Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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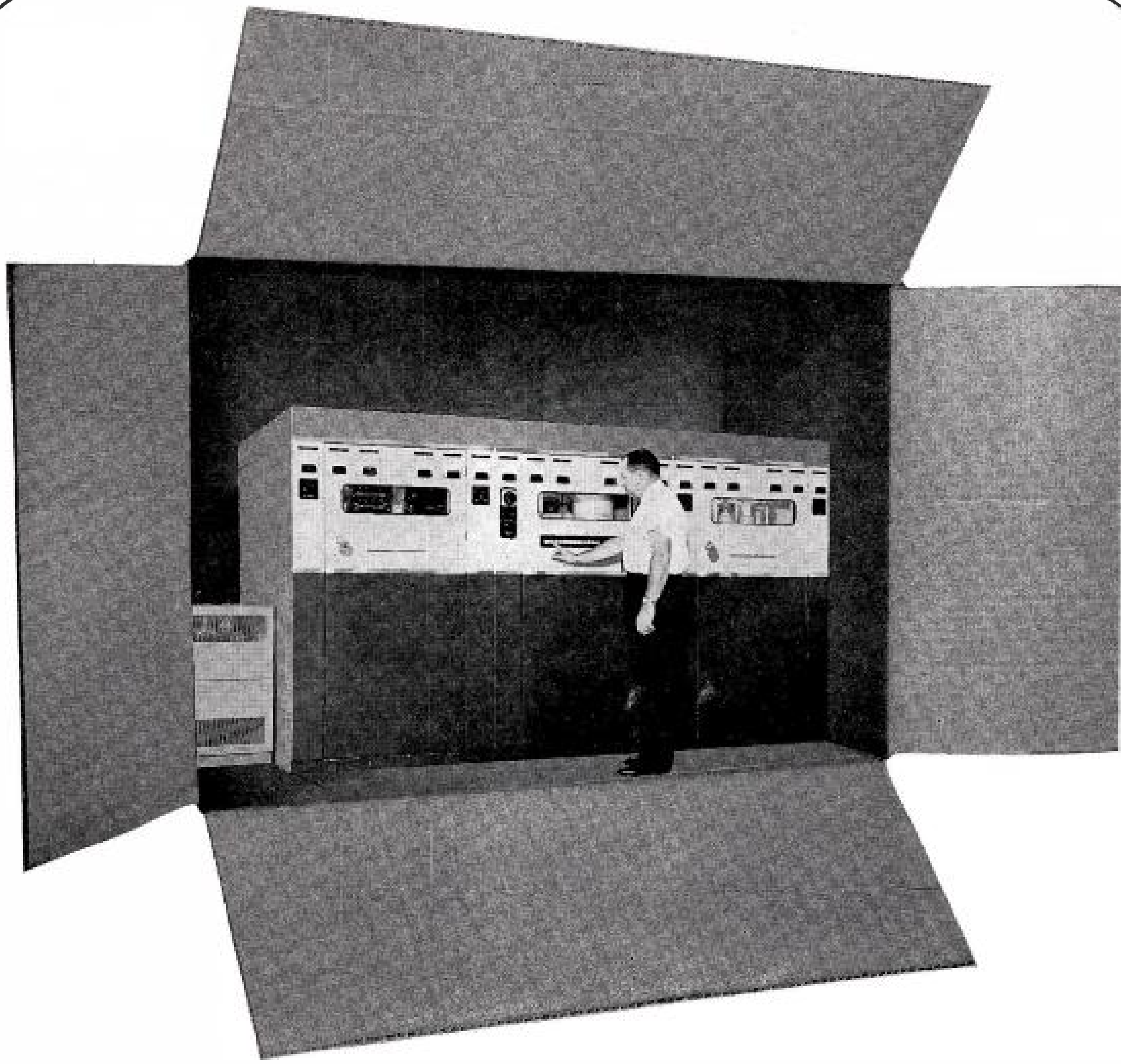

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CLOSED CIRCUIT®

Pat and Ollie in the act

One reason NFL Football Commissioner Pete Rozelle's hints about formation of independent network to carry NFL schedule aren't taken as idle chatter is because Pat Weaver-Ollie Treyz Prime Network is pitching hard for deal. Although it's expected CBS will wind up with contract (see page 42), Rozelle's hand apparently has been strengthened in his effort to get bigger price because of pitches being made by others. Such independents as WPIX-TV New York and WGN-TV Chicago are keyed into Weaver-Treyz proposal with talk of prime time and color. One report was Weaver had obtained commitment on loan in excess of $20 million from New York banks to launch project.

Back in production

Upbeat in advertiser-supported pilot production for 1966-67 television network season has become noticeable. Dozen pilots underwritten by advertisers are now in work. Three are being backed by Procter & Gamble, which hasn't been doing much prime-time programing of its own in recent years. Four are in General Foods stable. Others are getting their money from Quaker Oats, Lever Bros., Colgate-Palmolive and Philip Morris. Only four advertiser-backed shows are in network evening schedules this season: General Foods' *Andy Griffith Show* and *Gomer Pyle* on CBS, Quaker Oats' *Bewitched* on ABC and Alberto-Culver's *Smothers Brothers* on CBS.

One of P&G's commitments is to series, not just pilot, produced by Sheldon Leonard and Carl Reiner, team that created and supervises Dick Van Dyke Show. *P&G's series will deal with adventures of two disk jockeys. P&G pilots are* We'll Take Manhattan, *Hanna-Barbera venture into use of live actors, and* Where's Everett?, *Screen Gems comedy about invisible baby.*

Three for one

There'll be three-way succession to Julian Goodman, executive vice president of NBC News, when he becomes NBC's senior executive vice president (operations) and chief administrative officer on Jan. 1. Joseph M. Klein, director of NBC International Enterprises, will move into NBC News as head of administration. Reuven Frank, who at own request was relieved as Huntley-Brinkley producer to concentrate on documentaries, will get post in charge of spot news coverage, and Don Meany, now general manager of news, will be put in charge of news specials. All three will report to William R. McAndrew, president of NBC News.

No deal

CBS Inc. may eventually wind up in major merger, but there's none currently in works—in spite of Wall Street gossip about IBM, Ford or General Electric. If one does eventuate, CBS Inc. will emerge as dominant rather than secondary entity. CBS is in excellent health with increased gross income even though its net has declined somewhat because of extraordinary expenditures—mainly its new headquarters building at 51 West 52 Street. One current negotiation, according to one highly placed authority, might be regarded as "pin prick."

Same authority says there never have been serious conversations with any of companies so far mentioned in trade-marts aside from ITT overtures which did not get off ground. Conclusion, broadly, was that ITT structure would not fit into CBS Inc. pattern or future plans and that, while it might prove good for ABC, it was not CBS's cup of tea.

Color jam

Backlog in color commercial work in New York has piled up in past two weeks, reportedly because of slowdown by lab technicians union local 702. Union, whose two-year contract expired Oct. 1, has been negotiating ever since for new three-year pact. In effort to speed settlement, lab technicians are said to be refusing to work more than eight-hour day. Union cannot strike without permission of International Alliance of Theatrical Stage Employes, of which it is member. Labs have already notified production houses of raise in development fees for both color and black-and-white prints pending wage increase for technicians.

Turnabout

Dr. Martin H. Seiden, economist who did analysis of CATV (Seiden Report) while consultant to FCC, is familiar figure again in FCC reference rooms. But he has new role—consultant to research organization helping to prepare case against commission's proposal to limit multiple TV station ownership in major markets. United Research Corp., retained by group owners organized as Council for Television Development, is doing exhaustive study of socio-economic implications of multiple ownership.

Before he left FCC last spring, Dr. Seiden was considered for work on multiple-ownership rulemaking, as well as on proposal to limit network ownership of programs (CLOSED CIRCUIT, April 5). *But his doubts about soundness of both were one factor in his decision to leave agency. He feels rule to limit broadcasters to three TV stations (no more than two VHF's) in top-50 markets would not achieve much positive good and would prevent commission from achieving important goals, including providing diversity of programing. He feels multiple owners with capital base that current maximum of stations affords, could provide new programing.*

Network entry

Seven Arts Television, which is aiming to expand into network programing from its base of syndication, is reported to be starting production next month on science-fiction series designed for network showing in 1966-67. Projected series will be produced in Germany. Seven Arts was heartened by creditable ratings performance of its first network offering, one-hour *The Nutcracker* special, carried last week on CBS-TV.

ETV's helpers

Without fanfare, special staff is gradually being assembled for Carnegie Commission on Educational Television at Cambridge, Mass. Office already is partly operational and additional staffers will be appointed within next few weeks to work under direction of Hyman H. Goldin, staff advisor to commission, who retired recently as assistant chief of FCC's Broadcast Bureau (BROADCASTING, Nov. 15). Carnegie Corp. was host Dec. 17-18 to 13-man commission at unpublicized dinner and discussion meetings in New York, at which participants were admonished not to discuss matters that had been explored.

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WEEK IN BRIEF

Spot TV is on another record binge, according to BROADCASTING's annual survey of stations and reps. Color interest is up and largest markets are busiest. Some see '65 advances spilling into new year. See . . .

ANOTHER RECORD . . . 21

Ohio newspapers report CATV has 'fly in ointment'; say convicted gamblers hold four franchises and have application in Youngstown. Industry clean-up called for by legal, congressional and CATV leaders. See . . .

GAMBLERS IN CATV . . . 35

1965 was year of transistorized receiver for radio, and year of big swing to color for TV. Both media increased their revenues again, and Congress moved slowly on CATV regulation. See . . .

RADIO-TV IN '65 . . . 50

'Substantial profit potential' of CATV is strong enough lure for Warner Bros. to form subsidiary company which will construct and possibly purchase existing systems. Initial target area is California. See . . .

WARNER'S CATV IDEAS . . . 32

Nielsen taking new look at standards it set few months ago for inclusion of stations in local-market reports of Nielsen Station Index. Complaints of newly excluded stations leads to reassessment. See . . .

CHANGE OF HEART . . . 46

Talks between CBS and NFL continue with only serious difference of opinion seeming to be $20 million that separates network's $76-million bid and league's $96 million asking price. See . . .

LONG PASS ON NFL . . . 42

White House has no comment; Justice Department says it's signed and waiting to be picked up, and Oren Harris says if his presidential appointment to federal bench is ready it should be delivered to him. See . . .

MATTER OF PROTOCOL . . . 36

Proposal for all want-ad programing by Gordon McLendon on Los Angeles FM poses problems that FCC may have difficulty solving. Commissioners see overcommercialization problem. May go to hearing. See . . .

GORDIAN KNOT . . . 34

Color-set count continues climbing. Advertising Research Foundation survey shows 6.9% of U.S. homes with color TV, making about 4 million color homes. UHF is now in 21.1% of homes. See . . .

NEW SET COUNT . . . 29

'Doc Buzzard', NAB Code Authority's film explaining how code works in public's behalf, is shelved after influential advertisers take it over coals as being harmful to advertising—and broadcasters. See . . .

HOME TO ROOST . . . 23

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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AT DEADLINE

Johnstown CATV up for grabs?

Add to list of community television industry problems the question of how secure their rights are to operate.

Situation has arisen in Johnstown, Pa., where Teleprompter has been operating cable company under authority of "resolution" passed by city council more than five years ago. Last month Pennsylvania Supreme Court ruled that cities of third class may not grant franchises by resolution; they must be by ordinance.

City therefore advertised itself open for bids, and has received two formal and three informal bids, each suggesting payments to city far exceeding offer made by Teleprompter.

Teleprompter is proposing sliding scale payments that, it is estimated, will bring city about $225,000 over 20-year period. One new applicant, Trans-Video Inc. (otherwise unidentified) has offered city $421,620 over 20-year period.

Teleprompter also is engaged in lawsuit with city. Some time ago Johnstown city council passed tax on cable system; Teleprompter refused to pay and instituted suit. Case is pending trial.

SDX, RTNDA blast courts on access

Newsmen took aim on Southwest courts Thursday (Dec. 23) with Sigma Delta Chi attacking Phoenix judge's injunction barring peace officers from discussing murder case with newsmen, and Radio Television News Directors Association hitting Texas judicial order limiting photographers and broadcast newsmen's activities in federal court.

Clark Mollenhoff, Cowles newspapers, and John Seigenthaler, Nashville *Tennessean*, chairman and vice chairman, respectively, of SDX's freedom of information committee, said injunction of Superior Court Judge Richard N. Roylston (BROADCASTING, Dec. 6, 13). "constitutes a dangerous precedent" and added "the same purpose could have been achieved by simply barring officials from making comments that deal with the guilt or innocence of the accused."

Bob Gamble, WFBM-AM-FM-TV Indianapolis and president of RTNDA said his organization was registering "strong protest" over Texas court order signed Thursday by all five district judges, that bars photography and broadcasting in connection with any judicial proceeding from entire floor of federal court.

He said RTNDA "does not believe the use of broadcast news equipment in a courtroom, let alone its environs, obstructs the cause of justice. In the event of crowded environs a system of pooled coverage could relieve any congestion . . ."

Price seems to be zeroing in on WNBC-TV

NBC may be facing protest from New York's deputy mayor against renewal of license of network's WNBC-TV New York.

Robert Price, who has been tapped by Mayor-elect John Lindsay to be his deputy mayor, is said to be still bristling over what he regards as unfair treatment accorded candidate Lindsay by WNBC-TV in waning days of New York mayoralty campaign.

Commission felt station acted reasonably and rejected request for investigation of alleged prejudice. But Mr. Price, who was Mr. Lindsay's campaign manager, is said to be unwilling to let matter drop. He has asked commission personnel how he could protest application for station's license renewal. Renewal date is June 1.

Complaint grew out of station's failure to carry all spots for which Lindsay forces contracted. Station admitted error in placing spots, refunded money and offered to try to find new availabilities.

Damned elusive warrant

Department of Justice spokesman said Thursday (Dec. 23) that commission for Representative Oren Harris (D-Ark.) as federal judge was "delivered by messenger to his office and will be there when he returns by car from Arkansas."

Commission, reportedly signed by President Aug. 12 (see page 36), is said to have been waiting at Justice since that time for Mr. Harris to pick up.

Spokesman for Mr. Harris said that office was officially closed today, and declined to comment on whether commission had, in fact, been received, adding that Mr. Harris would confirm receipt on his return.

Answer made to FCC

FCC last week raised question as to whether D. H. Overmyer, who has construction permits to build six UHF stations, has financial ability to implement plans to construct seventh.

But commission may have had answer in its files for three weeks.

Commission raised question in order designating for comparative hearing competing applications of D. H. Overmyer Communications Co., Maxwell Electronics Corp. and Grandview Broadcasting Co. for channel 29 in Dallas.

Order was adopted Wednesday. Late Thursday (Dec. 23), amendment to Overmyer application that was filed Dec. 3 came to attention of responsible staff officials. Staffers said they had not had chance to examine it but felt it might satisfy question of finances.

Stations for which Overmyer has CP's are WATL-TV Atlanta, WAND-TV Pittsburgh, WSCO-TV Newport, Ky. (Cincinnati), KBAY-TV San Francisco, WJDO-TV Rosenberg (Houston), Tex., and WDHO-TV Toledo, Ohio. None of these stations has been built, but ground has been broken in Toledo and company is buying equipment for others.

Industry pushes root beer

Newly formed Root Beer Institute, representing about 18 major beverage firms, is to name consumer advertising agency soon and will undertake major program including TV-radio to boost sales of root beer, according to institute's president, Louis Collins, president of Beverages International Inc., Evanston, Ill. (Hires, Orange Crush). Mr. Collins' firm has been big broadcast user.

Samish successor from ranks?

Adrian Samish, ABC-TV's director of current programing, one of network's three top programing executives on West Coast is leaving and indications are that he'll be replaced after first of year by someone within organization, probably out of New York.

Mr. Samish joins producer Quinn Martin's Q-M Productions in executive capacity on Jan. 2 (see page 64).

Responsibility for ABC-TV's programing on West Coast is split three ways. Besides current programing area others are administrative programing,

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Harris

Jack Harris, VP and general manager, KPRC-AM-TV Houston, elected executive VP of Houston Post Co. and president of broadcast division (KPRC-AM-TV). **Mrs. Oveta Culp Hobby** elected board chairman and chief executive officer, and her son, **William P. Hobby Jr.,** president of Houston Post Co. **John D. Stetson,** executive VP of Houston Post Co., was elected president of newspaper division, and **Jack McGrew,** station manager of KPRC-AM-TV, re-elected to Houston Post Co., board of directors.


Mr. Lawrence

Dick Lawrence with United Artists Television Inc., New York, appointed VP and sales manager of firm's syndication division there.


Mr. Alter

Robert H. Alter, VP-sales, Radio Advertising Bureau, New York, elected executive VP. Mr. Alter joined organization in 1957 as national account executive; was advanced to regional sales manager and then to director of national sales. He became VP in 1963.


Mr. Joseph

Ken Joseph division sales manager of United Artists Television, effective Jan. 10, 1966, becomes VP, domestic sales, for Four Star International, replacing **Jerry Weisfeldt,** who has left company. Mr. Joseph has been with United Artists TV and its predecessor companies for 15 years.

For other personnel changes of the week see FATES & FORTUNES

headed by Roe S. Giesen, and program development, which Harve Bennett bosses. All are of equal rank, calling for directorships rather than vice president stripes and all are responsible to Edgar Sherick, vice president in charge of programing in New York.

In offing: 1 kw powers for UHF translators

FCC may authorize another jump in power for translators—UHF this time.

Commission last summer authorized 100 w translators on assigned but vacant VHF frequencies. This represented 99-w increase for VHF translators, which had been limited to 1 w. UHF translators, however, already had maximum limit of 100 w. There is now some feeling that commission will permit UHF translators on assigned but unoccupied channels to go up to 1,000 w.

Commission is considering this in connection with request that staff is studying for waiver of power-limitation rule to permit 1,000 w translator in Iowa.

Daytime plus spot for grains

Golden Grain Macaroni Co., San Leandro, Calif., expects to invest estimated $3.5 million in network and spot TV next year for its Rice-A-Roni and Noodle-Roni products. Company says it will use color commercials in spot as well as network, citing estimates of eight million color sets to be in use by end of 1966. Golden Grain is participant in 15 ABC-TV and CBS-TV daytime programs and runs spots in major markets. McCann-Erickson, San Francisco, is agency.

Grant for Alabama ETV

Department of Health, Education and Welfare has announced grant of $141,126 to University of Alabama to expand educational television facilities.

Funds will be used for purchase of three cameras, closed circuit system, audio and other equipment. With recent activation of Mobile and Huntsville ETV stations network will reach 3 million persons, including 800,000 students, in Alabama, and parts of Georgia, Mississippi and Tennessee. Other stations in Alabama network are located in Birmingham, Dozier, Montgomery and Mt. Cheaha State Park.

Total cost of current project is estimated at $188,168.

CATV-copyright pot may be ready to boil

Five-year-old case of United Artists against Fortnightly Corp., Clarksburg, W. Va., cable operator, turning on basic issue of whether community antenna systems are breaching law when they carry copyrighted material without authorization, could come to trial early in new year. Judge William Herlands of U. S. Southern District Court in New York, has indicated he will set date in January, and lawyers involved say they expect trial in February or March. Suit was instituted in 1961.

Although United Artists case involves several thousand alleged infringements, attorney says judge will first rule on basic isuse of whether present copyright law protects program owners from CATV operators.

In another litigation involving copyright infringement claims, federal judge in New York denied motion by CBS Inc. for summary judgment against Teleprompter Corp.

U. S. District Judge I. B. Wyatt said that case apparently was one of first of its kind and should be tried on merits. He noted there has never been decision on whether use of TV program by CATV system constitutes copyright infringement.

CBS sued Teleprompter late in 1964 for copyright infringement. Network asked for court injunction to forbid Teleprompter-owned CATV systems in Farmington, N. M.; Johnstown, Pa., and Elmira, N. Y., from picking up its programs. It also asked for minimum damages (BROADCASTING, Dec. 14, 1964).

Color tube expansion

Zenith Radio Corp., Chicago, Thursday (Dec. 23) announced $17 million expansion of facilities to increase production of color TV picture tubes by 50 percent in 1966.

Expansion also will mean greater output of black-and-white tubes.

As of now Zenith is making color TV tubes at rate of 900,000 annually. Zenith's tube subsidiary is Rauland Corp. New color plant will be highly automated.

Zenith expansion plans fit what seems to be general industry production increases in color tube facilities, notably RKO and Philco (see page 41).

DATEBOOK

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

■Indicates first or revised listing.

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 FCC inquiry into question of who, besides the international common carriers, is an authorized user of the satellite systems under the Communications Satellite Act of 1962. Former deadline was Dec. 1.

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. 5—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. 5—Further hearing by Federal Trade Commission on whether electronic consumer products (TV, radios, phonographs and tape recorders) should be labeled to identify imported components. FTC hearing room, Washington.

Jan. 10—Closing date for 1965 entries for George Foster Peabody Radio and Television awards. Radio and TV entries will be considered in the following categories: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. They should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens.

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. 11—Broadcast Advertising Club of Chicago luncheon meeting with speaker Fred Friendly, president, CBS News. Sheraton-Chicago, Chicago.

■Jan. 14—Annual meeting of Federal Communications Bar Association. Members will vote on amending constitution to permit attorneys who are members of or who are employed by the FCC to become members of the bar association. Also annual banquet that evening. Washington Hilton hotel, Washington.

Jan. 14—Winter meeting of Colorado Broadcasters Association. Albany hotel, Denver.

Jan. 14—First annual general meeting of the Florida CATV Association. Quality Motel Court, Orlando.

Jan. 15—Deadline for entries in the 1965 Pictures of the Year Newsfilm Competition sponsored by the National Press Photographers Association and the University of Oklahoma. Entry blanks and rules are available from Edward Sanders, School of Journalism, University of Oklahoma, Norman.

Jan. 15-16—Retail Advertising Conference which will include department store TV success story reports. Water Tower Inn, Chicago.

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

■Jan. 17—FCC Chairman E. William Henry addresses luncheon of Federal Communications Bar Association. National Press Club, Washington.

Jan. 20-21—Midwinter meeting of Florida Association of Broadcasters. Ramada Inn, Cocoa Beach.

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

Jan. 25—Annual meeting of the Utah-Idaho AP Broadcasters. Owyhee Motor Inn, Boise.

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

Jan. 25-27—21st annual Georgia Radio-Television Institute of Georgia Association of Broadcasters and Henry W. Grady School of Journalism. Speakers include Fred Friendly, president of CBS News; John Chancellor, director of Voice of America, and FCC Commissioner James J. Wadsworth. University of Georgia, Athens.

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

■Jan. 26—The Katz Agency spot television seminar. Speaker: Edward P. Reavy Jr., marketing director of Hamilton Beach. Continental Plaza hotel, Chicago.

Jan. 27—Financial seminar sponsored by National Community Television Association. Among speakers: E. William Henry, FCC chairman, and Gordon Thayer, AT&T. Committee is headed by George Green, Ameco Inc., Phoenix. Statler Hilton hotel, New York.

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

Jan. 28-30—Advertising Association of the West midwinter conference. Rickey's, Palo Alto, Calif.

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 programing between 6 and 11 p.m., or to two hours of nonnews programing 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.

Jan. 31—Deadline for nominations for annual Russell L. Cecil Awards ($500 national award and $100 regional awards) for outstanding scripts on arthritis by the Arthritis Foundation. Submit entries to: 1212 Avenue of the Americas, New York 10036.

FEBRUARY

Feb. 1—Entry deadline for annual Sigma Delta Chi awards for distinguished service in journalism. Submit entries to: 35 East Wacker Drive, Suite 856, Chicago 60601.

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

Feb. 1—Deadline for entries in the George Polk Memorial Awards competition for outstanding achievement in journalism sponsored by Long Island University. Entries should be sent to Professor Jacob H. Jaffe, George Polk Memorial Awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Board of Broadcast Governors public hearing. Cathedral Hall, 425 Sparks Street, Ottawa.

