM.

■ Holly Springs, Miss.—William H. Wallace. Requests WKRA.

## COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Nov. 10. 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.

**Mountain Brook, Ala.**—Jefferson Cablevision has applied for a franchise.

**Crestview, Fla.**—Northwest Florida Television Cable Co. and Twin City Television Corp. have applied for a franchise to operate in the unincorporated areas around Crestview and Niceville-Valparaiso, Fla. Gregg Cablevision Inc., Nashville, operates a CATV system in Crestview.

**Grand Rapids, Mich.**—WOOD-TV, a Time-Life broadcasting station, has applied for a franchise. Previous applicants are Booth Broadcasting Co. (Detroit), and John D. Loeks, a local theatre operator.

■ **Kalamazoo, Mich.**—Wolverine Cablevision Inc., jointly owned by Fetzer Broadcasting Co. and Time-Life Broadcast Inc., has been granted a franchise. The firm is also seeking franchises in Battle Creek, Marshall and Albion, all Mich.

**Ludington, Mich.**—Booth Broadcasting Corp., (group owner) has applied for a franchise.

■ **Jefferson county, Mo.**—Jeffco Cablevision Inc. has been granted a franchise. Principals in the firm are George Ogilvy, Jefferson County, and William E. Becker of Baltimore.

**Warrensburg, Mo.**—United Transmission Inc., a subsidiary of United Utilities Inc.,

has applied for a minimum 10-year franchise. Under the agreement the firm would pay the city 3% of the gross receipts and would charge a \$15 installation fee and a \$6 monthly service rate.

**Belvidere, N. J.**—Washington Cable Co. was denied a franchise.

■ **Pompton Lakes, N. J.**—Tele-Mark Communications has been granted a 25-year franchise.

**Canton, Ohio**—Armstrong Utilities Inc., Kittinging, Pa., has applied for a franchise. The firm proposes two plans: it would charge \$4.25 monthly and pay 5% of the gross receipts or it would charge \$4.50 and pay 10% of the gross receipts. There would be no installation fee. Previous applicants are Telarama Inc., Cleveland (in which Scripps-Howard Broadcasting holds a minority interest), and Imperial Broadcasting Co., owned by three Stark county (Ohio) men (David Lavin, Dan Reiden and attorney Earle E. Wise).

**Chester, Ohio**—CATV of Ohio Valley Inc., owned by Columbiana CATV Inc. and Rego Industries Inc., Hoboken, N. J., has applied for a franchise. The firm offers stations from Cleveland, Pittsburgh, Wheeling, W. Va., and Steubenville and Youngstown, both Ohio. CATV of Ohio Valley would pay 4% of the gross and would charge between \$4.50 and \$4.95 monthly.

■ **Massillon, Ohio**—Massillon Cable TV Inc. has been granted a franchise.

**Tallmadge, Ohio**—Sillon Enterprises has applied for a franchise.

**Youngstown, Ohio**—Youngstown Cable TV Co., Holidayburg, Pa., a subsidiary of Altoona Video, has applied for a franchise. A previous applicant is Telarama Inc., Cleveland (minority interest held by Scripps-Howard Broadcasting Co.).

■ **Buckingham, Pa.**—Bucks County Cable TV Inc., Warrington, Pa., represented by John Laughlin, has applied for a franchise. The company would pay 5¼% of gross income.

Subscriber costs would be set at \$20 for installation and \$4.50 per month.

**Horsham, Pa.**—Telesystems Corp., Glenside, Pa., a multiple CATV owner, has applied for a franchise. The firm would offer 11 stations, including three from New York, for a monthly charge of \$4.95 in addition to a \$10 installation fee.

**Norristown, Pa.**—Three firms have applied for a franchise: Twin County Trans Video Inc., represented by Joseph L. Prince; Norristown Distribution Systems Inc., represented by John J. Wolsky; and Philadelphia CATV Co. Philadelphia CATV and Norristown Distribution would each charge \$7.50 for installation, but Twin County would have no installation fee. Monthly rates of Philadelphia CATV and Twin County would be from \$4 to \$5, and Norristown Distribution would have a fee of \$3.85 to \$4.85. Norristown Distribution would pay 6% or a \$2,000 fee; Twin County would pay 2% and Philadelphia CATV would pay 5%. Previous applicants are Suburban Cable TV Inc., a subsidiary of Triangle Publications (Triangle owns WFIL-AM-FM-TV Philadelphia); International Equity Corp., Bala Cynwyd, Pa.; and Telesystems Corp., Glenside, Pa. (a multiple CATV owner).

**Tullahoma, Tenn.**—Jordan Broadcasting Co., WJIG-AM-FM, Tullahoma (E. B. Jordan, owner), has applied for a 25-year franchise. Previous applicant was Tullahoma TV Cable Co.

**Price, Utah**—Vetere Motor & TV Inc., Price, has applied for an exclusive franchise. Vetere Motor and TV Inc. is owned by Louis Vetere.