Feb. 1-4—1966 Western Radio and Television Conference. Speakers include William Harley, president of the National Association of Educational Broadcasters, who will talk on "The Challenge of Broadcast Communi-

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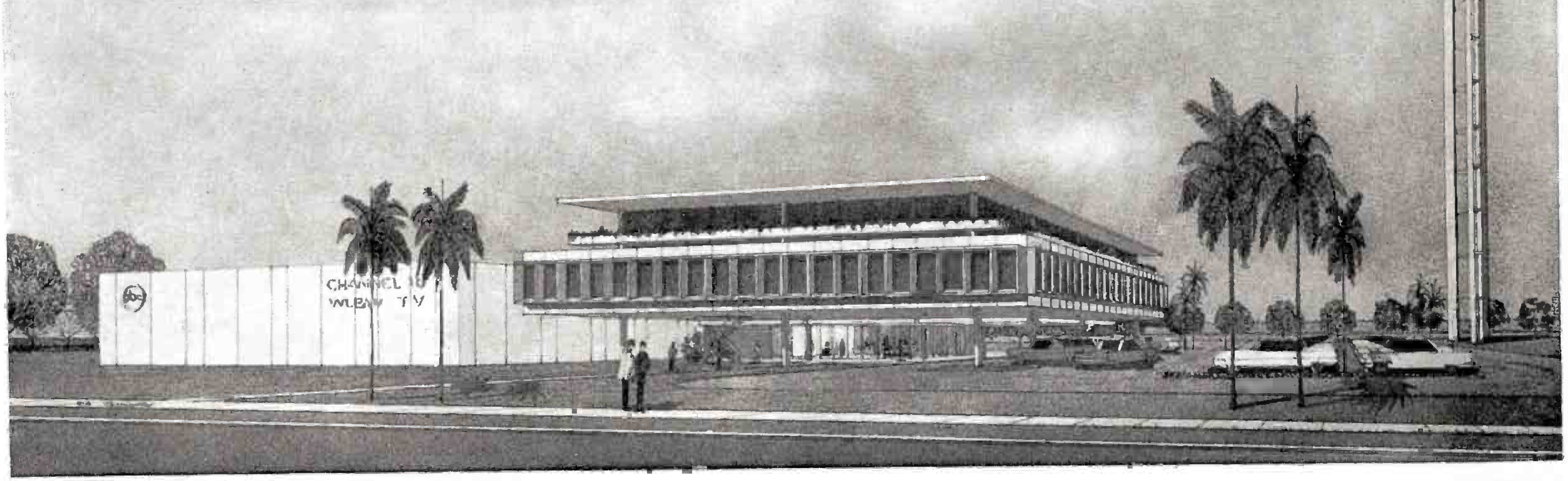

...You'll find it in Miami, Florida this summer, when WLBW-TV completes its fantastic $2,000,000 full-color studios and offices. Channel Ten will then be three ultra-modern stories of pre-cast stone and glass consisting of 36,000 square feet, alongside a streamlined 125 foot microwave tower visible for miles . . . Exciting? Exciting! ***TAKE TEN AND SEE!***

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WLBW-TV MIAMI FLORIDA

10 WLBW-TV MIAMI TAKE TEN and SEE

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO cations in Tomorrow's World." Jack Tar hotel, San Francisco.

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

Feb. 4 — Western States Advertising Agencies Association "Man of the Year" award luncheon. Ambassador 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. Frederick Baker, president of Frederick E. Baker Advertising, Seattle, is general chairman. 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.

■Feb. 18—Vincent T. Wasilewski, president of National Association of Broadcasters, addresses luncheon of Federal Communications Bar Association. Willard hotel, Washington.

Feb. 24—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Park Manor Inn, Madison.

MARCH

March 1—Annual winter meeting and election of officers of New York State Broadcasters Association. Ten Eyck hotel, Albany.

March 3-6—Annual Hollywood Festival of World Television. Seminars are scheduled on color television, labor and finance, and programing and sales. Holiday Inn, Palm Springs, Calif.

March 10 — Second annual stockholders meeting, Cox Broadcasting Corp. Atlanta.

March 13-16 — Board meeting, National Community Television Association. Del Monte Lodge, Carmel, Calif.

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 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 Dec. 15.

March 16-23—1966 International Television Programme Market to be held in Cannes, France. For information contact Christopher Cross in New York at (212) PLaza 1-5858.

March 18-19—Annual spring meeting of Arkansas Broadcasters Association. Albert Pike hotel, Little Rock.

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, Beverly Hills, Calif.

March 25-27 — Annual convention of the National Association of FM Broadcasters. Conrad Hilton hotel, Chicago.

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

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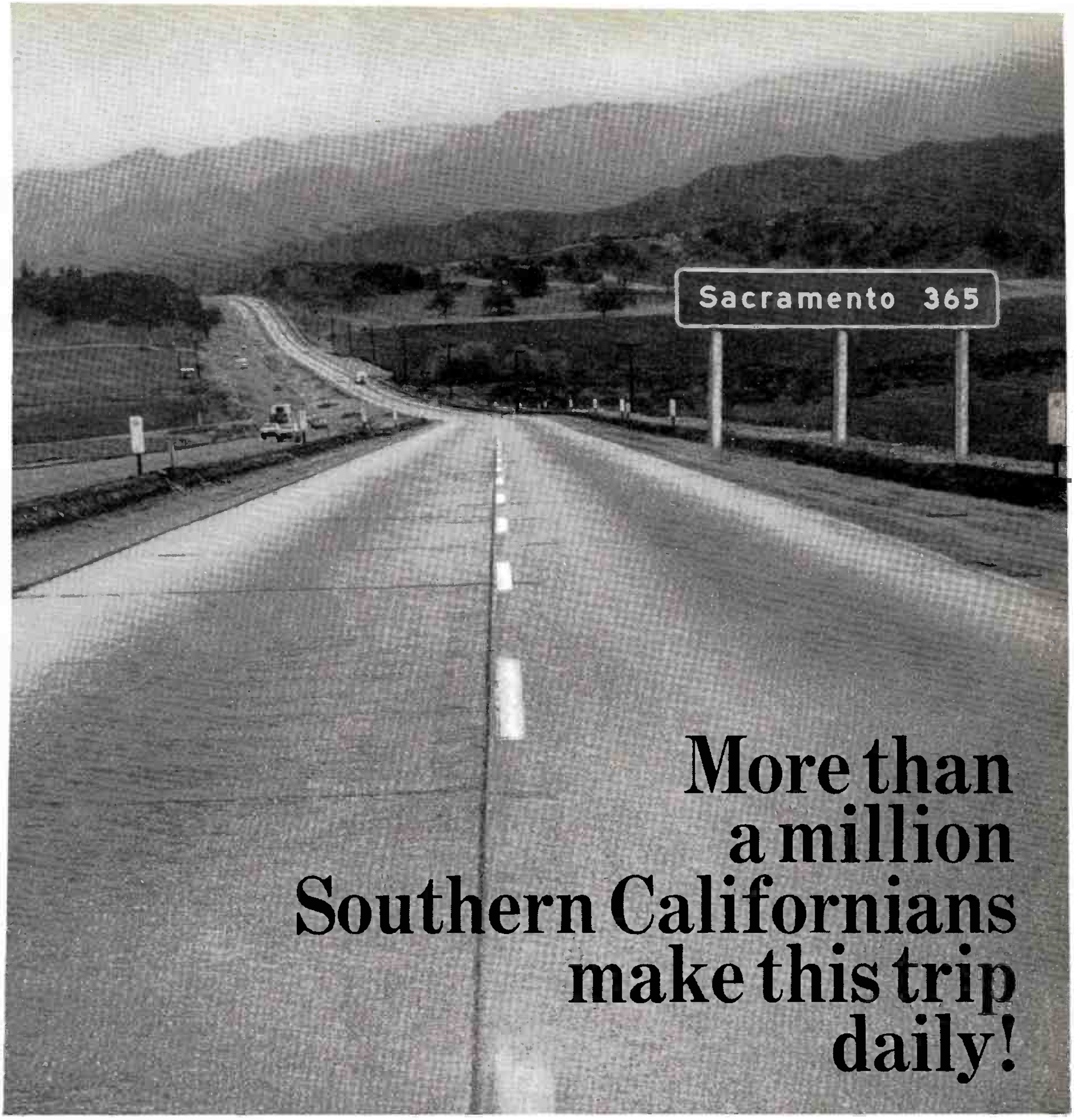


At KNXT, good news travels fast and far. It has to... to keep Southern California television audiences up-to-the-minute on all the latest happenings throughout the nation's largest state.

For example, Channel 2's Sacramento News Bureau was the first and is still the only news bureau established by a Los Angeles television station in the California state capital (365 miles away!).

Each weeknight, on "The Big News" and "Eleven O'Clock Report," more than a million viewers are taken to the capital via special filmed reports. KNXT audiences stay in close touch with the Governor, members of the State Assembly (50% of whom are from the KNXT coverage area), and other state officials for immediate word on matters of vital concern to themselves and their community.

KNXT's Sacramento News Bureau typifies local television that ranges far and wide to hit home. Thus, Southern Californians seeking a clear picture of important events—world, national and local—need travel only as far as Channel 2 on the dial. That's one reason they make that trip so often!

CBS Owned · Channel 2, Los Angeles · Represented by CBS Television Stations National Sales **KNXT**

Source: Total nightly audience for "The Big News" and "Eleven O'Clock Report" based on October NSI estimates, subject to qualifications available on request.

Radio's early days—a world away

Do I remember radio? What a beautiful word. It was like Jayne Mansfield with antennas. Thinking of the hassle and rassle of television production and the comfortableness of radio is like comparing the ease of doing a radio *Life of Riley* with producing a TV moon shot, *Peyton Place* and a Bob Hope special, all rolled into a half-hour instant newscast.

Microphonitis first infected me about 1923, when the part you talked into was about the size of a small head of cabbage, and sometimes sounded the same way coming over a crystal set. The most popular method of soundproofing was to cup a hand over an ear and the only heating was done with a five-cent cigar. When it was warm we'd open a window.

Sound Track ▪ This all leads up to my first production job. A member of a male quartet used to give me singing lessons. His group performed regularly at KGO in East Oakland, Calif., and he let me hang around the broadcasts. The studio was near the railroad tracks, so when the window was open, the sounds of a locomotive, with bell clanging, frequently drowned out the strains of music coming from the mythical land of "The Chocolate Soldier" or "The Pirates of Penzance." My "production job" was to close the window as the trains went by.

My next job was with the Henry Halstead orchestra. It was a lot of fun, because producers hadn't yet begun the split-second timing with which radio later became associated. The musicians would go on the air from 9 p.m. or thereabouts and play straight through to until approximately 1 a.m. Things were really relaxed. After a dance number or so, there would be four or five minutes of silence while the drummer or some other musician went to the men's room or went out to get a drink or something. After they leisurely returned the music got under way again.

Nobody thought of selling goods on the radio, so there were no commercials to any extent, singing, integrated, or what have you. The intermissions, unless occupied by silence, were filled by just a guy tinkling away at a piano. That was our programing for four hours, two and three nights a week. Come to think of it, it might not be a bad show today.

A Good Connection ▪ Everything was simpler and more direct in those good old days, even auditions. I had been freelancing on the West Coast and in New York radio and in 1929 I telephoned Harrison Holliway at KFRC San Francisco for a job. In my book he was the number one radio pioneer on the Pacific Coast. When I said I wanted an audition, he said, "You've just had it. You're hired. I choose announcers by how they sound on the phone."

San Francisco was the major origination place for all radio on the Pacific Coast until about 1933. All of us in radio were the envy of every lad in the business because there were only three major origination spots for networks in the U. S.—New York, Chicago and San Francisco.

Back then, KFRC was competitive with NBC's KPO [now KNBR] in the Bay Area, but it was the rich giant in town. The KPO staff actually wore tuxedos. We wore corduroys or dungarees while we worked. Where they spent dollars, we spent nickels. But KPO mentioned entertainers just once or twice on the air, while we could mention guest stars 15 times in 15 minutes. Consequently, we had no trouble getting pretty good "names," since everyone loves a "byline."

The KPO announcers may have had the prestige, but we had the fun. There were about four or five of us who did everything from announcing to sound effects. There wasn't a watchdog on hand to remind us that we couldn't pick up a certain wire or something because we didn't belong to the right union. We went on the air about 7 a.m. and stayed on until one the next morning. When we needed footstep sounds we walked, for the surge of the sea we sloshed water in a bucket and we rang the chimes by hand for the time tone.

Trial and Error ▪ We had fun because Holliway gave us plenty of latitude. You can imagine what it was like with a lot of harum-scarum young bucks playing with a new medium. The boss encouraged us to do something different from anything that had ever been done before. No matter how wild an idea we came up with, his favorite comment was: "Let's try it."

Part of my job was to announce the *Blue Monday Jamboree*. It was quite a show although it was stuck together with spit and bailing wire. We'd be handed a script which had been written while we were on the air, and we'd have to read it cold. We planned to do next week's show with a grocery store motif. We had sponsors by then and I was supposed to announce that the forthcoming program would feature Meredith Willson in charge of the butcher shop; Al Pearce supervising the vegetables and Harrison Holliway running the cracker department.

Imagine my embarrassment when my flub came out "the crapper department." The Westerners, humming the theme behind me, couldn't sing, so they ran off stage suppressing giggles. No one in the woodwind section, who had to pucker to play, could sound a note, and Meredith could just hold the percussionists and fiddle players together long enough to get us off the air.

All I could think of was to quit before I got fired. Next day I faced Holliway to offer my resignation. He said: "Nonsense, you made an honest mistake. We're all on your team. You got us a lot of publicity and you did nothing but help yourself." He was a wise man, psychologically. I heard more about that flub than anything I have done ever since.

Walter H. Bunker, vice president and director of the Hollywood office of the TV-radio department of Young & Rubicam Inc., is scheduled to retire at the end of this year. However, he will stay with the agency as West Coast program consultant. Mr. Bunker joined NBC in Hollywood as producer-announcer when the network opened its first studio there in 1936. He joined Y & R as producer of "The Jack Benny Show" in 1942. He has been in charge of the Hollywood office for 18 years.

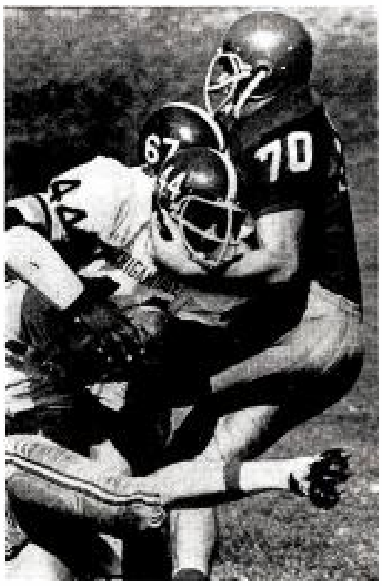
IS NBC SPORTS HAVING ITSELF A BOWL?

You bet. Not just *one* Bowl, but lots of them.

The happy fact of the matter is that in this holiday season—as in the past—the NBC Television Network is televising more championship football than any other network.

What's more, just about all the action will be in color. It's the kind of sports colorcasting achieved only through the skill, experience and facilities of NBC—the only fully-manned, fully-equipped, first-quality network color service.

Between our coverage of the American Football League's title game and the same league's All-Star contest, we're televising the very best and most famous of the post-season *college* games.



The collegiate action begins Dec. 31 with the East-West Shrine Game in San Francisco. Next day (New Year's Day), NBC viewers will have choice seats for the Sugar Bowl, the Rose Bowl, and the Orange Bowl. Finally—one week later—we'll be televising the Senior Bowl. All the telecasts—with the exception of the Shrine contest—are in color.

As the number one sports network, the NBC Television Network carried *all ten* of 1965's most popular sports specials—a top-ten that included the World Series and *last* January's major Bowl classics.

This is the network, too, which boasts such attractions as championship golf and the weekly NBC Sports in Action.

Finally, it's the network which will be televising—exclusively and in color—a special Major League baseball game each week of the 1966 season.

With this new development—and the colorcasts of the World Series and All-Star games—NBC will be supplying the most elaborate baseball coverage in network history.

Sports, color, NBC...is there a combination in television to match it?

NBC SPORTS

QUALITY—DIVERSITY—POPULARITY... ALL THIS AND COLOR, TOO

What's in a name?

EDITOR: In one of its departmental headings, BROADCASTING is missing the point. Broadcast promotion is not "Fanfare."

Webster says "fanfare" is a "showy, outward display." Modern broadcast promotion is far from that . . . The promotion manager in today's broadcasting has stepped out of the role of movie exploitation man, huckster and tub-thumper into the role of responsible management. He is more and more a responsive part of the station management team, aware of budget responsibilities, sales problems, community service and audience appeal.

To report news of his activities under the "Fanfare" label is comparable to reporting broadcast sales under the "huckster" label or programing in a section labelled "show biz."

As one who makes his livelihood as a broadcast promoter, and as one who is interested in the future of the profession, I respectfully request that you label news of broadcast promotion as broadcast promotion.—*H. Taylor Vaden, advertising and promotion director, Triangle Stations, Philadelphia, and past president, Broadcasters Promotion Association.*

(BROADCASTING thinks it understands the importance and nature of promotion. Do others agree with Mr. Vaden?)

Philadelphia U's are strong

EDITOR: THIRTY PERCENT OF PHILADELPHIA TV HOMES OR SUBSTANTIALLY ALL WITH ALL-CHANNEL SETS OR CONVERTERS RECEIVE EXCELLENT PICTURES FROM OUR WKBS AND THE OTHER LOCAL UHF CHANNELS. JERROLD'S ONE-QUARTER OF ONE-PERCENT ESTIMATE IS IN ERROR. (BROADCASTING, DEC. 13).

MOREOVER, JERROLD'S REFERENCE TO UHF PROPAGATION INFERIORITIES IS OUT OF DATE—TALL TOWERS, HIGH POWER AND TRANSISTORIZED TUNERS HAVE CHANGED ALL THAT.

OUR CRITICISMS ARE NOT OF CATV BECAUSE WE HAVE PUBLICLY STATED THAT WE THINK CATV'S WILL HELP UHF DEVELOPMENT.—*Richard C. Block, vice president-general manager, Kaiser Broadcasting Corp., Oakland, Calif.*

ETV prospers in Pago Pago

EDITOR: The educational television project [in Pago Pago, American Samoa], is now in full operation with six channels. We use five channels regularly with one as a stand by. . . .

The younger children seem to benefit the most. Adults seem to be getting a good bit of value from the night-time programing and some daytime programs. The high school students seem to have the most difficulty adjusting. . . .—*Linden Fisher, Pago Pago, American Samoa.*

Radio: service at all times

EDITOR: I have just read your excellent editorial "Mighty Mite" (BROADCASTING, Dec. 20) and wish to compliment you on it. I know that your remarks will bring a renewed interest to our already sizeable "Build Radio with Radio" campaign which is supported by more than 1,800 NAB radio members on a year-round basis.

A new item in the "Build Radio with Radio" campaign which plays heavily on modern listening habits is "The Stars Speak for Radio." . . . Combine this album with NAB's already available "Sound Citizen Sounds" and the 27 series of spot announcements covering almost every conceivable aspect of radio—especially portables and car radio—and I think you will agree that the NAB membership is playing a major role in stressing the values of radio not only during National Radio Month, but throughout the year.

Incidentally, NAB already has distributed more than 28,000 copies of our brochure "Beacon In The Blackout." The brochure emphasizes the vital role radio played in the recent northeastern U. S. blackout and contains, among others, a reprint of BROADCASTING's excellent coverage of the emergency.—*John M. Couric, vice president for public relations, National Association of Broadcasters, Washington.*

(The editorial to which Mr. Couric refers suggested that the NAB undertake a campaign to persuade all householders to acquire transistor radios for use in emergencies.)

It's a reading must

EDITOR: . . . May I say that as a member of the broadcasting industry, I find BROADCASTING an indisputable necessity.

Through your publication I have been able to keep up to date on all that happens at other stations, among the networks, from the agencies, etc.; also, I have recently located two "lost" friends of mine from mentions in your Fates and Fortunes column. Combine the aforementioned with complete reference of FCC actions, and I feel that you cannot be in radio—really in radio— unless you have a subscription to BROADCASTING.—*Mark H. Isaacson,* WRNJ (FM) *Atlantic City.*

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 27, 1965, Vol. 69, No. 26

It looks like another record

Spot TV sales for the year and for month of December both appear better than last December, according to BROADCASTING's fifth annual survey of stations

Television broadcasters are going into the closing days of 1965 with confidence that they have another record spot-sales year under their belts.

Gains appear to be more widespread this year than last in terms of both December business and business for the year as a whole.

The evidence also indicates that, with some exceptions, the advances made in 1965 are carrying over into the first quarter of 1966 as well.

These findings were drawn last week from a BROADCASTING survey of TV stations, the fifth in a series of annual studies. In general they were supported by an informal canvass of leading station sales-representation firms, although the reps were considerably more bearish about December results and more bullish about 1965 as a whole.

Big Majority ▪ In the station study 87% of those responding said December spot billings were running higher than a year ago and 82% of those reporting on sales for a full year said 1965 was better than 1964.

A year ago 82% reported December billings up from 1963 and 80% said full-year billings were also ahead.

Among stations offering estimates of their gains, the average increase for 1965 over 1964 was approximately 12%, or about the same level reported in 1964 over 1963.

The average increase in December spot billings this year was put at 17.6%, compared to a 20.5% average advance reported last December over December 1963.

Slightly fewer stations reported December business dropoffs this year than last: 5% of the respondents this December as against 7% in December 1964.

In both years, the number estimating the extent of the decline was too small to provide a meaningful average, but it seemed unlikely to be no more than a few percentage points at most.

Approximately 8% of this year's station respondents said December business was no better or worse than last December's as compared to 11% who reported no appreciable change in December 1964 compared to December 1963.

Reps Less Optimistic ▪ Station reps queried by BROADCASTING showed much more disappointment with December business than stations did. Several reported that the fourth quarter was "saved" by unusually strong sales in October and November.

Approximately 45% of the reps contacted said their December billings were ahead of last December's. Their gains ranged from 6% to 17% and averaged 12%.

Another 19% of the rep respondents reported billings levels this December unchanged from those a year ago, while 36% said their December sales were off. Where indicated, the declines ranged between 5% and 10%.

Looking at 1965 as a whole, the reps offered a much rosier report. Of those responding, 80% reported business up—approximately the same percentage that was found in the station survey. But where station estimates of their gains averaged 12%, the rep estimates averaged 16% and in one case ranged up to 24%. None was smaller than 10%.

In addition, 10% of the rep respondents said their 1965 sales would match 1964's, while another 10% reported declines but did not estimate their extent.

Color Gains ▪ This year's study a sharp increase in agency-advertiser interest in color television within a three-month span.

A color question was first included in a BROADCASTING fall-business survey in September. At that time two-thirds of the stations said clients showed an interest in color "regularly" (22%) or "frequently" (44%), while almost one-third (33%) said they encountered "occasional" interest and less than 1% reported none at all (BROADCASTING, Sept. 27).

The same question in December found 80% of the stations experiencing "regular" (30.7%) or "frequent" (49.3%) interest from clients, while the number reporting only "occasional" interest dropped to 20%. No station reported total lack of client interest.

The survey, whose questions on December business related specifically to the week beginning Dec. 6, also found that—as has been the case in all five of these annual studies—one-minute availabilities are far and away in greatest demand and shortest supply.

One-minute spots were named nine times out of 10 as the length in greatest demand, and three times out of four as one in shortest supply.

Ranked next in demand but still in very poor second place behind the 60-second length, were 20-second availabilities. They were mentioned only occasionally as being in short supply.

Big Markets Busiest ▪ Announcements

Colgate's $7-million drive

Colgate Palmolive's "Colgate 100" mouthwash, after three years of test marketing and regional introductions, is set to go fully national with a consumer advertising effort of $7 million beginning Feb. 28, practically all of it in network and spot television.

Colgate esimates the mouthwash market is now worth $169 million, having grown an average of 12.5% yearly since 1958. Ted Bates, New York, the agency for Colgate 100, says television exposure for the product will amount to 85% of TV homes five times per week.

of all lengths were more nearly sold out in markets having four or more stations than in markets with fewer than four.

But the stations reporting the most widespread December billings gains were those in three-station markets—possibly, authorities thought, because the biggest markets were more nearly sold out a year ago and thus had less room for advances this year.

Except in markets having more than three stations, where 78% reported December gains as compared to 91% a year ago, increases in all market sizes were more extensive this year than last. Thus 78% of the respondents from one-station and two-station markets reported this December's spot business ahead of last December's, as against 71% reporting gains a year ago; and in three-station markets 95% said December busines is up this year, compared to 88% a year ago.

It was clear from the station returns and especially from the canvass of station reps that sales gains, although widespread, were not shared uniformly by stations and in many cases lags occured for no discernible reason. Business frequently varies from market to market and station to station in fluctuations difficult or impossible to explain.

Where sales this year were reported trailing 1964 levels, the drop was most often attributed, if at all, to the absence of a presidential and other hotly fought election campaigns that swelled last year's time sales. In other cases where December or full-year business was off local conditions were cited, but in many instances no effort was made to explain the dropoff.

See Good Business Ahead ▪ Although some stations voiced reservations about the outlook for the opening months of 1966, most of those offering forecasts looked for an active first quarter. A few said January and in some cases February seemed to be coming up "soft," but others said first-quarter bookings were running ahead of the normal pace and predicted gains of 5 to 10% or more.

Highlights from typical rep reports follow:

A firm whose stations are all in major markets estimated its December business is up 15% over last December and that volume for the year has exceeded 1964 by 18%. The company reported that advertisers are showing "extreme interest" in color.

An official of a company that represents stations in medium-sized and small markets indicated that business overall is up about 10% over last year, but that December showed no appreciable gain. He speculated that the generally strong economy has been the main factor in the satisfactory sales picture and said he expects the activity to continue into 1966. Stations in the markets his company represents, he said, have experienced "some, but no great, desire for color."

The vice president and sales manager of a company primarily serving large stations reported that his business in 1965 will top 1964 by approximately 13%. He stressed that although flights in spot TV have become shorter, advertisers are spending more money on a concentrated basis. He said he believes that point has been reached where advertisers "expect that almost everything will be done in color."

December was "fairly sluggish" until a week ago, he said, but sales activity has "perked up" and this month will exceed December 1964 volume slightly. He said fringe and prime-time minutes are the most eagerly sought announcement lengths and can be found if advertisers and agencies plan carefully and exercise "some degree of flexibility."

December business has risen over last year's figures by about 6% but 1965 as a whole will show an increase of approximately 16% at one of the largest rep firms. A spokesman said the increase is even larger at stations in major cities but smaller at medium-sized market outlets generally. He felt there was considerable interest in color but contended that advertisers at this point are not insisting on color as "a must."

Another large company estimated its 1965 business is up by an average of 13% over 1964, although it noted a re-evaluation by national advertisers of some of its secondary markets which resulted in a slight softening during the second half of the year.

A very strong October-November period carried a relatively weaker December at this rep's stations to a strong fourth quarter. The company detected a new interest in prime-time 20-second announcements which it feels to be a result of increased new-product advertising. But prime-time minutes were again said to be in greatest demand and shortest supply. National advertisers were said to be paying more attention to local program buys, in particular sports and public events.

A major firm said its fourth quarter, whose outcome had been questionable in September, turned healthy and ended with a 10% gain over the same period last year.

This company, an official reported, expects a good first quarter and a strong year in 1966. He said it is accommodating an increasing volume of piggyback business with several major sponsors pushing more heavily in placement of the so-called "30-30" announcements. Mentioned in this respect were Bristol-Myers and Procter & Gamble.

A company handling relatively few stations, but all in major markets, said sales for December were "disappointing" compared with last year. An executive attributed the decline to diversion of money from spot to network participations. Sales for the year were said to be about the same as for last year.

An "excellent" sales year was tempered somewhat by a drop of 5% to 10% in December sales at another firm representing a short list of major-market stations. An official attributed the decline primarily to advertisers tightening up on year-end budgets. For the year, however, he reported sales up 24% from 1964 totals.

Cyanamid buys CBS-TV

The American Cyanamid Co., Wayne, N. J., has signed with CBS-TV for sponsorship in 1966 representing an estimated $4.5 million in billing.

In the first quarter of the year, the company will be a sponsor in *The Red Skelton Hour* and *The Danny Kaye Show* in addition to schedules in *CBS Thursday Night Movies* and *Secret Agent*. Breck Hair Care and Pine-Sol household products will be advertised on the shows.

The contract was announced last week by Edmund W. Morris, director of advertising, consumer products division at American Cyanamid, and Thomas H. Dawson, vice president-sales for the CBS-TV network.

Young & Rubicam, New York, is American Cyanamid's agency.

Howard moves to Marks with radio-TV in mind

Norman, Craig & Kummel's subsidiary, Marks Advertising, New York, will begin 1966 with a total billing close to $2 million when Howard Stores, New York, joins the subagency client list with just under $1 million, it was announced last week by Howard L. Marks, president and a NC&K vice president.

Marks Advertising was formed in July 1964 to provide for clients with

'Doc Buzzard' comes home to roost

A $20,000 film produced to promote the work of the National Association of Broadcasters' Code Authority has been shelved in response to the criticism of influential advertisers.

In those advertisers' opinion (which was shared reportedly by important agencymen), the code film puts advertising in an unfavorable light and depicts the NAB code apparatus as the only deterrent to a bilking of the public. These critics resented what they said was the film's implication that advertisers, agencies and broadcasters as a group are irresponsible and avaricious.

The withdrawal of the film was said to have followed a telephone call from the headquarters of the Association of National Advertisers to the NAB. The ANA was said to have taken the position that public showings of the film would spread a distorted impression of the relationships among advertisers, agencies and broadcasters and between them and the public. Some critics added that they thought it was an inferior production.

The 12-minute film, a mixture of live action and animation, was produced by Elektra Film Productions, New York. It is called "The People vs. Doc Buzzard." The main character is depicted as an unprincipled charlatan who would prey upon the public with false advertising and tasteless programing—if the code did not stand in his way (BROADCASTING, Oct. 18).

In Distribution ▪ At the time the film was shelved more than 160 code subscribers, most of them television stations, had ordered rental prints—at $5 a week each—for local exhibition. The Code Authority had 17 prints in circulation when the decision was made to recall them.

The Code Authority has been encouraging subscribers to give the film wide exposure to the public. An unfinished version of "Doc Buzzard" was shown to broadcasters last March at the NAB's annual convention. The finished version was screened for an industry - government audience in Washington last fall and since then for half-a-dozen state broadcaster associations, the Hollywood Advertising Club and the NAB's eight regional conferences.

Code Authority officials said that at none of those showings did anyone complain about the film's content or quality.

It was apparently in New York that "Doc Buzzard" laid an egg. A print was said to have been sent to New York for private screenings several weeks ago.

Whether the film will be scrapped or revised is still up in the air. If revision is attempted, the Code Authority may ask the ANA for advice, it was said. Howard Bell, the code director, was understood to have been in touch with Peter Allport, ANA president, to explain the Code Authority's original hopes for the film.

Among the critical advertisers there was said to be some difference of opinion as to whether "Doc Buzzard" could be salvaged. Some thought parts of it might be usable; others thought those parts were so few that a repair job was hopeless.

The Plot ▪ Here is how BROADCASTING described "Doc Buzzard" when the NAB Code Authority showed the film for the first time publicly at the first NAB regional conference in Louisville, Ky.:

"[Doc Buzzard's] one avowed purpose through the centuries has been to con people into mischief, misbehavior and old-fashioned evil.

"Although successful in his attempts in the garden of Eden, where the serpent was the original high-powered pitchman, and in the Coliseum where a Lions-Christians match drew as many fans as the New York Mets do today, and in the French revolution where heads rolled, the Doc met his downfall when he tried to move his proven tactics into the broadcasting field.

"In four attempts to sell the audience, he is thwarted by the radio and TV codes as he tries to use broadcasting for a phony medical program, a deceptive and harmful toy commercial, a phony astrology program and the spectacular to end all spectaculars: *Extremism Playhouse,* which features a little sex, a modicum of sadism, a touch of masochism and general filth, and, as Doc says, 'is the only television program that comes to you in a plain, brown wrapper.'"

budgets too small for NC&K and with products not competitive with the parent company (BROADCASTING, July 27, 1964).

Mr. Marks said the Howard clothing chain, formerly with Mogul, Baker, Byrne, Weiss Inc., New York, would devote half its initial campaign to radio, and in March begin testing in TV. The subagency has 12 clients that, in aggregate, spread billings about equally in radio-TV and in print. The agency's nine staff members work independently of NC&K in producing art and copy for clients, while drawing on the larger agency's resources for creative strategy, research, media, marketing and public relations. If a client climbs over the $1-million billing mark, he then may switch the account to parent NC&K.

Finance company makes first network radio buy

Network radio has a friend at a finance company. Says Everett E. Zeigler, advertising manager of Pacific Finance Corp., Los Angeles: "This will be the first time that we have ever used network radio. We made our media decision on an excellent cost efficiency, a prime drive-time audience which gives us a high percentage of acquisition-minded young adults and an active association with an aggressive sports personality which we can merchandise."

The media decision Mr. Zeigler was talking about is for 52-week sponsorship of the Keith Jackson sports program on 43 ABC Radio stations throughout California, Nevada, Oregon and Washington. The 10-minute program is broadcast five afternoons a week and sponsorship of it over the coming year represents an estimated $50,000 investment by Pacific Finance.

In 1964 the credit organization, a subsidiary of Trans-America Corp., had total advertising expenditures of some $150,000, about half of it in spot TV but made no radio investments. Handling the buy for Pacific Finance was Hixson & Jorgensen Inc., Los Angeles.

Spot storyboards have big impact

Advertisers might be smart to consider presenting their TV commercials occasionally in story-board rather than finished form.

That suggestion is advanced by two researchers in the December issue of the Advertising Research Foundation's *Journal of Advertising Research.*

Reporting on tests in which viewers had to "work" in order to see and hear different commercial, story-board and program matter, the researchers said:

"Subjects responded a little more to see and hear story-board commercials than to see and hear finished commercials. This may have been partially a function of the novelty of the story-boards [and] suggests that story-board commercials themselves might be as effective vehicles for presenting advertising messages as finished commercials. . . . In moderation; story-boards themselves [may] represent a useful medium for advertising messages."

The article, by Peter E. Nathan and Wallace H. Wallace of Associates for Research in Behavior (ARBOR), Philadelphia, described tests of "An Operant Behavioral Measure of TV Commercial Effectiveness."

On the theory that people will work harder to see things that interest them, the system requires subjects to keep pushing pedals in order to see and hear what is being screened and played for them. It was described at the ARF's annual conference last fall by an official of D'Arcy Advertising, which had commissioned ARBOR to test some of its commercials (BROADCASTING, Oct. 11).

For the experiments, commercials in both finished and story-board forms were inserted in films of a football game and football half-time activities. The subjects "responded" to commercials about 11.5% less than to the game itself.

"If this finding reflects actual viewer response to programing in the home," the researchers concluded, "it would suggest that television viewers may not dislike commercials as much as some advertisers believe. On the other hand, it is possible that our laboratory setting, in which beer, cookies, bathrooms and kitchens were not continuously available, did not really duplicate the actual home setting!"

Carson/Roberts adds Sicks to growing list

Carson/Roberts Inc., Los Angeles, probably the biggest West Coast-based agency (it billed an estimated $19 million in 1964) topped off a happy year of consistently being on the acquisition-side of account switches by taking over advertising responsibility for Sicks Rainier Brewing, Seattle, from Doyle Dane Bernbach. The account bills more than $500,000 a year, some $350,000 of it in spot TV and about $90,000 in spot radio. Sicks' is the seventh western advertiser to make the switch to Carson/Roberts this year. Among the major ones are Adolph's Ltd., Burbank, Calif.; Max Factor & Co. international division, Hollywood, and Jantzen Inc., Portland, Ore.

Doyle Dane Bernbach had the Sicks account for the last five years and serviced it out of its Seattle branch. Indications are that with the loss of the account, the office soon may be closed.

Radio used as sub, makes retailer's first team

An electric appliance distributor in New York City—Hotpoint-NY—has set a new four-day radio saturation drive for a new product this week after experiencing "unusually high" dealer and customer response to its first saturation attempt in a campaign that it hadn't intended to use in the first place.

The original campaign began Dec. 8 and featured a wave of 350 one-minute commercials over a two-week period on WABC, WCBS, WNEW and WOR, all New York, to introduce Hotpoint's new 795 transistorized automatic washer. The distributor used radio instead of newspapers (for the first time in four years) because the product was marketed in New York ahead of national schedules and newspapers could not make sufficient space available.

Though secondary newspaper coverage was undertaken by the distributor from Dec. 17 to Dec. 24, the advertiser is back with radio starting today (Dec. 27) in a new four-day saturation drive offering free installation of Hotpoint's built-in dishwasher. A total of 64 one-minute announcements are scheduled on the same stations. The campaigns were handled by Sheldon Fredericks Advertising, New York.

Loudness solution still sought—NAB

A status report on industry attempts to find answers to the loud commercial problem was presented to FCC Chairman E. William Henry by National Association of Broadcasters officials last week. And the report, which the chairman had informally requested at the NAB's Phoenix regional meeting in November, indicated that no hard-and-fast answers were close at hand.

NAB President Vincent Wasilewski and Vice President for Engineering George Bartlett told the chairman that the main industry thrust now was aimed at setting up guidelines for stations to follow in implementing the commission's policy statement on loud commercials issued in July (BROADCASTING, July 5).

The NAB executives also noted that:

- The NAB-sponsored audio level tests in Harrisonburg, Va., to determine what effects compression, reverberation, clipping and various equalizations have on commercials, have been inconclusive and will probably not be continued.
- The work is continuing on development of a new VU meter, one that would actually measure loudness. The VU meter now in use measures power or energy rather than volume.
- The association is looking into ways it can work with production firms, the American Association of Advertising Agencies and others in their respective efforts to tone down commercials.

NBC-TV gives roster of major daytime buys

NBC-TV daytime sales during the month of November totaled $16.9 million, according to James G. Hergen, the network's director of special programs, sports and daytime sales. Of this sum, approximately $7.5 million was in new business, while $9.5 million came from advertiser renewals.

Advertisers placing major orders in NBC-TV daytime hours in November included Dow Chemical Co., Midland, Mich., and Thompson Medical Co., New York (both through Norman, Craig & Kummel); Block Drug Co., Jersey City, N. J. (Grey Advertising); Abbott Laboratories Inc., North Chicago, Ill. (Tatham-Laird & Kudner); National Biscuit Co., New York (Kenyon & Eckhardt); Lever Brothers, New York, and Warner-Lambert Pharmaceutical Co., Morris Plains, N. J. (both through J. Walter Thompson); American Home Products, New York (Ted Bates & Co.); Thomas Leeming

GET YOUR PITTSBURGHERS HERE!

Gulf does. They consistently pump sales into the nation's eighth market (and Gulf's home town) by buying WIIC exclusively. But you don't have to live here to spot the best spot buy. Check avails with General Sales Manager Roger Rice or your Petry-TV man.

PITTSBURGH'S MOST COLOR▲FULL STATION

WIIC-TV11

BASIC NBC TELEVISION AFFILIATE

CBC

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

& Co., New York, (C. J. LaRoche); S. C. Johnson & Son, Racine, Wis., Armour Products, Chicago, and Clairol Inc., New York, (all through Foote, Cone & Belding); Kenner Products Inc., Cincinnati (Leonard M. Sive Associates); Armstrong Cork Co., Lancaster, Pa., (BBDO); Procter & Gamble Co., Cincinnati (Young & Rubicam and Leo Burnett), and Grove Laboratories, St. Louis, Bristol-Myers Co., New York, and International Mineral & Chemical Co., Skokie, Ill., (all through Needham, Harper & Steers).

TV gets most of toy maker's ad budget

Hassenfeld Brothers Inc., toy manufacturer in Pawtucket, R. I., will spend an estimated $6.3 million in advertising in 1966—most of it in television—according to Larry O'Daly, the company's advertising and sales manager.

Hassenfeld's television schedule (for Hasbro toys) encompasses 52-week participations in ABC-TV's *Casper* (Saturday, 11-11:30 a.m., EST), NBC-TV's *Underdog* (Saturday, 10:30-11 a.m., EST), and the weekday (8-9 a.m., EST) portion of CBS-TV's *Captain Kangaroo*. In addition, spot TV will be used throughout the year in children's programs covering the top 100 markets.

Bruns Advertising, New York, is the agency for Hassenfeld, which said its schedule of commercials will present some message about one of its toys on television every day of the week.

Business briefly . . .

The Gulf Oil Corp., through Young & Rubicam, Los Angeles, which started selling in the West for the first time last fall, will start a 13-week, five-state radio-TV and outdoor campaign. Plans call for saturation of Gulf's coverage areas in Arizona, California, Nevada, Utah and Washington from January through March. Prime-time spot TV and traffic-time spot radio will be used to push the oil company's Half & Half, Gulftane and Premium brands.

The O'Brien Corp., South Bend, Ind., through Clinton E. Frank Inc., Chicago; **Pennsylvania Grade Crude Oil Association,** Oil City, Pa., through Meldrum & Fewsmith, Cleveland; **Pontiac Motor Division of General Motors Corp.,** Pontiac, through MacManus, John & Adams, Bloomfield Hills, both Mich., and **Master Lock Co.,** Milwaukee, through Campbell-Mithun, have purchased sponsorship in NBC Radio's *Monitor;* O'Brien in *The Arlene Francis Home Show*, Pennsylvania Grade for 26 weeks in *Ted Weebe's Sport of Speed*, Pontiac, in 20 newscasts for 13 weeks, and Master Lock in *Ring Around the World.*

NBC-TV reported last week the following buys: **Anheuser-Busch Inc.,** through D'Arcy Advertising, both St. Louis, in a repeat color special, *Frank Sinatra—A Man and His Music*, for May 22, 1966 (10-11 p.m. EDT), first shown Nov. 24; **P. Lorillard Co.,** through Lennen & Newell, both New York, in two color weekend news reports, *The Scherer-MacNeil Report* and *The Frank McGee Report*, and **U. S. Rubber Co.,** through Doyle Dane Bernbach, both New York, in eight nighttime series—*Run for Your Life, The Virginian, Daniel Boone, Laredo, The Sammy Davis Jr. Show, The Man from U.N.C.L.E. Saturday Movies* and *The Wackiest Ship in the Army*. U. S. Rubber is also in *NBC Sports in Action* (Sunday, 4-5 p.m.).

Admiral Corp., through Campbell-Mithun, both Chicago, plans to expand its budget by possibly as much as 50% for 1966 with heavy TV exposure to include participations on seven prime evening shows on NBC-TV and ABC-TV. Total billings in all media, including local dealer co-op, could reach $18 million.

General Mills, through Knox Reeves, both Minneapolis, plans saturation color spot TV campaign in major markets starting Jan. 24, 1966, for four weeks to introduce new snack food line for products called Whistles, Bugles and Daisys. Products were test-marketed this year in Buffalo and Syracuse, both New York, and Seattle. After heavy introduction drive, products will receive continued TV support on regular basis.

Also in advertising . . .

New PR division ▪ Waldie & Briggs, Chicago advertising agency, has formed a new public relations division effective Jan 1, 1966. The manager will be Robert Young.

Farm ad awards ▪ The National Agricultural Advertising and Marketing Association, Chicago, has announced the best farm advertising campaigns of 1965 in both TV and radio will be judged in its annual media competition. The awards will be featured as part of the seventh annual farm marketing seminar in Chicago April 5. Entry deadline is Feb. 28, 1966.

Business history ▪ Historical data on the past quarter-century in American business is available in "Business Statistics," a 400-page book compiled by the U. S. Department of Commerce. The book provides figures for 2,500 series of statistics. It is available at $2 a copy from the Superintendent of Documents, U. S. Government Printing Office, Washington 20402, or any Department of Commerce field office.

Name change ▪ Parkinson & Co., Wichita, Kan., has changed its name to Parkinson-Krebbs & Associates Inc. Address remains 610 Petroleum Building, Wichita 67202.

'Journal' cites scarcity of TV-advertised items

The sales power of television was underlined last week in a newspaper generally regarded as unsympathetic toward TV — *The Wall Street Journal.*

An in-depth article on the front page of the *Journal* last Wednesday (Dec. 22) reported on widespread shortages of certain gifts in stores throughout the country. It said that across the nation, "Polaroid Swinger and Kodak Instamatic cameras, Accutron and Timex watches and many types of toys heavily advertised on TV are all but gone from store shelves." At another point is says that "TV ads [for toys] have generated enough demand to strip the stores of the toys."

Two columns to the left on the same day, the *Journal* published another article, headlined "Games for Grownups Gain as Makers Aim at 'TV-Weary' Adults." The article reported the growth in sales of adult games by such companies as Avalon Hill Co., Parker Brothers, Milton Bradley Co. and F. A. O. Schwarz Inc. The *Journal* reported that Parker allocates the bulk of its $1.2 million budget to TV—"in hope of catching the eye of grownup viewers who are bored with TV fare and anxious to find an alternate way of spending their leisure time."

New quarters for monitor

Bonded Services, a division of Novo Industrial Corp., New York, announced last week that it has opened new facilities to house the Multiplex Electronic Center of Videorecord Inc. Videorecord was formed when earlier this year Bonded purchased the assets of U. S. Teleservice, an off-the-air monitoring service.

New quarters of Videorecord are at 630 Ninth Avenue, New York 10036. The company provides off-air kinescopes from New York TV channels, test and regional markets. It also offers Photoscripts in color or black and white, both off the air and from clients' own films.

Why WHO-TV bought Volumes 4,5,9 and 10 of Seven Arts' "Films of the 50's & 60's"

Aerial view of downtown Des Moines

Says Edward L. Doyle:

Program Director, WHO-TV, Des Moines, Iowa

"When we recently added the 'Early Show' to our late-afternoon program schedule, Seven Arts' Volume 9 was selected to carry the load because it answered our needs perfectly: A long list of outstanding titles, heavy on action-adventure, with top stars and a

high percentage of color

(109 of the 215 features).

Volume 9 was not our first Seven Arts buy. Volumes 4 and 5 with such blockbuster titles in color as 'The Man In The Gray Flannel Suit' and 'Sayonara' and Volume 10 with 31 of its 41 features (76%) in color including 'Love Is A Many-Splendored Thing' and 'The Seven Year Itch' provide WHO-TV with an extraordinary feature film library of 347 'Films of the 50's and 60's' of which 197 are also ready for colorcasting in the 'Big Show,' our prime-time Saturday night movie.

Seven Arts' Volumes 4, 5, 9 and 10 allow us to further our reputation as the 'colorful' station in Des Moines by presenting excellent feature films in color, hand picked for their time periods."

Seven Arts
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD. NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105 DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal W[illegible]ds Drive, Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adel[illegible] St. West, EMpire 4-7193

Network radio business climbs

ABC sees best year since TV started; CBS and NBC concur in optimism

Three radio networks announced sales gains last week.

ABC Radio and NBC Radio emphasized sales increases already—ABC for the full year 1965 and NBC for the period Nov. 8-Dec. 10—while CBS Radio foresaw "another major business upswing" in 1966.

CBS and ABC both predicted an exceptional sales boost in the first quarter of 1966.

CBS said it was looking ahead to the first quarter of 1966 being its best quarter since 1958, with several sales weeks still to go. The network expected 30% more business to be written in the January to March period than in the same quarter in 1965. Some of the additional money, it was said, was coming from advertisers who had given tentative commitments to their schedules but now were signing as regular sponsors, many with long-term contracts.

George Arkedis, vice president for network sales at CBS Radio, said network radio generally appeared to be in a new business advance, and that at CBS the "same excitement we had in 1963 when we chalked up a 50% increase over the year before" was being generated at present. Since 1963, business increases at CBS Radio have been modest.

ABC Radio said sales figures indicated that this is the network's best year since TV's advent, with billings up 14% over 1964, previously the network's best year in sales.

According to Theodore M. Douglas Jr., ABC vice president in charge of network radio sales, the first quarter of 1966 with more than three selling months to go has sales already "substantially" exceeding billings for the first quarter of 1965.

Mr. Douglas in a statement being released today (Dec. 27) said the first quarter traditionally "is not our best sales quarter" but in 1966 may yet top the highest previous quarter (the current October to December period). He said *Breakfast Club* will have its best three-month period in the past 10 years in the first quarter of 1966. That show is sold out for the three months, he said, and *Paul Harvey News* continues fully sold.

Noting the attraction of news programing on ABC Radio, Mr. Douglas said billings for the regular five-minute newscasts on weekdays and weekends

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Mel Blanc Associates Inc., 1680 North Vine, Hollywood 90028.

Montag Inc., Atlanta (Blue Horse school supplies); three 60's for TV, animation on film, color. Noel Blanc, production manager. Agency: Harris & Weinstein, Atlanta. Abe Weinstein, account executive.

Tom Huston Peanut Co., Columbus, Ga. (Tom's candies); five 20's for TV, live on film, color. Noel Blanc, production manager. Agency: Harris & Weinstein, Atlanta. Abe Weinstein, account executive.