**Hayward, Wis.**—Bay Television Inc., Ashland, Wis., has applied for a franchise. Under the agreement the city would receive 2% of the annual gross revenue and the company would charge a \$5 monthly service fee and an installation fee not to exceed \$30.

As an energetic teen-ager more than 25 years ago, Julian Goodman was a part-time reporter for his hometown newspaper in Glasgow, Ky., then a town of 5,800 people. Though he covered Glasgow diligently, his eyes and particularly his ears were directed toward a wider horizon.

"We didn't have a wire service on the *Glasgow Daily News*," he recalled, "and one of my jobs was to listen to the radio and take down the ball scores and news of national and international importance. I remember that's how we obtained our news of the death of Jean Harlow."

This coverage of the radio was Mr. Goodman's introduction to broadcast news. The youngster who "borrowed" the news later moved into a career in TV-radio journalism that has spanned more than 20 years, during which he has instituted a number of significant innovations in broadcast coverage.

Mr. Goodman is no job-hopper. He joined NBC at its WRC Washington outlet in the summer of 1945 and has served the organization continuously. He rose gradually in the company's news hierarchy, and last Oct. 4 he was elected executive vice president of NBC News.

**Planner and Innovator** ■ His forte is news administration. He has a glowing reputation for planning and directing coverage of outstanding events; for selecting news personnel with growth potential and nurturing their development, and for introducing techniques for covering events more rapidly and efficiently.

"I purposely directed my career toward the administrative side of the news," Mr. Goodman volunteered. "When I joined WRC as an editor-writer in 1945, replacing David Brinkley on the night staff, I made it a point to learn all I could about editing, producing and assignment handling. I never had a real desire to do newscasting, though I've done that too on rare occasions."

At NBC News, he's known as the alter ego of William R. McAndrew, president of that division. They have known each other for more than 20 years, ever since their WRC days, and, colleagues say, their roles are virtually interchangeable.

"If you want to see Bill about something and he's not in, you just go in to see Julian," one NBC News staffer remarked. "They see eye to eye on virtually anything and everything."

**Moves the Staff** ■ From his headquarters in the RCA Building in New York, Mr. Goodman supervises a full-time staff of 800 and a group of 200 part-time correspondents scattered throughout the world. In the course of a day he may move film crews from one world trouble spot to another;

## The man who brewed NBC's instant news

schedule a nighttime news documentary on a fast-breaking development or devise plans for a large staff to cover a race riot, a demonstration or a space shot.

Mr. Goodman advises young men and women aspiring to a career in radio-TV journalism to learn the technical aspects of the job. He, of course, immersed himself in those areas while still on the WRC staff.

During the 1948 political conventions Mr. Goodman, versed in tape editing, was placed in charge of audio tape operations in what was the first practical demonstration of tape to cover a live, continuing news event.

Mr. Goodman participated in the de-

velopment of the concept of the "instant special," a program covering a fast-breaking news event within hours of its occurrence, usually on the evening of the same day. He also is credited with having helped to develop another concept, the "electronic news service." For this undertaking NBC News uses network lines to transmit film coverage of international and national events to affiliated stations. The stations tape the coverage for inclusion in their own news programs. A total of 75 subscriber stations obtain a half-hour news feed each day.

**Considers the Future** ■ Communication of news has come a long way over the past 25 years, Mr. Goodman acknowledged. But he would not venture to predict any dramatic development to overshadow satellite coverage. He voiced the view that breakthroughs in the future would be keyed to technical advances.

He envisions the emergence of smaller film cameras that use less light and are less visible to the subject; color film that will use less light and can be developed more rapidly and the miniaturization of mobile units that can be dispatched quickly to distant places for live coverage of events.

"We have had a news explosion in recent years," Mr. Goodman observed. "In 1965, NBC News has put on about twice as many hours in live coverage as in 1964. Looking at it another way, in 1959 we had one full-time producer in news. Today we have 22."

Despite the advantages of television, radio news is "still a hard core of our business," Mr. Goodman remarked. He foresees a continuing trend in "actualities" in radio news coverage and an expansion in interpretation and analysis.

Mr. Goodman was reluctant to pinpoint "the biggest story" of his 20-year career. He reflected for a moment, and then replied:

"I'll say this. I'm proud that we placed a camera in the rotunda of the Capitol the night the body of President Kennedy lay in state. We left the camera on all night as the people passed by. I think the viewers drew some measure of comfort from this quiet scene."

Mr. Goodman noted that NBC News has a budget of \$60 million a year, and acknowledged that sponsorship, though expanding, does not begin to cover the outlay. He said that the organization is "fortunate" in having news-oriented Robert E. Kintner, as president and board chairman-elect of the network.

Mr. Goodman arrives at his midtown office by 9 a.m. each day and tries to leave by 6 p.m., though he doesn't always succeed. When he arrives at his Larchmont, N.Y., home, his wife often greets him with a kiss—and a message from the office.