Carling Brewing Co., Cleveland (Heidelberg beer); ten 30's for radio, humorous. Noel Blanc, production manager. Agency: Frederick E. Baker, Seattle. Jerry Wolfe, account executive.

Greater Arizona Savings Bank, Phoenix (banking); five 60's for radio, humorous. Noel Blanc, production manager. Agency: Lane & Bird Advertising, Phoenix. Edward Lane, account executive.

Bachman-Jack's Corp., Reading, Pa. (Jack's snack foods); eleven 60's for radio, humorous. Noel Blanc, production manager. Agency: Arndt, Preston, Chapin, Lamb & Keen, Philadelphia. Tom Olsan, account executive.

Fidelity-Philadelphia Trust Co., Philadelphia (services); three 60's for radio, humorous. Noel Blanc, production manager. Agency: Gray & Rogers, Philadelphia. Walter Erickson, account executive.

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

Buick Division of General Motors, Detroit (autos); one 60 for TV, music score. Charles Barclay, production manager. Agency: McCann-Erickson, Detroit. Woody Walters, agency producer.

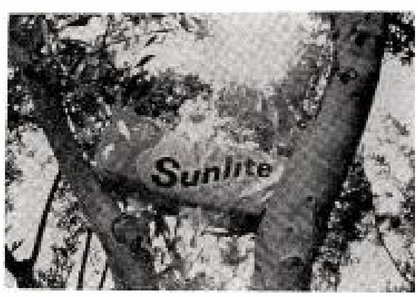
Goulding-Elliott-Greybard Productions Inc., 420 Lexington Avenue, New York 10017.

Nationwide Insurance Co., Columbus, Ohio (insurance); two 60's for TV, animation on film. Six 60's for radio. Victor B. Cowen, production manager. Agency: Ogilvy, Benson & Mather, New York. Alan Mooney, account executive. Ken Shaw, agency producer.

General Electric Co. Large Lamp Department, Cleveland (business lighting); ten 60's for radio. Victor B. Cowen, production manager. Agency: BBDO, Cleveland. Bernie Connor, account executive.

Quaker Oats Co., Chicago (Life cereal); one 60, one 30, one 20 for TV, live on film. Victor B. Cowen, production manager. Agency: Doyle Dane Bernbach, New York. Tim Sheehan, agency producer.

Minnesota & Ontario Paper Co., Minneapolis (Insulite building products); ten 60's for radio. Victor B. Cowen, production manager. Agency: Campbell-Mithun, Minneapolis. Dick Stevens, account executive.



New commercial for Sunlite Bread, prepared by Hoefer, Dieterich & Brown, San Francisco, is built on a round of golf with pro Jimmy Thompson in which the loaf of bread appears on a golf bag, by a lake and near the cup. Accompanying lyrics and music, "Go With Sunlite Bread" were composed by Jim Nelson, creative director for HD&B. Sequence was produced by agency radio-TV director Don Cusenbery.

EUE/Screen Gems West Coast, 1334 Beachwood Drive, Hollywood 90028.

Levi Strauss & Co., San Francisco (Sta-Press pants); one 60 for TV, live on film, color. Dick Kerns, production manager. Agency: Honig, Cooper & Harrington, San Francisco. George Watson, agency producer.

HR Productions Inc., 4227 East Madison, Seattle 98102.

Chateau Merryl wines (dinner wines); one 60, two 30's for radio, bossa nova. Jerry Rowan, production manager. Agency: Kraft, Smith & Ehrig, Seattle. Jack Ehrig, account executive and agency producer. Approximate cost: $650.

Logos Ltd., 3620 South 27th Street, Arlington, Va. 22206.

C. Schmidt & Sons Inc., Philadelphia (Schmidt's beer); one 60, one 20 for TV, live on tape, color. Agency: Ted Bates & Co., New York. Grant Tyler, agency producer.

Wilkins-Rogers Milling Co., Washington (Washington self-rising flour); six 10's for TV, animation on tape, color. Agency: Earle Palmer Brown, Washington. Bill Doors, agency producer.

First Federal Savings & Loan Association, Washington; two 20's for TV, live on tape, color. Agency: Henry J. Kaufman & Associates, Washington. Jeff Abel, agency producer.

American Sugar Co., New York (Franklin sugar); one 60, one 10 for TV, live on tape, color. Agency: Lewis & Gillman Inc., Philadelphia. Peter Krug, agency producer.

Mid-America Videotape Productions—WGN Inc., 2501 West Bradley Place, Chicago 60618.

Mars Candies, Chicago (candy bars); one 60 for TV on tape. Bill Lotzer, director. Agency:

have been up 20% over 1964.

NBC Radio reported sales totaling $6,758,000 in new business and renewals for the period Nov. 8 to Dec. 10. The figure includes a previously announced $3,954,000 in sales in the Nov. 8 to Nov. 19 period. The latter two-week period was the busiest for the network since 1960, according to Stephen B. Labunski, president of NBC Radio.

ARB computer grinds out spot avails

"Instantaneous spot availabilities"—with cost per thousand (CPM) broken down demographically in a matter of hours—is a new service being offered by the American Research Bureau. Using avails and rate cards supplied by stations, ARB offers to feed this data into its computers at the same time the tapes are spewing out ratings.

The result: full sheets of spot availabilities by total audience, and by various categories of ages and sex groupings, with costs per thousand given for each.

The Beltsville, Md., ratings firm feels that the new system could revolutionize local-market reports since "this is the sheet that the reps have to obtain to sell their spots in the first place."

A spokesman for ARB noted that one Chicago television station estimated that it took 40 man-hours a week to prepare a similar avaliability sheet and that the ratings firm had reduced the cost of preparation by approximately 50%.

The service is provided by ARB at a cost of 50 cents a line of print—all the station has to do is supply the firm with a list of the availabilities, its rate card and subscribe to the new ARB service.

For specific audiences—such as women, age 35 to 49—the sheet also gives the CPM, along with the CPM for all women and for total audience.

In addition to the information on the age-sex categories, ARB provides data on the viewing housewife. with breakdowns on those with a child up to six years old, those with a family of three or more and those who work 30 hours or more each week.

This information, which began with the September national sweep, was included as a result of ARB's broadcast-advisory committee's recommendations and is also included in local-market reports and the national surveys.

ARB reports that the new service has already been purchased by RKO General Spot Sales, NBC-TV Spot Sales, The Katz Agency and ABC-TV Spot Sales, all New York.

The advantages of the system are mainly in the time-saving category, according to an ARB spokesman. "Rather that spend three or four days figuring out the tabulations by hand, the salesman can take the master print-out and show the potential buyer exactly what is available."

Needham, Harper & Steers, Chicago.

Schoenling Brewing Co., Cincinnati (beer); three 60's, three 30's for TV on tape, color. Dale Juhlin, director. Agency: Don Kemper Co., Chicago.

Allstate Insurance Co., Skokie, Ill. (insurance); one 60 for TV on tape, color. Dale Juhlin, director. Agency: Leo Burnett, Chicago.

Shield Productions, 919 Ernst Court, Chicago.

The Seven-Up Co., St. Louis (Like); one 60, one 20, one 10 for TV, music track. One 60, one 30 for radio, jingle. James C. Dolan, production manager. Agency: J. Walter Thompson, Chicago. William Holden, account executive. John Wallington and Bill Ross, agency producers.

The Seven-Up Co., St. Louis (7-Up); five 60's, 20's, 10's for TV, music tracks; nine 60's 30's for radio, jingle. James C. Dolan, production manager. Agency: J. Walter Thompson, Chicago. Malcolm Sullivan, account executive. William Ross, agency producer.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.

Pompano Park, Fort Lauderdale, Fla. (harness racing); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Joe Kolb & Associates, Fort Lauderdale.

Sweet Sue Co., Memphis (canned goods); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Simon & Gwynn Advertising, Memphis. Milton Simon, account executive.

Philco Corp., New Orleans (regional campaign); one 60 for radio, jingle. Jerald Clements, production manager. Placed direct.

Safeway Stores Inc., Tulsa, Okla. (regional promotion); one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Gerald Schnitzer Productions, 155 Fell Street, San Francisco.

Lever Bros., New York (Lifebuoy soap); one 60, one 30 for TV, live on film, color. Ben Norman, production manager. Agency: BBDO, New York. Les Collins, agency producer.

Fleming buys Holman rep firm

K. B. Fleming has acquired the Hal Holman Co., a radio-TV station-representation firm in Chicago. Mr. Fleming, formerly associated with Leo Burnett Co. and George Hollingbery. is president of Feature Merchandising Inc., Chicago, which represents stations in the merchandising field and which he will continue to operate in addition to the station-rep firm. Mr. Fleming did not disclose the price of his acquisition. Mr. Holman, former owner of the radio-TV rep firm, died Oct. 24.

New set count from ARF

Breakout from census shows 4 million color homes, over 12 million UHF sets

An estimated 53.7 million U. S. households have at least one TV set, nearly 4 million have color and more than 12 million have UHF receivers.

These estimates were reported last week by the Advertising Research Foundation to supplement data released a month ago showing approximately one in every 14 U. S. households (6.9%) with color sets and one in five (21.1%) with UHF (BROADCASTING, Nov. 22).

ARF's survey is based on its requested survey made by the Census Bureau last August, the costs of which were underwritten as in the past by the TV networks, the National Association of Broadcasters and the Television Bureau of Advertising. The latest survey, however, covered color and UHF for the first time.

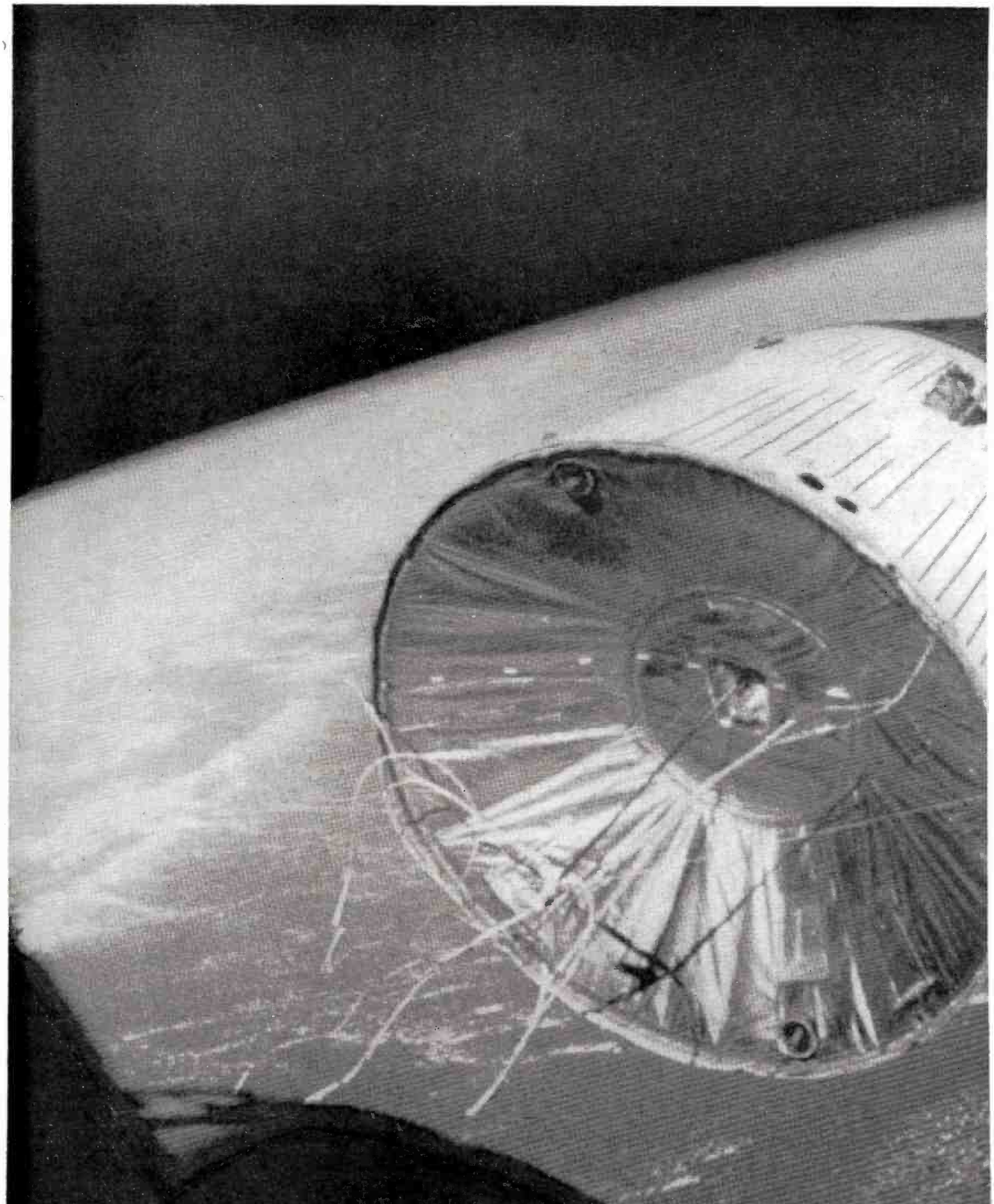
ARF estimated 53.7 million households with at least one TV set, a growth of 21.6 million in the 10 years ARF has been reporting the estimates. This gain comes to 67% over a period when total U. S. households increased 22%.

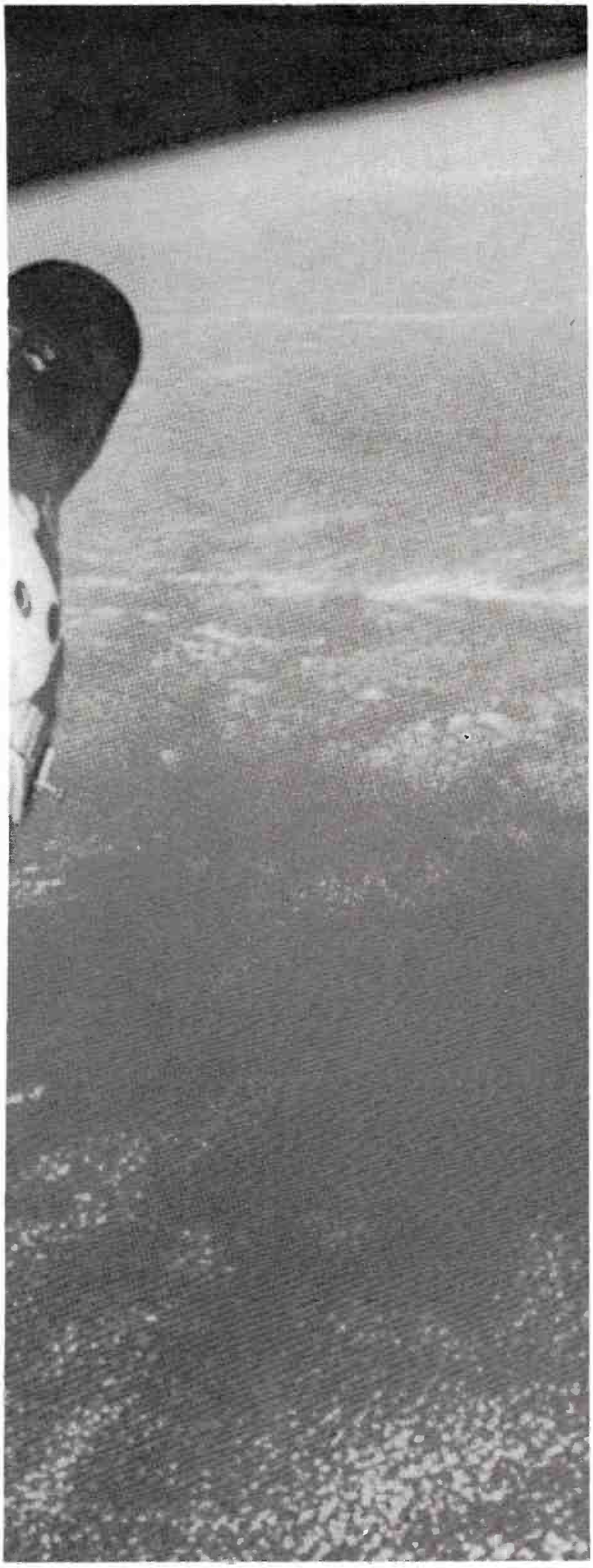
Homes with two or more TV sets, which ARF said was estimated at 11.3 million last August, or one out of five TV homes, are more likely to have color and UHF. ARF reported 17% of these homes had color sets and 35.7% UHF.

In one-set homes, 4.8% have color and 19.3% UHF, the survey found. In total number of sets, ARF estimated 66.4 million are in households across the country. This is about twice the number estimated in June 1955.

ARF said color appeared more common in Pacific and Mountain States (one out of nine TV households) and the East North Central and New England states led in UHF (one out of three TV households). The South, it said, tends to lag behind in both categories. In its cross tabulating, ARF found also that color and UHF sets are "least common" in nonmetropolitan areas, in households with no telephones, or with one person.

ARF, which has offices at 3 East 54th Street, New York, is sending members its 40-page report on the survey which is available to others at $5 a copy.





So far... and yet so near

Whether focused on launchings from Cape Kennedy or recoveries in the Atlantic, NBC's color television cameras let millions of the nation's viewers share the suspense and triumph of the Gemini 7 / Gemini 6 mission.

As the *New York Daily News* put it: "Space photography is here to stay! And so, apparently, is NBC-TV's intelligent approach to news coverage." Even the historic rendezvous itself could be "seen" by viewers of the NBC Television Network as the action was taking place.

This "seeing" was made possible through the expertly planned animation and graphic devices of the NBC News Space Center; the informed commentary of NBC Newsmen Chet Huntley, David Brinkley and Frank McGee; and the able support of their NBC News colleagues.

Its reputation for television's clearest, most complete news coverage drew to NBC News an audience for the two-week Gemini 7 / Gemini 6 operation larger than either of the other networks; often larger than both combined.*

Indeed, the initiative, enterprise and cooperation of the hundreds of men and women at NBC News have made this organization the undisputed leader in broadcast journalism.



NBC NEWS

*SOURCE: NATIONAL ARBITRON, DEC. 4-18. PERIODS OF COMMON GEMINI 6-7 COVERAGE. ALL ESTIMATES SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.

Warner Bros. has CATV ideas

Construction of systems in California would be first target of program supplier's new subsidiary

It's getting difficult these days to distinguish the program suppliers from the programers. Warner Bros. Pictures Inc., by forming Warner Bros. TV Service Inc., is erasing the demarcation line even more. The new subsidiary is charged with the responsibility of getting into community antenna TV operations.

Disclosure of Warner's interest in CATV was made in a personal statement by company president Jack L. Warner to stockholders. It was part of a report to stockholders issued in advance of the proxy statement for the publicly held company's annual meeting scheduled for Feb. 2.

According to Mr. Warner, initial efforts will be devoted to the construction of CATV systems in California. Specific locations were not cited nor were there any indications that the company may purchase existing systems. Stressed in the statement was the "substantial profit potential" offered by CATV operations and ownership.

Warner Bros. is coming off a strong season in which it placed four new series on television accounting for two-and-a-half hours of network time. In addition, as revealed in the proxy statement report, the company-produced movie version of "My Fair Lady" had grossed about $23 million in world rentals as of the close of the fiscal year on Aug. 31. This put it little more than $5.2 million away from complete amortization. The feature film is still in its first run in some areas. Last week Warner Bros. agreed to produce as many as 12 new features to be shown first on CBS-TV. (BROADCASTING, Dec. 20)

Although Warner is the first major program supplier to get involved in CATV, other such companies have made diversification moves within the broadcasting field. Screen Gems, the most active, is a major group station owner. 20th Century-Fox also is a station owner, while Paramount Pictures has made a sizeable investment in the development of pay television.

Kamen leaves Granik over CATV setup

Ira Kamen, electronics engineer and executive vice president of CATV Enterprises, one of the companies given a New York City community antenna grant, announced his resignation from that group last week.

Mr. Kamen said he could not come to terms with Theodore Granik, principal owner of CATV Enterprises, or agree on how the New York CATV operation would move ahead or how much of his time would be devoted to it.

The resignation came as a surprise because Mr. Kamen's connection with the company had come under the scrutiny of New York City when it held the CATV Enterprises grant in abeyance before reconferring it last week (CLOSED CIRCUIT, Dec. 20). The city had been concerned with CATV Enterprises' ability to finance a CATV system and also reportedly questioned whether Mr. Kamen's affiliation with the company as an electronics expert had just been for purposes of acquiring the grant.

Cooke forms new CATV subsidiaries

Formation of a sales-promotion firm and an equipment-representative firm was announced last week by Jack Kent Cooke, owner of American Cablevision Co.

J. Fred Weber, American Cablevision's vice president for advertising and sales, was named to head American Sales Promotion Co., the sales-promotion arm of Mr. Cooke's community antenna enterprises. Bill Bresnan, American Cablevision vice president for engineering, was named to head American Cablevision Electronics Co., the equipment subsidiary.

The sale-promotion group will sell

CATV piped aboard St. Lawrence cutter

Officers and men of the Coast Guard cutter White Lupine, which patrols the St. Lawrence River, have a new recreational facility—community antenna television.

The cutter, which sails daily from Ogdensburg, N. Y., on its patrol duties, hooks up each night with the Ogdensburg Video Inc. system in that city and the men get a choice of eight channels.

Ogdensburg Video is owned by New Channels Corp., a division of Newhouse Broadcasting Co.

printed material, including flip charts and easels and promotion items (perfume, key chain), used in selling CATV to subscribers. It will also help train local salesmen for CATV-system customers. The equipment group will act as a supplier to the CATV industry for special items, including a new matching transformer which Mr. Bresnan has designed. American Cablevision Electronics will not engage in manufacturing.

The appointments and the formation of the new subsidiaries were announced at the first annual meeting of American Cablevision Co. in Beverly Hills, Calif. Managers of 15 CATV systems, owned by American Cablevision, were present as well as Messrs. Cooke, Weber and Bresnan, and William Putnam, executive vice president; Gene Jennings, assistant general manager; John Graves, secretary-treasurer, and William Lastinger, president of Trans-American Microwave (also owned by Mr. Cooke).

WSUN sale application registered at FCC

Application was filed last Wednesday (Dec. 22) with the FCC for the sale of WSUN-AM-TV St. Petersburg-Tampa, Fla. The municipally owned commercial stations have been sold to WCAR Inc. (WCAR-AM-FM Detroit) for $1,130,000 (BROADCASTING, Oct. 11). WCAR Inc. is owned by H. Y. Levinson. The Detroit company's bid was highest of two received by the city. The other bidder was Lee Gorman, representative of New England interests, who offered $911,500.

WSUN-TV lost its ABC affiliation in September after WLCY-TV (ch. 10) went on the air.

WSUN, founded in 1927, operates fulltime on 620 kc with 5 kw. WSUN-TV operates on channel 38.

KSHO-TV license case now in court

The question of whether the FCC's decision to deny the license-renewal application of KSHO-TV (ch. 13) Las Vegas will stand is now up to the U. S. Court of Appeals for the District of Columbia.

The commission on Dec. 17 announced its refusal to grant reconsideration of the decision, a refusal that clears the way for court consideration of an appeal already pending.

The appeal was filed in September after the commission's original decision in the case (BROADCASTING, Sept. 6), but action on it was postponed

A Gordian knot for the FCC

McLENDON'S ALL-AD PLAN MAY BE HARD FOR IT TO RESOLVE

Gordon L. McLendon is proving to be one reason the members of the FCC feel in need of a one-month vacation once a year. His proposal for transforming KGLA(FM) Los Angeles into an all-commercial station (BROADCASTING, Dec. 20) may not pose the most profound problem the commission will face in 1966. But it's probably one of the thorniest.

For Mr. McLendon, in seeking commission approval of his purchase of the station, from Edward Jacobson for $400,000, has gone through the ritual prescribed by the commission for determining community needs. He has made a survey—three surveys, in fact. But the kind of programing proposed as a result—112 hours a week of classified ads—runs directly counter to the thrust of the commission's policy to curb excessive commercialization. Indeed, the proposal was unveiled at almost the same time the commission imposed its first sanctions in its campaign against overcommercialization.

The kind of dilemma the application poses for the commission was stated by Commissioner Kenneth A. Cox, a strong advocate of the commercialization policy. The commission, he said, might consider "excessive" a proposal for, say, 20 minutes an hour of commercials, if it were made by an all-music station. "But it would be hard to say that that's a problem when you permit a licensee to go on the air with nothing but commercials," he said.

Hearing on Proposal? ▪ What's a regulatory agency to do? It could designate the application for a hearing on the question of whether the proposal really does meet the needs and interests of the area.

But Mr. McLendon, who is no novice in the business (he owns nine AM and FM stations and is seeking another AM) is probably prepared for such a development. He's made his surveys, as required by Question 1, Part 1 of the commission's new program-reporting forms. And he has summaries of interviews with 21 individuals in the Los Angeles area, including officials of public and civic agencies, that support the want-ad format.

Some commission officials, when informed of the surveys, smile and comment: "Surveys can be made to support almost any kind of programing." Which may be true. Indeed, it wasn't until the third McLendon survey that a need for an all want-ad concept was discovered—and then, only after Mr. McLendon set out to prove or disprove a hunch. However, the popular *Los Angeles Times*, regularly overweight with the fattest classified-ad sections of any newspaper in the country, must prove something.

But the commission, didn't cause Mr. McLendon any trouble when he transformed his Chicago stations, WNUS-AM-FM into all-news operations. Accordingly, a hearing-designation order might raise some question as to the validity of the commission's often-stated assertion that "great weight" is given to licensee's judgment in programing matters. The commission is already under fire from critics who say the agency has a preconceived idea of what the needs and interests of a community are.

Another Question ▪ The program reporting form question relating to surveys isn't the only one on which Mr. McLendon can rely in supporting his proposal. Question 18 asks how the applicant proposes to contribute to the overall diversity of programing in the area.

Now, Los Angeles is home to 32 radio stations—20 FM and 12 AM—and receives, besides, the signals of a number of stations outside the city. In that situation, what kind of service would represent more diversity than a want-ad station? As Mr. McLendon said in his application, he was not looking for "a need" to fill; he was looking for "a unique need."

No one at the commission is predicting whether or not the proposal, the first of its kind ever filed, will be approved without a hearing. Commissioner Cox did say he would have "great problems with it." But Chairman E. William Henry, who is closely identified with the commission's anti-overcommercialization policy, merely termed the proposal "in-

pending commission review of the petitions for reconsideration.

The appeal was filed by Arthur Powell Williams, who had been slated to get control of the station. Besides the renewal application, the case includes applications that would have left Mr. Williams in control of the company owning the licensee corporation.

The petitions for reconsideration that were rejected by the commission were filed by Harry Wallerstein, receiver in bankruptcy for the station since 1961, and Robert W. Hughes and Alex Gold, owners of the corporation that was to be transferred to Mr. Williams.

The commission denied renewal largely because of the "concealment" of a 54% ownership interest in the station by KBLI Inc. (BROADCASTING, Aug. 2), even though the unauthorized transfer of control occurred before the station went into receivership.

The commission, in denying reconsideration, said the petitioners raised no points not already covered in the original decision to deny renewal. It also denied requests for reopening the record.

The commission decision was on a 4 to 1 vote. Commissioner Robert E. Lee, who dissented, said the commission should grant renewal to permit transfer of the station to a "qualified transferee" (Mr. Williams) and to allow television service to continue. He predicted that if a contest for channel 13 develops among competing applications the facility will provide no service for "a minimum of two years."

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

The FCC staff, in a subsequent development, dismissed as moot a late petition by Mr. Wallerstein for limited deferral of final action on the petitions for reconsideration. Mr. Wallerstein had asked for 30 days to file additional pleadings showing a new ultimate owner of the station. The petition was filed a day before the commission acted on the reconsideration pleas but its existeresting." Commissioner Lee Loevinger, who has opposed the chairman and Commissioner Cox on the commercialization policy, was equally noncommittal. But Commissioner Robert E. Lee said if Mr. McLendon "can make a showing that his proposal is good for the community I'd have no problem with it."

The commission may well decide that the spectrum space is too valuable to be used for the broadcast of want-ad information that is available in the daily newspapers. But before reaching that or any other conclusion—even before deciding whether to order a hearing on the application—the commission will have to rethink some of the assumptions underpinning its policy on commercialization.

Are commercials, for instance, always or even usually considered an intrusion by the listener? Do they serve only the private needs of stations and advertisers? Or can a station, at least in a city like Los Angeles that is practically drowning in a sea of radio signals, serve a public need by acting as an audible want-ad page virtually all day long?

Such re-examination of policy by a government agency is never easy, especially when the policy involved is one that the agency has worked long and hard to implement. But it's that difficult assignment that constitutes Gordon McLendon's Christmas present to the FCC this year.

tence was not generally known to the staff or to the commissioners at that time.

Rating council seeks Nielsen view on complaint

Officials of the Broadcast Rating Council said last week they were studying the request by WISC-TV Madison, Wis., that the council revoke or suspend its accreditation of the A. C. Nielsen Co.'s Nielsen Station Index (NSI) local-market rating service.

They declined to comment further, the council reportedly has asked Nielsen to submit its position on the issue.

WISC-TV made the request because, it contended, the NSI November report for Madison added to the audience of WKOW-TV Madison the audience of its commonly owned WAOW-TV Wausau, Wis., creating "an erroneous impression as to the size of the WKOW-TV audience" in Madison (BROADCASTING, Dec. 20).

It was understood that in the Madison report the WKOW-TV and WAOW-TV audiences are lumped together in the showing of "total homes delivered," but that the metro rating and share are shown for WKOW-TV only.

WISC-TV has charged, and the owners of WKOW-TV and WAOW-TV have denied, that the Wausau station was converted into a satellite in order to "hypo" the ratings of WKOW-TV.

The rating council thus far has been interested primarily in making sure that the rating services that it accredits "do what they say they are doing," but it is known to be concerned with the whole problem of "hypoing" by stations.

Observers therefore speculated that if the council becomes involved in the Madison case it will be interested basically in finding out whether the Nielsen company made an accurate representation of all the information in its possession, and possibly in exploring the "hypoing" issue.

Multiple action alters radio setup in Tyler

In a move to give a second nighttime station to Tyler, Tex., the FCC last week took an unusual round-robin action.

The case involves KGKB and KDOK, both Tyler. The commission renewed the license of KGKB, authorized Wallace Barbee to acquire control of KGKB Inc., and approved the sale of KGKB to KDOK Broadcasting Co. for $70,000.

The commission also approved the sale of station KDOK for $85,000 to Oil Center Broadcasting Co., a former owner of KGKB.

KGKB was notified of apparent liability of $2,500 for previously unauthorized acquisition of control of that station by Mr. Barbee. The FCC said that ordinarily it would have held a hearing on the license renewal application in these circumstances but that in this case the public interest would be served by a renewal and grant without a hearing.

The commission pointed to the fact that KGKB has been off the air for two years and that there is only one other nighttime station in Tyler.

KGKB will operate on 1330 kc, 1 kw, day and KDOK will operate on 1490 kc, 250 w, unlimited.

An underworld link in CATV?

Alleged gamblers reported involved in Ohio franchise granted without hearing

Rumors that gamblers were involved in some community antenna television operations, current for the last 18 months, came to focus last week on two convicted gamblers who are principals in four CATV systems and in one application.

The story was broken by the *Cleveland Plain Dealer* and repeated in the *Youngstown* (Ohio) *Vindicator*. Both stories identified the men as Daniel and Robert Lamont, brothers, of Hollidaysburg, Pa. Both are officers, directors and/or stockholders—together or separately—in CATV systems in Altoona, DuBois and Sharon, all Pennsylvania, and in Ashtabula, Ohio. Daniel Lamont is also a principal in the application for Youngstown, Ohio.

Daniel Lamont, it was reported, pleaded guilty in 1951 of bribing a New York University basketball player. He served six months in a New York prison. Robert Lamont, it was disclosed, has been convicted on several gambling charges and has acknowledged, it was said, that he was in numbers and slot-machine operations in central Pennsylvania.

The disclosures came after the Youngstown city council, without previous hearing or announcements, several weeks ago voted 5 to 2 to grant a CATV franchise to Youngstown Cable TV Inc. The council's move was vetoed by Youngstown's Mayor Anthony B. Flask. The council last Wednesday (Dec. 22) took no action on a call for reconsideration. The city's parliamentarian contended that any action has to come a week following the mayor's veto. Some councilmen argued, however that the council may consider the veto any time after one week.

The newspaper articles spurred these comments from federal and industry spokesmen:

- U. S. Attorney Merle M. McCurdy of Cleveland said that his office has been "particularly interested in the Youngstown situation." Although he declined to acknowledge that an investigation was underway by federal agents, it is understood that a government attorney has been observing the Youngstown council meeting where the CATV matter has come up.

Mr. McCurdy, however, was quoted

as also saying:

". . . Any illegal attempts to take over the communications field will be met head-on by the full force of the federal law-enforcement machine. Organized rackets are not going to find any sanctuary in the Northern District of Ohio."

If the facts warrant, Mr. McCurdy said, a grand-jury hearing is a good possibility.

▪ Frederick W. Ford, president of the National Community Television Association, declared: "If any persons not of good character have entered the CATV business they must be ferreted out and expelled from this public service.

"The fact that the situation described by the *Cleveland Plain Dealer* is an isolated instance, as witness the experience of 2,200 communities throughout the United States which have granted CATV permits and in which no similar situations have developed, speaks well for the high character of persons within the CATV industry and the decision-making machinery of local governments.

"The potential development of CATV makes it impossible for the industry or government, either federal, state or local, to tolerate such elements in this industry. The NCTA will actively support all efforts by such governments to prevent criminal elements or other persons of bad character from engaging in providing CATV service."

▪ Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, commented: "The FCC now has jurisdiction over CATV's that are fed by the microwave relays, but who gets the franchises for the systems not fed by microwave should be left up to the local governments. The time for the commission to move in is when the gangsters affect that part of the communications industry over which the FCC has defined jurisdiction.

"Now the question arises what to do when the city officials can't cope with the problems. As I see it, this is a matter for the duly qualified electors to handle at the polls."

One of the strange elements in the Youngstown situation is that no one can identify the drafter of the CATV ordinance.

The proposer councilman claims that the city clerk asked him to sign his name to the document in order for it to be placed on the council agenda. The sponsoring councilman voted against the grant.

The city clerk said that the document was delivered to his office but that he does not recall who brought it in.

The franchise would have granted an exclusive permit to Youngstown Cable TV Inc.

Mayor Flask said that he is "completely baffled by this. I just don't know where it came from. And I can't find anyone who does."

One Youngstown councilman suggested that the clerk send a letter to the FBI recommending a full-scale investigation into possible racket connections in the Youngstown CATV matter.

In addition to Youngstown Cable TV, there were two other applications for CATV in Youngstown: Telerama Inc., Cleveland (a group CATV owner which includes Scripps-Howard Broadcasting Co. as a minority owner), and Ohio TeleVue Inc., organized by Youngstown's three UHF stations (WKBN-TV, WYTV and WFMJ-TV).

A reference to "undesirables" getting into CATV was publicly made for the first time last spring when FCC Chairman E. William Henry appeared before the House Communications Subcommittee to testify on HR 7715, the bill introduced by Commerce Committee Chairman Oren Harris giving the FCC limited regulatory authority over CATV. His point was that unless the FCC is given authority to regulate CATV it could not investigate such allegations (BROADCASTING, June 14).

The Sharon grant, made last spring, was in the news in that community only two weekends ago. The *Sharon Herald* reported that an unidentified councilman acknowledged recently that he had been offered a "sizable" bribe to "use his influence" in behalf of one of the then three applicants for CATV there. The applicant, he said, was one of the unsuccessful ones.

Altoona Video Inc. has been operating since 1961. It serves over 1,200 subscribers with TV signals from Altoona, Johnstown and Pittsburgh.

In 1963, Robert Lamont filed a lawsuit against other principals of the Altoona CATV, charging mismanagement and manipulation of stock. The case was dismissed in 1964 after shareholders agreed to a reorganization. Suits were also filed against the Altoona company by Dr. Hugo DiGiacobbe and Eli Kramer, a Harrisburg, Pa., electronics engineer. Mr. Kramer was until recently the president of Perfect TV Inc., a CATV system in Harrisburg. Perfect was bought out by the Jerrold Corp. when it received permission to bring CATV to the state capital (BROADCASTING, Dec. 20).

Is it a matter of protocol?

Harris's judicial commission at Justice Department for him 'to pick up', but he wants it delivered

Much has been said about the federal judgeship for the eastern and western districts of Arkansas and of the appointment to that post of Representative Oren Harris (D-Ark.). Some of what has been said has been knowledgeable—some has not.

But now doubts are arising all over official Washington about "who goofed," or "who's fooling whom," or "what are they trying to pull anyway"?

The reason for all the questions is that Representative Harris, chairman of the House Commerce Committee, is reported to have said again and again that his commission to take the bench has not been signed by the man who nominated him, President Lyndon B. Johnson, even though the Senate has confirmed the nomination and sent it to the President.

Representative Harris
Waiting for a delivery

But now it seems the Justice Department has had his commission, which it is claimed was signed by the President Aug. 12, and the warrant has been waiting "for Representative Harris to pick up" since that time.

A spokesman for Mr. Harris said last week that the Arkansas congressman "knows nothing about the commission or its reported signing." He added further that it was not up to the appointee to "pick up the commission." Rather, as he understood the process, the Justice Department "should have delivered the commission to Mr. Harris as soon as it was signed." And he cited the Supreme Court of the U. S. as the basis of his remarks.

In Marbury v. Madison, he said, the court ruled that the President must deliver the commission when it is signed.

Marbury Case ▪ Chief Justice John Marshall, who wrote the Marbury decision in February 1803, said, speaking

of presidential appointments: "Some point of time must be taken, when the power of the executive over an officer, not removable at his will, must cease. That point of time must be when the constitutional power of appointment has been exercised, when the last act, required from the person possessing the power [the President], has been performed: this last act is the signature on the commission."

The Marbury case also involved a judgeship. It was for justices of the peace in Washington, and it has been hailed as a "landmark decision."

The question arises, then, why did the Justice Department fail to deliver the commission, since the President no longer had "power over the appointee," and since, to paraphrase another section of Marbury, from the time the commission was signed, it was law and could not be recalled?

Reports have been current ever since the Senate confirmed the appointment Aug. 11 (BROADCASTING, Aug. 16, et seq.), that Mr. Harris would return to Washington for at least part of the second session of Congress, which begins Jan. 10, 1966.

Some reports had him continuing his congressional chores until late March or early April (CLOSED CIRCUIT, Oct. 4).

Inside Dope ▪ Ever since Mr. Harris' appointment to the federal bench, rumors have swept Capitol Hill explaining the Arkansas Democrat's future.

One report had him returning for the second session of the 89th Congress to handle transportation bills considered vital by the administration. Another had him returning in order to circumvent the calling of a special election in his district which would be required if his seat became vacant before 1966. A third had him remaining in order to oversee certain power legislation in which he is particularly interested.

At one point there was even a rumor that he was staying on in order to arrange for his successor as chairman—notwithstanding the fact that Representative Harley O. Staggers (D-W. Va.) is next in line as senior Democrat on the committee.

In the minds of many observers, the political situation in Arkansas seems to be the key purpose in Mr. Harris' intent to remain a congressman into 1966. Under Arkansas law, a special election would be necessary to fill a congressional vacancy unless the vacancy occurs during an election year (1966).

With Mr. Harris resigning in 1966, no special election will be necessary. The possibility of a wide-open race is said to cause shudders in the Democratic hierarchy of the state; visions of a Republican taking the seat held by the Democratic stalwart for 25 years is seen by some as an eventuality under a free-field election.

According to staff sources, he has said he'll only resign "following an orderly and responsible transfer of the reins of the committee" to his successor.

As late as Dec. 17, presidential news aide Bill Moyers told BROADCASTING that there was "no comment" on the Harris judgeship.

At the Justice Department, the report is that "the commission has been signed and sealed and here for Mr. Harris since Aug. 12."

The staff of the Arkansas congressman called this information "the best kept secret in Washington."

The Arkansas judgeship was created in 1961 by the late President Kennedy, but it has never been filled.

Reception for Erhard

Among White House guests at the dinner tendered by President Johnson for Chancellor Erhard of West Germany Dec. 20 were a number from the broadcasting industry: Mr. and Mrs. Gene Autry (Golden West Broadcasters); Mr. and Mrs. J. Leonard Reinsch (Cox Broadcasting Corp.); Mr. and Mrs. Lester W. Lindow (Association of Maximum Service Telecasters); Mrs. Edgar Stern (WDSU-AM-FM-TV New Orleans).

Also: Mr. and Mrs. Robert W. Akers (U. S. Information Agency), Mr. and Mrs. John Chancellor (Voice of America), and Mr. and Mrs. Jack Gould (*New York Times*).

Changing hands

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, *page* 66).

▪ WTVP(TV) Decatur, Ill.: Sold by Metromedia Inc. to LIN Broadcasting Co. for $2 million (see page 40).

▪ KVEC San Luis Obispo, Calif.: Sold by John C. Cohan to James L. Saphier and associates for $360,000. Mr. Cohan is 55.3% owner of KSBW-AM-FM Salinas-Monterey, KSBY-TV San Luis Obispo and KNGS Hanford, all California. Mr. Saphier, West Coast talent agent and TV packager, was associated with Bob Hope and others in ownership of KOA-TV Denver until holdings were disposed of in 1964. KVEC operates on 920 kc with 1 kw day and 500 w night.

▪ KCKC San Bernardino, Calif.: Sold by

Joseph H. and Agnes I. McGillvra to Harry Trenner for $275,000. Mr. Trenner has been involved in direction and ownership of WBNY Buffalo, WRVM Rochester, both New York, and WFEC Miami. KCKC went on the air in 1947; operates on 1350 kc with 5 kw days and 500 w nights.

Note: Through a typographical error KRCG (TV) Jefferson City, Mo., was incorrectly identified in the story on page 9 of the Dec. 20 BROADCASTING reporting the sale of that station and of KWOS Jefferson City and KMOS-TV Sedalia, Mo., to Kansas City Southern Industries Inc. for more than $3 million.

WTAE(TV) revamps executive lineup

In a major realignment of top echelon personnel, WTAE(TV) Pittsburgh last week announced new positions, effective Jan. 1, for five men. Alan Trench, formerly vice president and


Mr. Trench


Mr. Conomikes

general sales manager, will be vice president for television sales. John Conomikes, regional sales manager, becomes TV sales manager.

Dave Murray, news director for six years, will be director of programing and program development. Fred Remington, editorial director, becomes news director, and E. Preston Stover, program manager, becomes operations manager.

WXUR subject of Pa. legislature resolution

Four Pennsylvania legislators have asked the General Assembly of the state to pass a resolution calling on the FCC to investigate WXUR Media, Pa. WXUR is owned by Faith Theological Seminary which is headed by the Rev. Carl McIntire.

Referred to the committee on rules, the resolution says there is "serious question whether Radio Station WXUR, under the operational control of McIntire, is giving the balanced presentation of opposing viewpoints required of broadcast licensees. . . ." The draft states that Dr. McIntire has engaged in "vicious" attacks on the National Council of Churches "and has continually exhorted the political and economic views of the radical right. . . ."

This is the second attack on WXUR in a month. Early in December, the Media Borough Council wrote to the FCC relaying citizens' complaints and asking the commission's position on telephone-interview programs (BROADCASTING, Dec. 6).

John H. Norris, manager of the station, cited the resolution as an "irresponsible action of the Pennsylvania Democratic Party leaders. . . ." He said

A hectic new year for NAB committeemen

Committee and board members of the National Association of Broadcasters face a busy first three weeks in the new year as they prepare for the NAB joint board meeting in Palm Beach, Fla., Jan. 23-27.

The executive committee will meet on Jan. 4, the Future of Broadcasting in America committee on Jan. 5, the finance committee on Jan. 11-12 and the editorializing committee on Jan. 18.

In addition to the regular NAB budget, the finance committee will also hear about costs for a proposed new headquarters building, increased rates for radio and TV code members, and a major increase in the public-relations budget.

NAB's current 1965-66 budget is $2.27 million, down from the $2.35 million of the previous year.

Although the original PR proposal made to the board last June called for about $300,000 to double the five-man staff and take on more projects, there is some feeling that any increase in this budget would more likely be in the neighborhood of $100,000.

There also appears to be increasing support for strengthening the government affairs, legal and engineering staffs, those that have the most direct dealings with the governmental power structure in Washington.

Last week NAB staffers were putting final touches on their proposed budgets before presentation to the finance committee.

that Rev. McIntire buys time on the Media station just like any other sponsor. He charged it was an attempt at harassment of his father, the Rev. John M. Norris, owner of WGCB Red Lion, Pa., who has filed suit in federal court in Washington asking that the FCC's fairness doctrine be declared unconstitutional. The Rev. Norris is also asking for $5 million in damages from the Democratic National Committee.

L.A. pioneers go their own way

The Broadcast Pioneers lost a chapter last week when the board of directors of the Los Angeles chapter unanimously voted to withdraw from the national organization and establish a new independent association serving the chapter membership. The board action was in accordance with a resolution adopted at a November meeting of the Los Angeles chapter (BROADCASTING, Nov. 29).

The Los Angeles Pioneers said it made the move toward an independent, autonomous operation only after a series of petitions to the national organization, according to the Los Angeles members, had been ignored. It was further maintained that for nearly a year, the chapter board had been attempting to discuss with the national board the problems of maintaining a chapter organization on 25% of the national dues of $10 a year and that the letters from the chapter had gone unanswered, it was asserted.

Accordingly, at the November meeting, the Los Angeles chapter presented a resolution that the chapter collect annual dues of $10 and remit $5 to the national organization, retaining $5 for its own operational expenses. The membership, by a voice vote, overwhelmingly approved the resolution.

The chapter said that a notice was immediately sent to the national Broadcast Pioneers office, with no response until after a general notice had gone out from that office to all members, announcing an increase in dues from $10 to $20 a year, with 37½% going to the individual chapters. The proposal of the Los Angeles chapter that it receive 50% of the national dues was ignored as was the further proposal that the chapter be authorized to collect the dues and keep its own membership records, according to the Los Angeles chapter. The secession resulted.

At a meeting last Monday (Dec. 20), the board of the Los Angeles chapter voted to withdraw from the national group and to establish a new organization, tentatively named Pacific Pioneer Broadcasters. The name will be submitted to former chapter members for approval at a membership meeting to be held Jan. 28 at the Sportsmen's Lodge in North Hollywood.

At that meeting the new group will adopt a constitution and by-laws as well as elect officers for the coming year, according to the PPB announcement last week.

Trafficking question raised in Peoria sale

The sale of WTVP(TV) Decatur, Ill., by Metromedia to LIN Broadcasting Co. for $2 million was approved by the FCC last week, but one commissioner dissented and raised the question of trafficking in licenses.

Commissioner Robert T. Bartley voted for an evidentiary hearing "on the issue of trafficking by the assignor and its president [John W. Kluge]." Metromedia bought WTVP in 1960 from John Bolas and associates for $570,000. Earlier this year, Metromedia sold WTVH(TV) Peoria, Ill. (now WIRL-TV), to the Mid-America group (*Kankakee* [Ill.] *Journal*) for $2 million, having bought the station in 1959 for $610,000. Both stations are UHF.

With the disposal of its two UHF stations, Metromedia now owns four VHF stations: WNEW-TV New York, WTTG(TV) Washington, KMBC-TV Kansas City, Mo., and KTTV(TV) Los Angeles, and is seeking FCC approval to purchase KSAN-TV, a dark UHF in San Francisco. It also owns radio stations in these cities (except Washington) and in Philadelphia, Cleveland and Baltimore.

LIN Broadcasting, which is principally owned by Frederick Gregg Jr. and John R. Ozier, owns WMAK Nashville, WAKY Louisville, Ky.; KEEL Shreveport, La., and KAAY Little Rock, Ark. It also is a multiple community antenna owner through Gregg Cablevision Inc. (BROADCASTING, Oct. 18).

WTVP, which went on the air in 1953, operates on channel 17 and is affiliated with ABC.

Media reports . . .

New Beacon chain owner ▪ Television Industries Inc., New York, has announced plans to acquire a privately owned group of 15 theaters known as the Beacon chain. Television Industries' main asset has been pre-1948 RKO motion pictures, which it distributes for television, but revenue from this activity has declined sharply in recent years.