## WEEK'S PROFILE



Julian Byrn Goodman—Exec. VP, NBC News; b., Glasgow, Ky., May 1, 1922; Western Kentucky State College, Bowling Green, 1939-42; B.A., Economics, George Washington U., 1948; U. S. Army, 1943 (medical discharge later that year); office manager, Products Resources Board, Washington, 1943-45; newswriter, WRC Washington, 1945-50; manager of news and special events, NBC Radio, 1950-51; manager, news and special events for NBC Washington, 1951-59; director of news and public affairs, New York, 1959-61; VP, NBC News, 1961; Exec. VP, NBC News, October 1965; past pres., Radio-TV Correspondents Assn., Radio-TV News Directors Assn., Sigma Delta Chi, National Press Club, Players Club, Oriental Beach Club; recipient Robert E. Sherwood Memorial Award, 1959; m.—Betty Davis of Dawson Springs, Ky., 1946; children—Julie, 17; John, 14; Jeff, 10; Greg, 3; hobbies—sailing, golf.

## The light in the dark

**E**VERY inducement for civil disorder, perhaps panic, was created by the power failure in the Northeast last Tuesday night. The only antidotal force available was the battery-powered transistor radio.

Television sets went out with the lights. Newspapers had no way to print or to distribute, and even if they had stayed in business they could not have told 30 million people what was going on until hours after it had happened. In the darkness radio was the one source of information.

Is radio an effective instrument of communication? In a lightless night without other means of news dissemination people behaved, by all accounts, better than they do when all facilities are operating normally.

## The real meaning of those Niensens

**I**N all the wrangling of the past two weeks over whether prime-time television audiences are lower this season, or whether it's just the figures and not the viewers who have tapered off, the network programming departments have been singularly quiet. Perhaps that is because they are busy studying their standards of selection.

It is clear now that at least part of the audience decline is in arithmetic, not people. The A. C. Nielsen Co. changed its method of counting homes, with the result that the same amount of viewing would show up as about 2% less this year than last.

It may be argued, as most broadcast researchers do argue, that when this adjustment has been made, the decline that is left is realistically insignificant, and that in any case audiences this year are the biggest in history except for the "abnormally high" totals racked up last year. It may also be argued, and has been by some, that other technical changes can account for all or almost all of the rest of the decline, and some say that on a purely comparable basis it might be shown that viewing is not down at all, but up.

We are not going to get into any duel where the weapon is decimal points at 30 paces, especially when, as in this case, the difference between up and down isn't big enough to be worth much argument.

In our opinion, one important and unarguable point is not what has happened to TV audiences this year, but what hasn't happened. What hasn't happened is that they haven't gone up as they should have. There are now 1.2 million more TV homes than there were a year ago, and by normal viewing standards these should add 600,000 or more homes to the average prime-time-minute audience. To the best of our knowledge, not even the most rosy-eyed researcher contends that national audiences have gone up that much. If there has in fact been a tapering off, the decline must be added to this unattained potential to get a complete picture of what hasn't happened.

There may be other explanations for the failure of audiences to keep pace with their potential, but the only one we can think of is programming. That's why people become viewers in the first place; presumably it is also why viewers become nonviewers.

Even giving the figures their worst possible interpretation, there is no cause for alarm—at least not yet. It would be foolish, however, for those in charge of programming not to take heed. If the figures are taken as a warning and treated as a problem now, even though they aren't a problem yet, they may more easily be kept from becoming one later on.

## One for LBJ's agenda

**T**HE increasing use that Presidents have made of television since it became a national medium was forcefully illustrated in this magazine's Nov. 8 issue.

In Dwight D. Eisenhower's eight years in the White House he appeared live on television 49 times. John F. Kennedy did 32 live broadcasts in the two years and 10 months of his term. Lyndon B. Johnson has gone live to the national TV audience 58 times in the little less than two years he has been in office.

A good many of these appearances—almost all of Mr. Eisenhower's—have been set pieces: occasions on which the President used television as a means of making an announcement or a speech that he wished to deliver directly to the public. As an instrument of direct communication between President and the people, television now occupies a position all by itself.

There is one way, however, in which Presidents have yet to accord broadcasting the recognition it deserves. Although all have made major speeches before organizations of newspaper editors or publishers, none has ever chosen a convention of the National Association of Broadcasters as a forum for a significant statement to the public.

Mr. Eisenhower was the first U.S. President ever to make any kind of appearance before an NAB convention. When the association met in Washington in May 1955 he spoke briefly, complimenting radio and television on their rise to prominence in the family of media. Mr. Kennedy appeared once, also at a Washington convention in 1961, but spoke informally. Mr. Johnson has never appeared. When the NAB met in Washington last spring, Mr. Johnson stayed in the White House.

Next March the NAB meets in Chicago, which is considerably closer to the White House than Johnson City is and has airport facilities entirely adequate to accommodate the President's jet. It would provide an eminently suitable occasion for the President to break the tradition of reserving major speeches for assemblies of the press. We don't think there would be any reluctance to arrange live coverage.



Drawn for BROADCASTING by Sid Hix

*"Will everybody not working on this electric train commercial get the hell off the set!"*