New affiliates ▪ Mutual affiliates signed within the past month include KOOO Omaha on 1420 kc with 1 kw day; KCBC Des Moines, Iowa, on 1390 kc with 1 kw day; KPOR Quincy, Wash., on 1370 kc with 1 kw day; KFKA Greeley, Colo., on 1310 kc with 5 kw day and 1 kw night, and KSPI Stillwater, Okla., on 780 kc with 250 w day. KCBC is also affiliated with ABC Radio.

Audio present ▪ KTWO-TV Casper, Wyo., has given a solid-state audio console to the University of Wyoming for use in its speech, journalism, liberal arts and professional broadcasting courses. The unit containing 18 separate input stations and two output channels which can be used for simultaneous broadcast of AM and FM programs.

Expansion ▪ Cox Broadcasting Corp., has started construction of a $1-million, two-story addition to its headquarters building in Atlanta. The addition, to be completed next summer, will add 34,000 square feet of floor space to the building which also houses the group station owner's WSB-AM-FM-TV Atlanta.

Moving ▪ WQMR, WGAY(FM) Washington, Connie B. Gay Stations, have announced three moves at a total cost of $175,000. The stations will get two new towers in neighboring Maryland and a new office and studio location in the World Building, 8121 Georgia Avenue, Silver Spring, Md.

RCA, Philco to build color-tube plants

Promise of 500,000 more color tubes annually by the end of 1967 is seen in expansion announcements by two major manufacturers in recent weeks.

RCA's Canadian subsidiary reported that it will spend $25 million for a color-TV-picture-tube plant that by mid-1967 will be able to turn out more than 300,000 tubes yearly at capacity.

RCA Victor Co. Ltd., Montreal, said the project represents the largest single expansion in the history of the Canadian electronics industry and that it will be the largest such facility outside the United States.

Construction will start in 90 days at Midland, Ont., the company said.

Colorcasting is expected to begin in Canada in October 1966 but more than 1.5 million Canadian homes are within range of U. S. television stations and the annual sales of color sets are expected to reach the 300,000 level in several years.

Philco announced that it plans to spend $20 million to build and equip a color-TV-tube plant at Lansdale, Pa. The new plant is expected to be in operation early in 1967 and by the end of that year will be producing color tubes at the rate of 200,000 yearly. The plant's eventual capacity will be 500,000 a year, it was said. It will manufacture rectangular tubes in all sizes, from 15 to 25 inches. Philco's regular Lansdale tube plant has increased its color-TV-tube production to 2,000 a week in mid-December.

Price war flares over transistor radios

If radio is a bargain for advertisers, it is also a bargain for the listeners who buy the sets.

Competitive price-cutting among makers of small AM-FM sets appears to be following the earlier pattern of AM-only transistor sets as trade sources last week reported that one Far East manufacturer is selling AM-FM units at factory price of $7.40. The firm was identified as Dah Seng Hong, major producer in Taiwan. As volume increases, the price is expected to go as low as $6.50.

The low-end retail price of transistor AM models, long running under the $10 mark, appears to have dipped even lower in some markets. Discounter E. J. Korvette in Chicago, for example, last week advertised a seven-transistor AM pocket radio for $3.88 including battery, case and earphone—gift boxed as well. Korvette also offered a 10-transistor deluxe model for $5.88.

Meanwhile many major U.S. manufacturers have moved to meet the foreign competition under their own labels. Admiral Corp., Chicago, for instance, has announced a new eight-transistor pocket AM set to retail for $9.95 including accessories and batteries. Admiral's new pocket AM-FM set, featuring 10 transistors, retails for $19.95.

Zenith Radio Corp., however, refuses to join the price war. Its newest and smallest AM-FM personal portable, the Royal 810 is priced retail at $49.95. The set is camera size and is claimed to have super sensitivity. Zenith says it is shooting for its share of the "quality" market rather than attempting to compete on price.

Business still is brisk for the table radio market, according to C. J. (Red) Gentry, manager, radio products, Motorola Consumer Products Inc. He noted sales for the industry totaled 2.5 million table model units in 1963, hit 3 million last year and are expected to go up to 3.2 million in 1966. Motorola's new table model AM line starts at $12.88 retail with an AM-FM version strating at $39.95.

AMST's calipers put on translators

The Association of Maximum Service Telecasters, which regularly opposes proposals for short-spacing of television stations, last week filed oppositions with the FCC in three cases involving applications for 100 w VHF translators.

The association, composed of more than 160 VHF and UHF stations, said the short-spacing of the recently transistorized translators would lead to the same "degradation" of regular station service as would the short-spacing of a conventional television station.

Two of the applications are for channel 8 in Iron Mountain, Mich. One was filed by WBAY-TV Green Bay, Wis., the other by WLUC-TV Marquette, Mich. AMST said the proposed site is 183.6 miles from the Sault Sainte Marie, Mich., reference point, or 5.9 miles less than the minimum co-channel mileage separation required by commission rules.

The third application was filed by Harriscope Inc., which is seeking channel 7 in Sheridan, Wyo., to rebroadcast the signal of its Casper, Wyo., station, KTWO-TV. The proposed site, AMST said, is 183.4 miles from KRSD-TV Rapid City, S. D., or 6.1 miles less than the minimum co-channel mileage separation required.

All three applications were filed in accordance with a new commission rule making vacant VHF assignments in the table of allocations available for use by 100 w VHF translators (BROADCASTING, July 12). VHF translators on unassigned channels are still limited to 1 kw.

AMST noted that it has supported the expansion of translator service. But it said that it is as important for the 100 w translators to comply with technical standards as it is for television stations, "for interference to a television station is no less contrary to the public interest" when a translator causes it.

The association also pointed out that the commission rule foresees the development of high-powered translators into regular stations. As a result, it said, the commission "sows the seeds for a future dilemma" if it permits short-spacing of high-powered UHF translators. The commission, AMST said, would have to choose between requiring the translator to move its transmitter site or sanction short-spacing for a regular station.

Pumping up that NFL package

Reported $96-million asking price for four-year deal keeps football up in the air; wide variety of possible places for it to land

Football, football, who'll get the National League football?

Nobody had it last week and it didn't look as if anybody would get it until after Christmas. But when they get it, it'll probably cost upwards of $76 million, if it lasts four years.

And it seemed likely last week that big-time football, for the first time, will force its way into some prime-time television exposure.

Despite all the reports that the NFL may go afield from CBS-TV, the logical network to take the package, most network and agency opinion solicited by BROADCASTING last week held that NFL football, when it stops bouncing, will come to rest in CBS-TV's arms. And after negotiations between the principal parties last Wednesday the two seemed closer to an agreement.

It appeared probable that the contract would contain a modified blackout provision and that its cost would be somewhere between the reported $76 million bid price of CBS-TV and the reported $96 million asking price of the NFL (CLOSED CIRCUIT, Dec. 20).

There were still many points of contention to be hammered out and an outside chance that the league would move its games elsewhere.

Where Else? ▪ NFL Commissioner Pete Rozelle, after a Monday meeting with league club owners in New York, mentioned the possibility of a direct sale of the rights to sponsors or to a packager such as Sports Network Inc., or to a talent agency or some combination of these.

Still other reports had it that large-station groups had sniffed at the possibility of packaging the NFL schedule, starting with a nucleus of their own stations and going from there. RKO General confirmed that it had discussed such a plan with the league but said it was no longer seriously considering it.

One agency that represents a major advertiser in the present NFL schedule, when asked who Commissioner Rozelle had been talking to, said "just about everybody."

There were reports, which CBS-TV's inner councils appeared to take seriously, that the league's interest in organizing an independent network, if it could not have its way with CBS, was indeed a real threat. Sports Network Inc. appeared to be sitting back, hoping that the ball might bounce its way should negotiations between the league and CBS break down.

Richard Bailey Sr., president of SNI, indicated he'd be delighted to have the package but expressed doubt that it would come his way.

Most observers have felt right along that the chances of ABC-TV or NBC-TV getting all or part of the NFL games are negligible; ABC-TV because of its commitment to National Collegiate Athletic Association football, and NBC-TV because it has the American Football League schedule for four more years.

An ABC-TV spokesman last week said the network has not discussed the NFL package with the league since it acquired the four-year, $32-million rights to the college games. However, he denied there is any formal restriction in its college contract that would keep it from picking up any part of a professional football schedule.

Carl Lindemann, NBC Sports vice president, asked if there was any chance of his network picking up some portion of the NFL games, responded: "I don't see how we could carry any of it." He added: "If the price goes sky-high it works to our advantage because the AFL becomes a still more attractive package. If it goes up to $24 million a year, it's staggering."

What's Inside? ▪ Partial explanation for the wide margin between the reported bid and asked prices of $76 million and $96 million lies in differences of opinion over what the package should contain.

If television exposure for the league were expanded to its fullest potential, including introduction of outside games into home territories of teams when they are playing at home (the so-called modified blackout) and expansion of double-header presentations, and if several prime-time games and the post-season games were included in the package, then some thought it might command the $96-million four-year asking price.

Two provisions in which the league is highly interested are that several prime-time games be shown early in the season (it has suggested Monday nights) and that there be an increase

AP record in 2d pressing

Associated Press last Wednesday (Dec. 22) reported the first pressing of 15,000 of its new record "The World in Sound 1965" was just about sold out. A second pressing is being made. The record retells leading news events of 1965 with voices of people in the news and was narrated by John Daly (above). Rec is available (at $1.50 a copy) for programing and for distribution to listeners (at a resale price of $2) by the 2,750 AP radio and TV members.

in color presentations. Commissioner Rozelle said these would serve to heighten the public's interest in the football league.

CBS Sports in the past has reported "no interest" in carrying football in prime time but last week, Bill MacPhail, the network's sports vice president, said a couple of regular season games on Monday nights are a possibility in addition to one preseason night game.

This year CBS-TV presented two regular-season games in color and plans color for its post-season contests. Mr. MacPhail said that should CBS get the package it would be prepared to increase the color schedule to all national presentations including double-headers.

He thought CBS would probably present double-headers on the last eight weekends of the season, after daylight saving time ends.

The present NFL-CBS contract, $14.1 million a year, which expires with the end of this football season, does not include post-season games or any night-time presentations.

Expansion of the league from 14 to 15 teams next year through the addition of an Atlanta franchise will mean an additional weekend of football next season because of a bye date in each team's schedule. In following years still further teams are to be franchised, necessitating further regional playoff games.

Length Not Definite ▪ Uncertainties in just how much football might find its way onto the network in future years could result in a shorter contract than the four-year agreement that has been anticipated.

Commissioner Rozelle told BROADCASTING last week there is no certainty the football contract will be a four-year deal.

For these reasons the $14.1 million which the NFL now receives yearly might bear little comparison to the $24 million per year being asked by the league. However, advertisers in NFL football are now paying over $8 as a cost-per-thousand, at least double the cost they might expect to pay in a prime-time vehicle, and any additional cost might push them past their limit, according to one agency sports specialist questioned last week.

One group, which had put out feelers for advertiser support, hoping that it might package the games, said it had encountered a definite disenchantment among the league's present advertisers, even with the present cost of the games.

WNUS 'newsreels' now a half-hour

WNUS Chicago, McLendon Corp.'s all-news operation in the Midwest, has moved into a half-hour newsreel pattern and is experimenting with semi-automation in the post-midnight period. A custom "News Wheel" tape cartridge system that intermixes recorded segments with spot news cut-ins.

The air staff also has been tightened and several people released.

WNUS President Gordon McLendon frequently over the past several weeks has been personally working on-air news periods to get a better sense of the demands of this type of format on personnel and to study format variations first hand. WNUS began with four 15-minute newsreel-type segments each hour with each quarter-hour segment updating the one before it. The format then evolved into 20-minute segments and now is in 30-minute segments.

Larry Webb, WNUS managing editor, has resigned, the station said, and several others have been dismissed as no longer necessary to the operation. They are Bernard Shaw, Alan Phillips, Joe Cummings, Gil Clark and Dave Martin. Angela Smith, hired temporarily as a women's feature editor, also has left.

Where has Uncle Miltie's audience gone?

It being the holiday season, the Hollywood chapter of The National Academy of Television Arts and Sciences roasted some chestnuts a fortnight ago. Some of the older, more singed ones were TV's so-called slavish dependence on ratings and the public's sacrosanct ownership of the airwaves.

In a meeting held in the Beverly Hilton hotel, NATAS gave television as a mass medium, a mass going-over. The occasion was a "why-what" panel discussion of whether television by being dependent on a mass audience "inevitably dooms itself to a low-level of artistic and cultural achievement?" Ostensibly, there were to be four participants defending the medium, and four on the attacking side, but soon after the session was underway, it was difficult to tell some of the pros from the cons.

It was not television's finest hour. Everything negative ever said or written about the medium was dragged out and reiterated to death. Emotion flowed like ketchup at a teen-age wiener party.

The moderator for the night, Arthur Knight—billed as "author, critic, pedagogue"—started things off suggesting that the discussion might reveal "why people are not staying home as much (as they used to in 'Uncle Miltie's day') to watch television." It was an indication of the level of awareness that was to follow.

'Idiots' ▪ The ringleader of the anti-TV forces was actor John Cassavetes, who declared: "We have to step up and say, yes, it can be done, and argue the point. It's everybody's responsibility to stop being a nice guy and start calling idiots idiots."

Chief spokesman for the erstwhile defenders of television was Everett Chambers, producer of ABC-TV's *Peyton Place* and a man who even holds a microphone emotionally. He pointed out "that there's a great deal of cultural achievement on television, "as much as can be achieved with a small box." Mr. Chambers added that "after all you can't expect to do Cinerama on TV" and that the medium "does the greatest job in history in meeting the wants of a mass audience."

Later, however, Mr. Chambers was to generally agree with the consensus that "television does stink." It was a judgment, backed up by a-less-than-impartial audience, that all but overwhelmed the only two media professionals on the panel, BBDO Vice President Herminio Traviesas and Dancer-Fitzgerald-Sample Vice President Betty O'Hara.

Perspective Needed ▪ Mr. Traviesas maintained that even if viewers can see only three hours a week of worthwhile programing, "that little box pays off." Miss O'Hara asked that television be understood for what it is: an electronic *"Readers Digest*, using the lowest common denominator to reach the largest circulation."

Other panelists included director Alan Rafkin of *The Andy Griffith Show* and actress Dawn Wells, of *Gilligan's Island*, who defended TV Writer Rod Serling and columnist Hank Grant criticized TV.

Europe gets live TV of GT 7 splashdown

Television-radio coverage of the manned Gemini-Titan 6 and 7 spaceflights which spanned 14 days, was expensive as well as extensive.

One TV network estimated unofficially that, counting both production expenses and pre-emptions, its costs could run up to $1.5 million. The other networks said it would take about a month to compute expenditures with any degree of accuracy.

Live-TV coverage of the splashdown of Gemini 7 on Dec. 18 was even more far-reaching than the similar telecast of the recovery of GT-6 on Dec. 16.

In both cases ITT equipment aboard the recovery ship, the Wasp, relayed live pictures to the Early Bird satellite for distribution to U. S. networks. The GT-7 coverage, however, was also relayed simultaneously to Europe via Early Bird.

An ITT spokesman said that by using transportable earth stations and satellites in this manner newsworthy events in any part of the world could be covered live on short notice.

Rating information became available last week for the 12 hours of common coverage of the Gemini flights. According to Arbitron, NBC-TV was the rating leader with an average 10.4 rating and a 43 share, followed by CBS-TV with a 9.0 rating and a 37 share, and ABC-TV with a 3.0 rating and a 12 share.

During the 14 days of orbiting, ABC-TV provided 18½ hours of coverage; NBC-TV 18 hours and 12 minutes and CBS-TV 15 hours and 45 minutes plus over three hours of space alerts.

Key phases of the news undertaking, including the launchings and the splashdowns, were on a pool basis. The launchings were telecast in color.

The radio networks each provided from 12 to 15 hours of coverage.

Network newsmen to review, preview

The television and radio networks this past weekend began broadcasting a schedule of year-end news roundups.

ABC and NBC telecasts were slated for Dec. 26. NBC's show *Projection '66.* was to be colorcast 2-4 p.m. EST and was to feature nine NBC News correspondents, all from overseas bureaus except for Joseph C. Harsch, who is NBC's diplomatic correspondent in Washington. NBC Radio scheduled a 55-minute digest of the program that night (8:05-9).

ABC News will have its TV roundup in prime time. The show is called *Year Out—Year In* and is scheduled for 10:15-11 p.m. EST. ABC will feature a news panel drawn from its correspondents overseas and in Washington and will be moderated by commentator Howard K. Smith. An ABC Radio version is set for Dec. 28 at 3-3:55 p.m. and 10 p.m.

CBS News's TV show, *CBS News 1965*, was advanced one day and scheduled for Christmas Day, 1-3 p.m. EST, to accommodate the network's telecast of the National Football League Western Conference Championship playoff Dec. 26. CBS Radio had no year-end program scheduled. The CBS-TV program portrayed the news highlights of the year and included reports from CBS correspondents.

Four for MBS ▪ Mutual will wrap up the year's events in four shows slotted in regular news periods: Three on *The World Today* on Dec. 30, 31 and on Jan. 3, all at 8:05-8:30 p.m., and one on Jan. 2 in its *The World in Review* at 5:05-5:30 p.m.

The NBC correspondents again in 1966 will tour cross-country. The newsmen include Mr. Harsch, Elie Abel (London), Kenneth Bernstein (Moscow), Robert Conley (Nairobi), Bernard Frizell (Paris), Irving R. Levin (Rome), John Rich (Tokyo), Tom Streithorst (Rio de Janeiro) and Garrick Utley (Saigon). Frank McGee, anchorman on the colorcast, also will moderate the discussion in some cities and correspondents William Hall, Merrill Mueller, Edwin Newman and Ray Scherer will serve as moderators in other cities. The tour will start Jan. 3 in Pittsburgh, and in subsequent days through Jan. 7, will be in Detroit, Milwaukee, Minneapolis and New Orleans, Jan. 10 in Denver and subsequent days through Jan. 14 in Cleveland, Chicago, New York and Washington.

ABC has also planned a tour of its newsmen. The five correspondents from overseas—Sam Jaffe (Hong Kong and formerly in Moscow), Lou Cioffi (Tokyo-Saigon), John Rolfson (Paris), Bill Sheehan (London), Merwin Sigale (Latin America)—will be joined on the TV show by Edward P. Morgan, John Scali and William H. Lawrence, commentator, diplomatic and White House correspondents, respectively, and all from Washington.

From these correspondents, with the addition of Peter Jennings (ABC News anchorman) and Jules Bergman (science editor), ABC will draw a minimum of eight people to form different panels in 11 cities. The tour, under the production of Sid Darion, ABC News producer, and management of Beryl Reubens, director of press information and promotion at ABC News, will start Dec. 28 in Chicago, will be in Detroit on Dec. 29, in Cleveland on Dec. 30, New York Jan. 3, Boston on Jan. 4, Philadelphia Jan. 6, Los Angeles Jan. 10 and on subsequent days in Dallas, Houston and Pittsburgh.

ABC Radio has also scheduled several topical reviews of the year's events: space and scientific achievements on Dec. 27; Vietnam on Dec. 29; *The President and The Domestic Front* on Dec. 30; civil rights on Dec. 31; sounds and voices on Jan. 1; international affairs on Jan. 3, and general interest stories on Jan. 4. All with the exception of sounds and voices will be broadcast at 2:30-2.55 p.m. and repeated at 8:30-8:55 p.m. The voices and sounds show is scheduled for 4-4:55 p.m. only.

Mutual to keep it in family

Mutual has decided not to offer "voice news feeds" to nonnetwork stations, it was announced last week by Robert F. Hurleigh, president.

The network reported several weeks ago that it was considering this service (BROADCASTING, Dec. 13). Mr. Hurleigh said that Mutual has decided against such an undertaking because it would conflict with maximum service to MBS affiliates.

There may be change of heart

Nielsen says it will reassess new eligibility rules that excluded some TV's

Some television stations that found they'd been bumped out of the A. C. Nielsen Co.'s local-market reports, because of higher "reportability" standards put into effect by Nielsen a few months ago, may get back in before long.

The Nielsen company notified its subscribers last week that it would review the new standards after it's had a chance to analyze the fall reports. The review will be made "to determine the effect of these [new] standards both on exclusions and on reportability of possible 'inclusions,' " according to the notice.

For the fall reports in the local market service, known as the Nielsen Station Index (NSI), the company had adopted "slightly higher" standards than previously used to determine whether stations would be included, the notice said. It described the new standards as follows:

Reportable stations are "those which (1) originate in the metro area, (2) are viewed by 10% or more of the metro-area sample households at least once in an average measured week, and (3) deliver audiences equal to three times the Monday-Friday minimum rating standard during two or more dayparts."

The "minimum rating standard" reportedly varies from market to market, according to sample size.

A number of stations that previously had been included in the reports, but were not included under the new standards, are known to have complained. Presumably this contributed to the decision to review the new standards.

The analysis of fall reports preceding the review reportedly will include the results of the November sweep covering 220 or more markets. Subscribers were advised that "any resulting revisions of standards which may be indicated will be announced shortly."

For the New York market, Nielsen has already introduced a change in reporting audience demographic information. In the October report demographic information was omitted whenever it was derived from returns too few to provide statistically meaningful information.

Officials said that while the total sample was adequate, the returns apply-

WTOP transforms its news groups into a news unit

Take away the news departments of TV stations today and what is left in the way of locally produced programs? Generally very little since the news departments have become responsible for filling up several hours a day with news, weather, sports, business and show business material. And, in addition to all of these, they also have to put together documentaries and in-depth reports. In radio the news departments fill the bulk of the nonmusic air time.

As the news operations have grown so have the inherent problems. At the WTOP News division of the Post-Newsweek Stations (WTOP-AM-FM-TV Washington), a step has been taken to keep "this growing beast" under control.

In 1955, the then newly formed news division had about 10 persons, five of them on-air. As the amount of air time for news was increased, particularly on television, it became necessary to enlarge the staff.

Larger Staff—More Problems ▪ By October 1965 the news division employed 43 persons and Edward F. Ryan, general manager of WTOP News, saw the need for help at the administrative level. His post had become such that he no longer had enough time to keep an eye on the daily workings of the department. So two new posts were created.

Jack Jurey, previously television editor of the division and the editorial spokesman for WTOP stations, was named editor of WTOP News. His job is to supervise the day-to-day operations.

Planning day's activities of WTOP News (l-r): Jack Jurey, editor; Bill Loch, assistant editor, and Edward F. Ryan, general manager.

To assist him and to know where everybody is at a given moment is the responsibility of Bill Loch, now assistant editor of WTOP News. Mr. Loch has been news editor of the *Youngstown* (Ohio) *Vindicator* and had been with the paper for 20 years.

This system was needed, Mr. Jurey feels, to gain "administrative control of this growing beast" and to institute "copy control" at least on major stories.

No Last Minute Refinements ▪ This latter control falls within Mr. Loch's province. As in his old newspaper job, he edits stories before they go on the air. His only misgiving in this area is that, unlike print copy which can be changed even after it is put into type, broadcast stories can't always be edited up to the last minute. The director has to have a copy and there has to be copy for the Teleprompter, he notes, and adds, you just can't keep changing it.

But if he has this one misgiving, it is more than offset by the feelings Messrs. Ryan and Jurey have about administrative and copy control.

Mr. Jurey said there has been "an appreciable increase in efficiency and an appreciable increase in the quality of news product." The staff, he observed, "appreciates the need for control and responds to it."

Mr. Ryan agreed that the "pressure of getting more stories" has had an ing to some individual demographic breakdowns were below standard. They have since issued a revised October report. This information is included, but is marked with an asterisk explaining that it is based on substandard reporting data.

Springfield's CATV scheme vetoed

A proposal of Springfield Television Broadcasting Corp. to tap community antenna television systems for programing was knocked down by the FCC last week. The commission said the plan would "undermine both the purpose and thrust" of the rebroadcast law.

Springfield had asked the commission for a ruling on the plan, under which stations could simply subscribe to CATV's, pick up the signals of the stations being transmitted on the cables and rebroadcast them (BROADCASTING, Nov. 15).

Springfield, licensee of four UHF's and a long-time battler of CATV's, said the plan would enable UHF's to compete with cable companies by providing the stations with needed programing.

And it argued that the Communications Act prohibition against rebroadcasting the signals of another station without that station's consent would not apply. The stations would not be taking "affirmative steps" to intercept the signals, Springfield said; the interception would be accomplished by the CATV's (BROADCASTING, Nov. 15).

But the commission was not persuaded. In fact, it didn't even discuss in its reply to Springfield that aspect of the argument dealing with the intervention of CATV's between the originating and rebroadcasting stations.

The Communications Act, the commission said, prohibits stations from rebroadcasting the signals of another without permission. "We think this proscription would apply" where the broadcasting station obtains programing through CATV's, the commission said.

The rebroadcast provision in the law and the congressional judgment underlying it, the commission added, "constitute a recognition by Congress of fundamental distribution processes that exist in the broadcasting programing market.

"Broadcast stations, falling as they do within the explicit terms of the Section 325(a) [the rebroadcast provision], must operate consistently with the thrust and purpose of the section. Since your proposal would undermine both the purpose and thrust of Section 325, it is barred by the Communications Act."

Springfield had said it intended to become a subscriber to a CATV system and then distribute the signals to WJZB-TV Worcester, Mass., and WRLP(TV) Keene, N. H.-Brattleboro, Vt.-Greenfield, Mass.

Springfield's other stations are WWLP(TV) Springfield, Mass., and WKEF(TV) Dayton, Ohio. It also holds a construction permit for WENS-TV Pittsburgh, a UHF station, and is half owner of the permittee of WJHF(TV) Raleigh, N. C.

Nelson forming own firm

James Nelson Associates is to be formed in New York by James Nelson, who is leaving NBC Dec. 31 as manager of the television network's special projects and *Project 20* unit. Mr. Nelson's film production firm (for educational TV—domestic and foreign—and for commercial stations and network) will be at 366 Madison Avenue and will be associated with Fremantle Films, an international motion-picture and TV-film distributor.

effect on writing and reporting. But just as important, he said, "we're making better use of our own resources."

Radio Expansion Too ▪ The bulk of the news staff is used primarily for putting together the daily three hours of locally produced WTOP-TV newscasts. The radio staff, until recently, has had to fill only early and late-evening extended reports, plus some five-minute summaries during the day. But a few months ago WTOP-AM-FM added a 4-6 p.m. news and information program, *Newsline*.

Now, because there are people at the top who know which reporter will cover what story, there is little or no overlapping of coverage by radio and TV staffs. And all the newsmen are conscious that a story covered for one medium may be used on the other. As Mr. Ryan put it: "We're getting more attention to more stories by more people, with more stories on radio that are covered for TV primarily and better TV use of stories that have been covered primarily for radio."

The new control system reaps still another benefit. Prior to the present operation, the "rip and read" ratio of TV news "used to be uncomfortably high," according to Mr. Jurey. Now, he said, "virtually all news-wire copy for TV is rewritten." In radio, he added, there is still a way to go.

CBS-TV holds lead in latest Nielsen

The sixth national Nielsen program ratings report of the 1965-66 season last week showed CBS-TV continuing in the lead. The ratings: CBS—20.6, NBC—18.6 and ABC—17.0.

The new report was for the two weeks ended Dec. 5., covering the 7:30-11 p.m. period on the networks.

Several specials interposed in the top 15 ratings and presumably also affected the network averages. Also of interest: A tie was effected for the number one spot with *Bonanza* and *Walt Disney* at 31.2. Both are NBC programs. The specials in the top 15 were CBS's *Ice Capades, Salute to Stan Laurel* and NBC's *World of James Bond* and *Julie Andrews Show*.

The top Nielsens included *Bonanza, Disney, Ice Capades,* CBS's *Red Skelton, Julie Andrews* and *Stan Laurel* as the first six, in that order. They were followed by CBS's *Gomer Pyle, James Bond, Dick Van Dyke,* NBC's *Branded,* CBS's *Beverly Hillbillies, My Three Sons, Andy Griffith Show* and *Hogan's Heroes.*

Three shows new this year—*Heroes* and *Green Acres* on CBS and *Get Smart* on NBC—continued to place in the top 20 where they have been through most of the season.

NBC-TV woos Felton away from MGM-TV

In a move designed to score more program winners, NBC is plucking star TV-series producer Norman Felton off the MGM-TV team and signing him to a nonexclusive but still restrictive contract with the network. Negotiations between the producer and NBC are in their final stages with formal announcement of the deal imminent. It's believed that Mr. Felton, president of Arena Productions, will begin making TV series for the network starting in July when his joint-venture contract with MGM-TV expires.

Mr. Felton

Under terms of the new contract, Arena Productions will be committed for four years to making a still undisclosed number of series for NBC annually. Once the yearly commitment is

Weather Bureau changes tornado terminology

Stations using Weather Bureau advisories on tornadoes during the 1966 season are being told by the bureau that the term "tornado watch" will be used in place of "tornado forecast."

The bureau said the object of a "watch" is to alert the public in the area covered to the possibility of tornadoes in the area and to advise listeners to be ready to take precautionary action if a tornado is sighted or if tornado warnings are issued.

The bureau also differentiated between a warning and an alert, saying that a public warning will be issued once a tornado has formed and its existence is known to the Weather Bureau.

The changes for 1966 are incorporated in an addenda to the April 1965 pamphlet, "Tornadoes", now available at 20 cents a copy or 100 copies for $15.

One highlight is a list of safety tips for use during a tornado and the information necessary for the preparation of a tornado shelter.

Booklets are available from the Superintendent of Documents, U. S. Government Printing Office, Washington 20402.

satisfied, Mr. Felton would be permitted to negotiate independently of the network.

In its new producer, NBC is getting the man, who, together with production vice president Robert M. Weitman, was most responsible for making MGM-TV a respected force in TV programing. Since coming to MGM by way of the *Studio One* and *U. S. Steel Hour* programs six years ago. Mr. Felton, who's title there is director of program development, produced *Dr. Kildare*, now in its fifth TV season, and *The Man from U.N.C.L.E.*, in its second year. Both programs are shown on NBC-TV.

In addition, Arena Productions, under Mr. Felton's supervision, has four projects aimed at the 1966-67 season. They are *The Wonderful Years* and *Girl from U.N.C.L.E.* for NBC-TV and *Separate Lives* and *Jericho* for CBS-TV. If the last two-named series make it on the CBS schedule it will set up a unique situation, with Mr. Felton being under contract to NBC and still producing for a major competitor.

Program notes . . .

Arts festival ▪ A 15-minute film devoted to highlights of an arts festival held recently and featuring performers from various parts of the British Commonwealth of Nations is being distributed to TV stations on a free-loan basis by British Calendar's office at 845 Third Avenue, New York. The film is one of the *British Calendar* series distributed weekly in this country.

Update on space ▪ Pelican Motion Pictures Inc., New York, is revising a 27½-minute color film, *Trial Balance,* commissioned by the National Aeronautics and Space Administration. It includes recent nonmanned flight projects, the Mariner IV flight and a summary of other NASA projects over the past 10 years. NASA will distribute the film to educational institutions and to the public through release to TV.

FANFARE

More stations cheer up Vietnam servicemen

The holiday spirit and relatives' desires to contact servicemen in Vietnam continued to be aided by radio-TV broadcasters playing the role of Santa Claus. A number of stations have reported to BROADCASTING that they have added their services to those who have donated tapes and recording facilities and who have organized campaigns to collect presents to be sent to men fighting in Vietnam (BROADCASTING, Dec. 20).

"Operation Message from Home" was conducted by Taft Broadcasting Co.'s WKRC-TV Cincinnati. Two newsmen from the station were sent to Vietnam to contact relatives of Cincinnati-area residents who had filmed personal messages at the station. WKRC-TV also attached a 10-minute local-news report to the end of each message. Another Taft station, WTVN-TV Columbus, Ohio, has sent similar tapes to Vietnam, including one which will show a serviceman his first pictures of his daughter, born a month after he left for Vietnam.

Two other stations, KGNO Dodge City, Kan., and WWNR, Beckley, W. Va., made their studio facilities and tapes available to all people in their areas who wanted to wish their relatives safe and happy holidays.

Presents continued to flow from generous citizens with the latest reported being 3,100 cookie-filled coffee cans being given by Northern California residents after a suggestion was made by KCRA Sacramento, Calif.

FM's virtues described in new kit

A new sales aid to help explain the background, potential and successes of FM radio has been developed by AA Productions, Orlando, Fla. The device consists of a slide screen and phonograph and comes with a slide strip and record entitled "Broadcasting's Emerging Giant."

The record, with a musical background, describes the history and individuality of FM radio, and the slides (which are changed by an inaudible sound on the record) are coordinated to illustrate the story. The 15-minute, uninterrupted show, explains both FM and FM-stereo broadcasting.

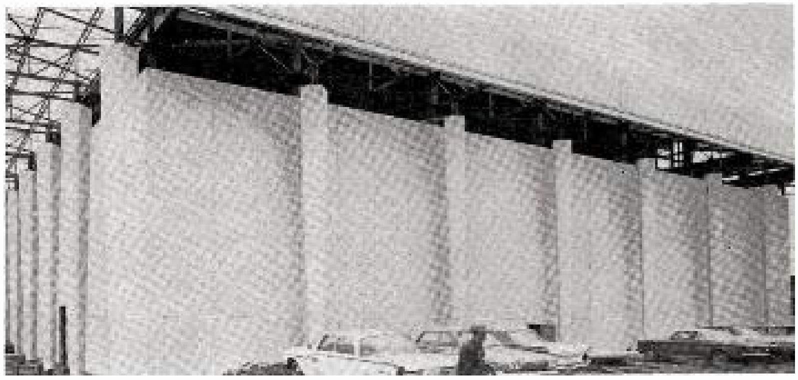
Further information on the sales aid can be obtained from AA Productions at P.O. Box 3118, Forest City, Fla.

Lower weekend rates set for Early Bird

Television networks are getting a break in international telecasting via Early Bird. The European leg of the New York-Europe transmission via satellite will be lowered for TV on weekends effective Jan. 1.

The action was taken two weeks ago at the Paris meeting of the European Conference of Postal & Telecommunications Administrations. Charges for the complete transmission from New York to Europe have been $7,150 for the first 10 minutes and $170 for each additional minute. After Jan. 1, the the charges after 10 minutes will be $85 per minute. This was figured out to be a saving of $4,250 for one hour.

The revision applies only to the Communications Satellite Corp. in the U. S. Networks must deal with a recognized international common carrier when ordering Early Bird service; there is therefore a surcharge over the rates charged the carriers by Comsat.



Broadcasters invited to use Expo '67 center

First building nearing completion at the 1967 Montreal World's Fair, Expo '67, is the Broadcasting Center. The $10,000,000 structure will be equipped for world-wide distribution of radio and television programs from the fair. While operated by the Canadian Broadcasting Corp., it will be available to all broadcasting systems requesting its facilities. CBC will operate its regular international shortwave program from the new center. The building will have a special public gallery from which people will be able to see radio and TV broadcasting and production.

Hill cites strides of British commercial TV

Lord Hill of Luton, chairman of the British Independent Television Authority, told American broadcasters last week that the concept of commercial television has made great progress in England since its introduction 10 years ago.

Lord Hill, whose ITA recently put a limit on the amount of American programing which may be shown in the 8-9 p.m. period (BROADCASTING, Dec. 6), said few people in Britain today would deny that competition has immensely benefited television. Recent estimates show that between 60% and 70% of viewing time is spent with commercial TV.

Lord Hill said a recent ITA study had shown the difference between higher-educated viewers and average viewers to be "not in what they do but how they feel about it."

Viewing habits and viewing attitudes, he suggested, were found to be similar to those in Dr. Gary Steiner's book, "The People Look at Television."

Lord Hill said that ITA is financing a television research committee, set up by the government, to determine how television affects viewer attitudes.

Lord Hill's comments were made at a luncheon meeting of the International Radio & Television Society in New York.

For the record: radio-TV in 1965

Broadcasters' revenues hit new heights, television became the colorful medium, radio reproved its utility in power failure

The year 1965 was the "year of color" for television and the "year of the transistor" for radio.

The snail's pace of color television development evolved into a stampede for set and equipment manufacturers and program producers as CBS-TV and ABC-TV joined the color-pioneering NBC-TV in the swing to color programs. Local stations, too, began converting to color, creating a huge backlog of orders for live color cameras.

During the gigantic power blackout in the Northeast in November, radio proved to be the primary source of news and information as people in the stricken area turned to transistor and auto radios.

Billings for both media continued their upward curves.

The battle lines hardened between television broadcasters and community antenna television system operators over the question of how CATV systems should be regulated. The question remains unanswered as the year ends.

Throughout the year, week-by-week, BROADCASTING reported each event as it was happening. A review of these issues covers the entire field of radio and television as well as the related fields that influence broadcasting.

Following are references, grouped by subject, to most of the major news developments of the year with the date of issue. The references include all of 1965 and, in order to offer fuller continuity, the last four months of 1964 are included.

Advertiser-Agency Relations

Account switches in 1964 moved $132 million in broadcast billings—1/4/65; $116 million in first half of 1965—7/5/65.
BBDO tests new compensation plan with American Tobacco, Schaefer Brewing—2/8/65; loses International Salt account—2/22/65; president reports on progress—5/10/65.
Advertising's goal is profits not sales, K & E president says—2/22/65.
Advertisers examine agency relations more closely, research study shows—5/17/65.
Agency profits rise in 1964, reversing long-time trend—7/26/65.

Advertiser-Broadcaster Relations

Advertiser is held responsible for program he sponsors, so needs to control TV programing, B&B's Rich tells ANA—11/16/64; ANA members favor national TV policy—5/3/65.
Corporate profits depend on TV advertising, TVB's Cash says—11/13/64.
Tiger is ad animal of 1964—12/21/64; top spot TV advertisers grow faster—3/15/65.
American Medical Assn. charges censorship as TV networks refuse to sell AMA time for anti-Medicare spots—9/14/64; ABC-TV takes them—9/29/64; CBS-TV gives half-hour to AMA, another to Senior Citizens Council—10/12/64; AMA asks for time to answer Sen. Anderson's attack on NBC-TV's *Today*—9/21/64.
General Foods produces its own TV series. *Linus the Lion Hearted*—9/21/64.
Kemper Insurance Co. ordered to pay for contract it cancelled because of ABC-TV's *Political Obituary of Richard Nixon*—3/22/65.
B. F. Goodrich drops sponsorship of NBC-TV's "Science of Spying"—5/10/65.
Toy advertising poses problems—11/16/64; retailers feel TV ads boost toy prices—12/7/64; NAB code authority approves TV spots for toys—10/12/64, 11/16/64.
Prime-time 20's still popular—5/31/65.
50 largest advertisers of products sold in supermarkets do most advertising in TV—9/7/64; get instore market data from WPIX (TV) New York—6/7/65.
Summer TV tests run by 130 products—10/5/64; many product classes do most advertising in summer—6/21/65.
Half of TV network fall schedule is sold on participating basis—9/7/64; participations rise, sponsorship falls—5/3/65.
Hubbard stations will continue ads for companies shut down by nature or strikes—9/28/64.
KOSY Texarkana, Tex. gives guarantee vs double billing—1/4/65.
Detroit retail sales are up despite newspaper strikes—9/21/64, as stores turn to radio—10/19/64.
Reps blasted for ignoring advertisers' problems—4/19/65.
Warner Electric Co. makes P.I. proposal. 6/21/65.
Program material given free by advertisers: is it programing or advertising?—9/27/65.
Double billing concerns FCC—10/18/65, is outlawed—10/25/65, bringing protest—11/22/65, 11/29/65.
Consolidated Cigar cancels Sammy Davis special sponsorship when he goes into regular series—11/8/65.
Colgate-Palmolive to co-operate syndicated series with Triangle—11/15/65.
Hard for local merchant to use TV, Chicago furrier states—11/22/65.
ANA splits broadcast committee into two, one for radio, one for TV—11/22/65.

Advertiser-Government Relations

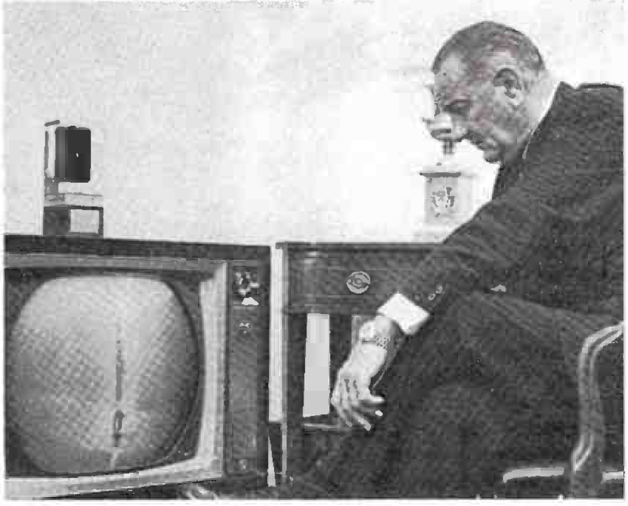
Government's role in consumer protection debated—11/16/64; stepped up—7/19/65.
AFA to study tax-free advertising reserve plans—2/8/65.
Internal Revenue Service starts proceedings to deprive Christian Echoes National Ministry (The Christian Crusade) of tax-free status for politcal activities—11/23/64.
North Dakota bill for tax on all services, including advertising—2/15/65, passes House—2/22/65, 3/8/65, and Senate—3/15/65.
Federal Trade Commission staff and payroll growth, 1954-64—11/23/64; budget request—2/1/65.
FTC opens local complaint office—8/30/65.
FTC wants to be "useful friend" of advertisers, chairman says—2/8/65.
FTC adopts trade practice rules for phonograph records—10/12/64; proposed rules on TV screen size advertising would hurt, not help public understanding, industry feels—10/26/64, 11/19/64.
FTC examiner recommends ordering General Foods to sell SOS Co., because GF discounts on TV time give it unfair advantage—1/25/65.
FTC staff requests dismissal of three-year-old charges against Bristol-Myers, American Home Products, Plough and Sterling Drug—1/18/65; gets it 4/19/65.
American Home Products is charged with false advertising claims for Preparation H—9/14/64; denies charges—11/2/64, is ordered to stop exaggerated claims—11/15/65.
Colgate-Palmolive Rapid Shave "sandpaper" case before Supreme Court—10/12/64, 12/14/64; court rules mock-ups OK if not presented as real thing, orders FTC to reopen case—4/12/65.
AFA-AAW plan accelerated legislative program—8/2/65.
House Small Business Committee begins probe of regulatory agencies—8/16/65.
Advertising Council proposes campaign on "balance of payments" international money problem—8/16/65.
Kastor, Hilton, Chesley, Clifford & Atherton sued for false advertising for Regimen No-Diet reducing pills—2/8/65; fined $3,500 by New York court—2/22/65; federal case goes back to district court—3/1/65; agency found guilty—5/10/65; fined $50,000, plans appeal—6/28/65; agencies to be held responsible along with advertisers—11/15/65.
Other FTC actions: charge Humphreys Medicine with false radio advertising—9/14/64; Merck and Doherty, Clifford, Steers & Shenfield deny charges of false advertising for Sucrets—10/12/64; Solmica of St. Louis signs FTC consent order—9/7/64; orders J.B. Williams to stop claims for Geritol—10/11/65; charges Carlton Fredericks with false ad claims—11/8/65.

Advertising's Image

Public not deeply concerned about advertising, AAAA research shows—11/2/64; image can be improved—4/26/65; way-out commercials hurt advertising, FC&B's Cone says—11/15/65.

Agency-Broadcaster Relations

J. Walter Thompson is top agency in broadcast billings for seventh year—11/23/64, and for eighth—11/22/65.
Computers aid media selection at Erwin Wasey—9/21/64 Leo Burnett—10/5/64, BBDO—5/10/65; Campbell-Ewald—9/6/65; Carson/Roberts—10/18/65; seven agencies join in computer-based media planning research—12/21/64; help speed availability information—9/27/65, but don't understand people—10/11/65; low cost telephone computer service offered—11/22/65.
Rising media costs may bring decreased use, MJ&A president warns—9/28/64; so does Scott Paper's McCabe—1/25/65.
N. W. Ayer & Son advance audience estimates help clients buy TV more effec-



In less than two years in office, President Lyndon B. Johnson appeared on live television 58 times, which was more than his predecessors did in eight years (President Eisenhower) and two years and eleven months (President Kennedy). In June, he watched the Gemini-Titan 4 launching, and was shown on television three times, watching his own reaction to the flight (top, l). In October, he was seen with Pope Paul VI, during the day-long coverage of the Pontiff's visit to New York (bottom, l). One of the devices used in a July White House news conference, was an umbrella of light (r). It put 250 foot-candles of light over the President's face for color filming.

tively—9/21/64.

AAAA's president calls for more radio research—9/28/64; lack of adequate measurements hurts radio sales, McCann-Erickson's Stack warns—6/21/65.

J. Walter Thompson celebrates 100th anniversary with half its billings in radio and TV—11/23/64.

Ted Bates' Severn asks for better station promotion—11/23/64.

E. H. Russell, McCloskey & Co. dissolves media department as obsolete—1/11/65.

Southern California Broadcasters Association takes commercial creators on agency tour to generate more interest in radio—6/28/65.

Pre-season predictions of program successes, failures cause concern—8/2/65.

Agency creative people need harder sell from radio—9/20/65.

Agencies want standardized station-billing practices—9/27/65.

Westinghouse Broadcasting takes 85 media buyers to London—10/18/65.

Satellite-to-home broadcasts will complicate time-buying, Bates' Pinkham foresees—11/22/65.

Allocations

FCC proposal to share TV auxiliary service channels with space research draws NAB protest—12/7/64.

FCC ponders revision of financial qualification standards for UHF applicants—9/14/64, 9/28/64; asks for three-year survival assurance—3/15/65, grants stay in applying standard to three applicants—4/19/65.

Duopoly rule changed to aid UHF—10/5/64. Punchcard error forces revision of UHF allocation table—9/20/65.

FCC tells UHF grantees to get going or give up grants—11/9/64; 11/16/64, 3/22/65; dark UHF's ask more time—5/17/65; some get extensions—6/21/65.

FCC proposes revisions in field strength curves for TV and FM—5/17/65, Committee for Full Development of All-Channel Broadcasting urges change—6/28/65; schedules engineering conference—8/16/65; more data asked—8/23/65; study started—9/20/65; Triangle supports idea—12/13/65.

FCC refuses to reconsider denial of short-spaced VHF drop-ins in seven markets—9/7/64, 3/22/65, but is willing to discuss it—3/29/65, makes exception for KMBT (TV) Beaumont, Tex.—1/11/65.

Committee for Full Development of All-Channel Broadcasting asks FCC to require networks to affiliate with UHF stations in fringe area of primary VHF affiliates—1/25/65, 2/22/65.

Examiner recommends rejection of request of UHF station for protection from plan of VHF station to extend coverage—6/7/65.

New UHF table would create new class of "community" stations in upper UHF channels—6/7/65, 6/14/65; gets support of NAB—7/26/65; but ABC questions—8/23/65; so does NAEB—8/3/65; package plan offered—9/6/65; translator operators protest—9/27/65.

Citizens band radio operators are major cause of TV interference—10/19/64; Rep. Moeller (D-Ohio) would enlarge band—9/20/65.

Plan to give UHF ch. 14 and 15 to land mobile services is urged, opposed—10/12/64, 3/1/65, 4/5/65, 4/12/65, 5/17/65, 8/2/65, 8/9/65, 10/4/65, 12/6/65, VHF channel 6 requested in California—8/23/65.

Duplicate assignments for clear channels create problems—9/7/64, 11/23/64, 3/1/65, 3/8/65; 770 kc case may have to be reopened—3/1/65, 7/26/65; CBS ask FCC to hold applications until rulemaking set—11/8/65 applicants want CBS request denied—11/22/65.

Super power for clear-channel stations opposed—9/7/64; Senate bill would forbid it—3/22/65; FCC staff develops technical criteria—11/15/65.

Clear channels may lose protection—8/30/65.

Daytime broadcasters organize to get presunrise restrictions abolished—9/21/64, 10/12/64; financial data reported—3/22/65.

Class IV AM stations want nighttime

power boost—11/16/64, 11/1/65; FCC says no—5/31/65.

FCC adopts FM channel assignment table for noncontinental U. S. areas and Alaska —10/12/64.

Equal power for New York network-owned AM stations the rule; if one has cut others must take it too is theory—7/26/65.

New AM applications increase — 11/1/65. AT&T urges FCC to license all microwave systems serving CATV in the 10,700 mc-11,700 mc band, regardless of distance—10/11/65; microwave operators protest—10/11/65; FCC proposes putting non-common carrier microwave systems serving CATV in 12,700 mc-13,200 mc band—10/18/65. gets prompt criticism—11/22/65.

Audience

More homes have radio and TV sets than toasters or vacuum cleaners, Dept. of Labor finds—11/23/64; Census Bureau may count homes with color, UHF sets —3/29/65, 6/21/65; ARF will count them —7/12/65.

Radio audience totals 80 million a day, Sindlinger reports—9/28/64; listens 1,238 million hours a week, WBC finds—9/28/64; 82% of New Yorkers listen at least once a week, Media Statistics says—5/17/65; CBS charts radio audience for 16 years—10/26/64; radio reaches 83% of major-market adults each week, ARB finds—9/20/65.

Radio is only source of information in Northeast power blackout, when stations with emergency power supply reach three times normal audience via transistor sets —11/15/65; radio wins acclaim—11/22/65; reaches 72% of adult population—11/29/65; radio also serves in Southwest power failure—12/6/65.

TV viewing at record high—11/16/64, 3/15/65; TV has 93% penetration, Nielsen finds—12/7/64; with audience gaining steadily—4/26/65, and network viewing up at night—12/14/64.

Television is best way to reach farm families, TVB asserts—10/19/64; Harris poll claims richer, better educated young adults deserting TV—4/12/65; CBS denies this—5/17/65; so does TIO—6/21/65.

Child viewer is sophisticated today—7/19/65.

Audience composition more important than numbers to advertiser—1/18/65. 1/25/65; ANA study of audience trends—3/8/65; agencies interested chiefly in overall size, TVAR reports—11/15/65; AAAA details agency needs—11/22/65.

Sindlinger compares audiences of radio, TV, newspapers, magazines—9/28/64.

How housewives listen—8/16/65.

Multi-set TV homes have larger families, higher income—9/13/65.

Talk stations' audience worth more to advertisers, CBS finds—9/20/65.

TV is favorite form of entertainment in Milwaukee—10/4/65.

Older adults are best audience for all-news stations—10/4/65; also watch TV most—11/15/65.

Audit Bureau of Circulations may measure broadcast audiences too—10/25/65.

Viewers feel programs could be improved but don't want government meddling—10/25/65.

Middle-aged are best radio listeners—11/15/65, but Metro Radio reports on radio's appeal to teen-agers—11/29/65.

Broadcast Economics

TV 1964 revenue, expenses—8/9/65.

TV's growth, 1949-64—11/16/64.

Network television profitable for owners and affiliates—10/26/64.

Census lists income of agencies, station representatives, producers—8/2/65.

Broadcast stocks continue strong—1/11/65.

Station sales top $200 million in 1964—2/22/65.

Station profits—8/2/65.

Employment is up at radio stations, the same for TV stations—11/23/64; salesmen cost more—12/28/64; American Women in Radio and Television have average salary of $7,500—5/24/65; radio employment—10/25/65.

Television is top national ad medium, second to newspapers locally—11/16/64; newspapers claim gains, say TV losing glamour—1/18/65; TVB denies it—1/25/65; says top newspaper users spend more on TV—6/7/65, so do top magazine advertisers —6/14/65.

TV gets more corporate advertising—10/12/64.

TV's top 100 advertisers in 1964—4/26/65; net and spot business by advertising categories—5/10/65.

Cooperative use in TV, drops in radio—8/30/65.

Auto makers TV plans—9/21/64, 9/6/65; auto dealers use local TV—8/16/65.

Banks like TV—10/2/64.

Brewers put 85% of ad money into TV, says TVB, RAB protests—6/14/65.

Grocery advertisers use more spot TV—12/28/64.

Hair products get more TV advertising —6/14/65.

Hosiery makers spend most on TV—7/19/65.

Household paper products heavily advertised on TV—10/11/65.

Insurance advertisers like TV—7/5/65.

Top petroleum advertisers spend most on TV—7/12/65.

States give radio-TV 10% of tourist ad money—8/9/65.

Soft drink firms up their TV expenditures —6/28/65; Sprite—11/2/64.

Soap companies move back into radio—11/15/65; 11/6/65.

TV set makers use TV ads—6/28/65.

Toiletries increase use of spot TV—9/14/64.

Tooth paste put 91% of ad budgets in TV —8/2/65; Colgate—8/23/65.

Toys heavily advertised on TV—10/5/64, 10/12/64, 11/2/64; Remco Industries—10/5/64; Mattell—3/1/65; toy makers clear commercials for Christmas campaigns—9/6/65, 10/11/65, increase TV buys—11/1/65.

Travel firms' radio-TV advertising—11/29/65.

Radio's 100 top advertisers in 1964 network, spot—5/3/65; product group breakdowns 5/10/65; 1965 top radio advertisers, network—10/4/65.

Agencies report broadcast billings up—12/28/64; 1964 was best year yet for radio and TV—2/22/65; Blair's Goldberg sees better years ahead—1/11/65.

Radio billed $681 million in 1963, FCC reports—10/12/64; $732 million in 1964—10/25/65.

Network radio on upgrade—8/23/65.

TV network billings for first half of 1964 —9/7/64; three-quarter figures—12/7/64; full year—3/22/65; fall business booms—3/15/65, 12/6/65. Spot—11/22/65.

TV spot billings for second quarter, 1964 —9/14/64; politics helps—10/12/64; third quarter figures—12/7/64; stations report good business—12/21/64; spot topped $1 billion in 1964—3/15/65. 4/19/65; will do even better in 1965. BAR predicts—1/11/65; spot spending in top markets—2/22/65; February business up—3/1/65; spring business at all time high—5/10/65; first 1965 quarter up—5/31/65. and first half—7/26/65, 9/6/65; more dollars per family spent in spot TV—8/23/65; sales lag—9/20/65, swing back up—9/27/65, 11/22/65. 12/6/65.

Daytime station revenues, profits, surveyed by NAB—9/6/65.

Daytime TV billings rise—4/19/65.

All-night business good for local TV stations —6/7/65.

Buying habits of New York Spanish families—9/21/64.

Negro buying exceeds $6 million in 24 markets—11/23/64; Los Angeles Negro market—8/9/65.

TV network prime time costs—2/15/65.

Consumer buying trends—12/7/64.

Age. not income. is best measure of consumer demand, Seattle survey shows—2/15/65.

Automobile makers set radio budgets—9/21/64; they are radio's best customers—1/8/65, 8/16/65; General Motors is top radio network client—2/15/65, 10/4/65; Chrysler is top spot radio buyer—3/22/65, 9/6/65. 11/22/65; Ford plans new radio campaign—11/29/65; Chevrolet strategy—8/16/65.

Low real estate billings are radio's own fault—10/26/64.

Broadcasters Service Bureau trades station promotion for air time—10/12/64.

H-R installs computer to keep track of station availabilities—10/26/64; so does Katz—11/16/64, 2/1/65; SRA to coordinate computer procedures—1/4/65.

Station Representatives Association using Freberg commercials to promote radio—3/22/65.

Milwaukee Advertising Laboratory—9/28/64.

SRDS national consumer-audience profile year-round—9/28/64.

Videochex to monitor TV programs-commercials—10/12/64.

Computers also used to give buyers more meaningful data—3/22/65, to help stations buy syndicated shows—3/22/65, to pick hit records—6/28/65, to analyze ratings—9/6/65.

More stations. more revenue foreseen for UHF—1/25/65.

Advertising costs bring price increases, Consumers Union tells the National Bureau of Standards—9/20/65; RAB president calls report "dangerous nonsense"—10/4/65.

TV network discount structure criticised by law journals—10/25/65, 11/8/65.

United Radio Packages offered by Weed Radio Co. and Universal Publicizers to induce national advertisers to use small-market stations—10/25/65.

Public views on beer-wine advertising sought by insurance company—11/15/65.

New York retailers turn to radio during newspaper strike—9/27/65.

Radio's special values not appreciated, Yankelovich study shows—10/4/65.

1964 radio billings up in top 50 markets, down in smaller cities—11/8/65.

Chicago radio revenues continue rise—11/1/65.

The teen-age market, its size and behavior —11/29/65.

Buying habits vary, market-to-market, year-to-year, TVAR finds—12/6/65.

Small-market home furnishings dealers use more radio—12/6/65.

Broadcaster-Government Relations

Use of a fixed frequency sets to communicate with public in time of emergency studied by OCD—3/15/65; would not replace Emergency Broadcasting System—3/22/65; system to turn sets on automatically in time of crisis is studied—7/5/65; fallout shelter dedicated at WHYN Springfield, Mass.—9/21/64; OCD plans to equip 128 AM stations—5/17/65; NABET wants all stations required to broadcast weather warnings—5/31/65; interagency survey team investigates natural disaster warning communications—7/19/65; changes suggested—8/9/65; regional network offers storm warning—8/16/65; broadcasters ask Weather Bureau for faster, fuller warnings—9/27/65.

Little broadcast legislation enacted by 88th Congress—10/12/64; outlook for 89th Congress—11/9/64, 1/4/65. 1/11/65, 2/22/65; Rep. Oren Harris (D.-Ark) proposes advisory group to help formulate national TV policy—5/17/65; is disappointed with response—5/24/65; 89th Congress does little on radio-TV—10/25/65.

Auctioning licenses to highest bidder proposed—1/4/65; five-year license asked—2/15/65.

Nine senators, 14 representatives have broadcast interests—5/17/65.

White House TV studio inaugurated—2/8/65.

Bill would admit camera and microphone to Senate chamber—2/8/65.

Corinthian Broadcasting Co. straight-line amortization of network affiliation contract back in court—12/28/64, is approved by court, challenged by IRS—3/8/65; argued—5/31/65, 6/14/65, put up to Supreme Court—11/22/65; stations in Burlington, Vt., Richmond, Va.. lose fights to recover taxes—3/22/65; Life Line, foundation with daily radio program on over 300 stations, loses tax exemption for political activity—4/5/65.

Income forecast depreciation computation approved for feature films as well as TV shows—10/26/64; IRS liberalizes film amortization rules—9/6/65, 9/27/65.

Cost of training personnel before grant can't be charged off—5/24/65.

Treasury Dept. recommends foundations not be allowed to own more than 20% of a business corporation—2/15/65.

Armed Forces Radio and Television Service uses troposcatter to serve regional radio networks—3/22/65.

Broadcast holdings of President Johnson and family bring criticism from GOP vice presidential candidate—9/14/64, and BROADCASTING — 11/9/64 (editorial); Texas Broadcasting Co. buys TV cable of Austin to end long dispute—11/23/64; KWTX Waco, Tex., buys KLFY-TV Lafayette, La.—11/23/64. FCC approves—2/1/65; Senate Rules Committee questions commercial policies of KTBC-TV Austin, Tex.—12/14/64, 3/1/65; KTBC-TV monopoly ends— 2/22/65; other Johnson interests—5/24/65; KWTX-TV asks hearing on CATV microwave service—5/31/65, 6/7/65.

President's short-notice TV appearances upset broadcast newsmen—5/10/65; he uses TV more than predecessors—11/8/65.

Herbert Hoover was true father of American broadcasting—10/26/64.

Freelance writers for TV are independent contractors, not employes, California Unemployment Insurance Board rules—5/31/65.

Dept. of Justice starts investigation of newspaper ownership of stations.—10/19/64.

Uniform time bills introduced—8/9/65.

Rep. Oren Harris (D-Ark) named to federal judiciary—8/16/65.

FTC attorney studies commercial production—8/30/65.

Rock-and-roll "What's Happening, Baby?," produced by CBS-TV for U. S. Office of Economic Opportunity, attacked by Republican senators—7/5/65, 7/12/65, defended—7/19/65.

Leonard Marks, communications attorney, named director of the U. S. Information Agency—7/19/65; John Chancellor, NBC newsman, made director of Voice of America—8/2/65.

Rep. Oren Harris (D-Ark.) appointed to federal judgeship, won't leave House until spring of 1966—10/4/65.

Senate Antitrust and Monopoly Committee to probe TV-network discount policies—10/4/65, university law journals find them unfair—10/25/65, 11/8/65.

U. S. Supreme Court refuses to review lower court ruling that right of privacy is not inheritable, in Capone vs Desilu case—10/25/65.

Senate Judiciary Committee approves bill to limit secrecy in government—10/4/65, bill passes Senate—10/25/65.

California survey probes taxing broadcast advertising, loud commercials—9/27/65, 10/4/65.

U. S. tax court lets Desilu count receipts from sale of programs as capital gains—12/6/65.

Cigarette Advertising

Smoking and advertising of cigarettes continued subjects of long, loud controversy. Emerson Foote resigns as McCann-Erickson board chairman to break all connections with cigarette advertising—9/21/64; is elected chairman of National Interagency Council on Smoking and Health—11/23/64; calls for suspension of all cigarette advertising—1/18/65; backs state bills to ban cigarette advertising—2/22/65.

President's Commission on Heart Disease, Cancer and Stroke asks for $10 million to educate public about hazards of smoking—12/14/64; Al Petker, barter specialist, offers $1 million in station time for anti-smoking ad campaign—5/10/65.

Cigarette industry's own ad code goes into effect Jan. 1, 1965—12/21/64.

Cigarette labeling bill calls for health warning in ads too—1/18/65: NAB opposes restriction on advertising—2/1/65, 4/19/65; new bill would require labels, but not ads, to carry health warnings—2/28/65: AFA opposes any advertising restrictions—3/22/65, but U. S. Public Health Service wants warnings in ads as well as labels—4/12/65: Magnuson bill—5/3/65; is modified—5/24/65, debated—5/31/65, passes Senate—6/21/65: House passes own version—6/28/65: joint committee agrees—7/5/65: bill waits for President's signature—7/19/65; gets it—8/2/65.

United Kingdom bans cigarette ads in TV—2/15/65.

Minnesota and Utah get bills to control cigarette ads—2/22/65; Utah bill is withdrawn—3/15/65: Connecticut kills bill to tax tobacco ads—4/19/65.

National Tuberculosis Association offers free film charging that smoking cigarettes contributes to respiratory disease—9/20/65.

American Cancer Society is concerned about local TV personalities who smoke on air—9/27/65.

Senate Commerce Committee questions cigarette commercial adjacent to Beatles on *Ed Sullivan Show*—10/4/65.

TV Code Authority answers FTC complaint—12/6/65, so does Cigarette Advertising Code—12/13/65.

Civil Rights

TV not living up to its responsibility to Negroes, New York Society for Ethical Culture finds—12/14/65.

Klan Imperial Wizard brings picket line to WCAU Philadelphia—2/8/65.

Renewal applications of WLBT(TV) and WJDX Jackson, Miss., hearings recommended because of alleged discrimination—2/22/65, 3/1/65; one-year renewals granted—5/24/65; church appeals—6/14/65, 8/30/65.

WEOX Bogalusa, La., says owner's stand on civil rights lost it most advertisers—3/22/65; New York retail group buys spots on WBOX—3/29/65; other Louisiana broadcasters rally to WBOX's support—3/29/65, 4/5/65; stations to be sold—10/11/65, 11/1/65, as owner gets RTNDA award—11/15/65.

Chicago Negroes divided over issue of running own TV station—4/19/65.

Southern stations' editorial policies attacked, defended—7/26/65.

CBS defends dropping white musician to hire negro—8/9/65.

Los Angeles riots covered by newsmen, mobile units—8/16/65, 8/23/65, 8/30/65.

Court of appeals wants FCC to consider racial discrimination in programing—8/30/65.

TV not doing enough on civil rights, station manager, network newsman agree—11/22/65.

Record dealer newsletter claims Negro disk jockey started Watts riot—9/6/65; misunderstanding says writer—9/13/65.

Advertising Council plans four-way campaign to aid Negroes gain economic as well as political equality—9/13/65.

Fast action by WSOC—TV Charlotte, N. C., calms explosive situation—12/6/65.

Color Television

Colorcasts can be made by 79% of U. S. TV stations—1/18/65, 2/1/65.

Sale of color sets zooms—9/14/64, 10/5/64, 11/16/64, 12/7/64, 1/4/65; new year looks even better—12/7/64, 1/25/65, 2/8/65, 4/19/65, 5/3/65, 7/5/65, 10/18/65, 11/15/65, pre-Christmas shortage foreseen—9/27/65; 7% of U. S. homes have color TV—11/22/65.

Manufacturers expand facilities to keep production up to demand—RCA: 9/21/64, 10/26/64, 1/25/65, 5/3/65, 5/10/65, 6/21/65, 7/5/65, 8/2/65, 8/16/65; GE: 5/3/65; Admiral: 9/6/65; Motorola: 2/1/65, 9/6/65; Sylvania: 1/11/65, 10/4/65; Zenith: 9/14/64, 2/1/65, 5/10/65, 11/8/65; CBS patent revealed—7/19/65.

All-channel color sets at $300 foreseen—10/21/64; miniature tubes will drop price to $200—1/4/65; Japanese 9-inch color set shown—5/17/65; GE has 11-inch color set at $249.95—5/24/65; RCA's 19-inch economy set $399.95—8/16/65.

Color set families watch more—11/16/64; are larger, richer—1/18/65, 6/21/65.

More color programing expected—11/16/64; CBS-TV holds back—1/4/65; color programing seen as giving NBC-TV rating edge—3/1/65; ABC-TV expands color schedule, CBS-TV plans to start regular color programing—3/15/65, 3/29/65, expands schedule—5/3/65, so does ABC-TV—5/10/65; ABC-TV, CBS-TV rush to match NBC-TV's all-color prime time—6/21/65, 8/2/65; work on color logos—6/28/65; with rating edge threatened—3/9/65, NBC-TV gets colormobile unit for football coverage—4/19/65, 9/20/65; faster color film needed—8/16/65; Houston Photo Products has new color line—6/28/65; syndicated color shows popular—7/26/65; De Luxe Labs orders more color processing equipment—7/5/65; stations buy color gear—7/12/65, 1/19/65; new shows in color—8/16/65; UA-TV has big color backlog—8/16/65; stations buy any and all color programs—9/20/65; color boosts ratings—11/1/65.

Color programing poses few production problems—8/9/65.

Color will dominate TV in 2-3 years, agencies feel—1/18/65; now is time to start TV ads in color, Grey Advertising advises—3/15/65; Lever Bros., Coca-Cola turn to color—6/21/65; Bonanza Airlines—7/19/65; color commercials expand to $75 million a year—7/12/65; B&B's Webber gives guidelines—11/1/65.

Color ads 13% to cost of filmed shows, less than 5% to taped programs—5/10/65; network color transmission fees—7/12/65; NBC-TV studio charges same as monochrome—4/5/65.

Color boosts audience for travel programs—5/31/65.

Color promo spots get viewers for color farm shows—11/30/64.

European color standards unsettled; U. S. manufacturers plan campaign for U. S. system—10/5/64; European Broadcasting Union ponders problem—1/4/65. Russia adopts French system—3/29/65, 4/5/65, but CCIR ends meeting without setting standard—4/12/65.

WDXI-TV Jackson, Tenn., ask FCC to suspend AT&T rate increase for color transmission—9/13/65; AT&T asks for dismissal of complaint—10/18/65.

NBC-TV establishes 16-man color committee to work with advertisers, agencies, producers—11/1/65.

WMAL-TV Washington, puts all local news-film into color—9/6/65, sues Visual Electronics to force delivery of color cameras—11/15/65.

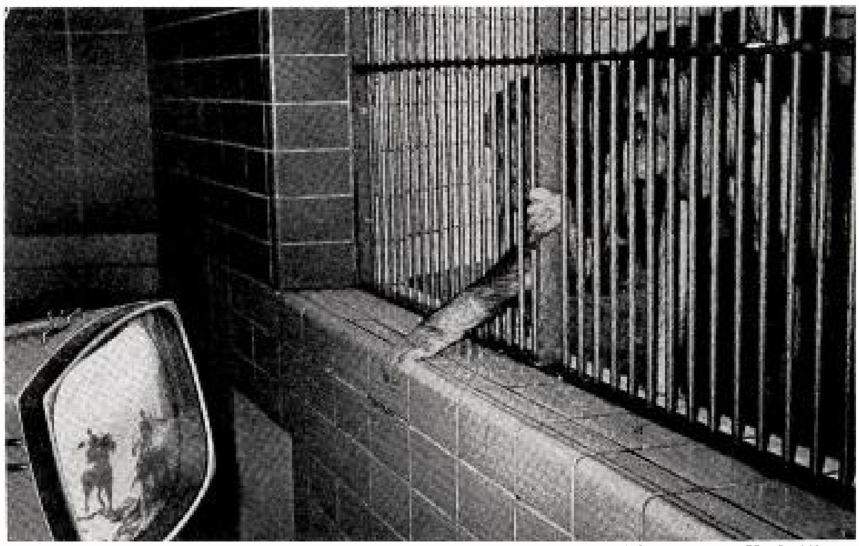


Photo: New York Times

A new demographic category in the TV audience was discovered at the Bronx Zoo in New York. Four gorillas there had turned into regular viewers. Action programs were the apes' favorites. The TV set was installed during the winter while the gorillas were confined to indoor cages to prevent restlessness and frequent brawling. And the 21-inch tranquilizer worked.

Commercials

Goodyear Tire spots win top TV honors from International Broadcasting Awards—3/1/65: Advertising Assn. of the West—6/28/65, tie for first (with Poloroid camera spot) at American TV Commercials Festival—5/3/65; Laura Scudder commercials win grand prize at Cannes—6/28/65; German commercial wins International Film & TV Festival top award—10/26/64.

Most effective radio commercials picked by RAB—2/22/65, 12/6/65; Heileman's Beer spot wins top IBA radio award—3/1/65; one for F&P fruits is tops in AAW competition—6/28/65.

Commercials more effective in sponsored programs than participations, FC&B-NLB survey shows—9/28/64.

Advertising effectiveness of TV commercials measured by new method of Marketscope Research Corp. — 10/26/64; Schwerin has answer to what makes a good commercial—11/30/64; Leo Burnett pretests commercials—4/12/65.

Clutter doesn't affect commercial impact, Chicago study shows—6/21/65.

TV ads get more attention than they are credited with—3/15/65.

Children watch, remember brands and parents buy them—5/31/65.
Piggyback commercials pose problems for stations, sponsors: Procter & Gamble won't permit triple-spotting—9/7/64. but has own piggyback for Crest and Prell—10/5/65; reverses policy and agrees to go along with NAB code rules—6/21/65; Colgate-Palmolive refuses to pay premium charges for piggybacks—9/7/64; some stations revise policies—9/28/64; others don't and lose C-P business—10/5/64; Helen Curtis cuts back on spot TV—9/14/64; four-product commercial raises question—9/28/64, but Alberto-Culver five-product spot is ruled to be integrated—11/2/64; NAB identifies multiple-product spots as integrated or piggyback—9/21/64, 10/12/64, 11/2/64, 11/16/64, 12/14/64, 2/1/65; stations protest NAB waiver of political commercials from piggyback status—9/7/64, 10/12/64; some agree to accept piggybacks without extra charge—1/25/65.
TV commercials follow programs into color—7/12/65.
Radio commercials ignore recording standards—8/23/65.
Only three radio commercials in 10 are doing effective job, Yankelovich study shows—10/4/65.
TV commercials are made or lost in first six seconds—11/1/65.
FCC staff unearths proposal to stop surreptitious plugs for products owned by station—10/25/65.
D. P. Brother & Co. puts all radio spots on tape—11/29/65.
Spurt in TV commercial production—12/6/65.
Cream of radio commercials picked by RAB—12/6/65.
MGM-TV affairs film and tape service—12/13/65.
TV commercials described in BROADCASTING include: apparel: Manhattan shirts—12/21/64, Keds—3/22/65; automotive: Amer-Oil—9/7/64, Chevrolet—6/7/65, 11/29/65; Dodge—12/14/64, 12/21/64, Ford—11/30/64, 5/24/65, Plymouth—11/8/65; Earl Scheib (repainter)—7/12/65; Standard Oil of Ohio—7/26/65; beverages: Cinzano vermouth—10/26/64, Falstaff beer—2/15/65, Frank's beverages—9/13/65, Koehler beer—5/31/65, Monsieur Henri wines—11/30/64, Ovaltine—11/1/65, Pepsi-Cola—3/29/65; Polynesian Punch—7/5/65, 7-Up—11/29/65: cleansers: Brillo soap pads—2/15/65, Chiffon detergent—10/19 64; Foods: Accent—2/8/65, A-1 Sauce—1/4/65, Big Shot chocolate syrup—10/19/64, Chun King Chinese foods—9/21/64, 4/19/65, Green Giant corn—4/26/65; Hiland potato chips — 11/16/64, Holsum bread — 6/7/65, Hunt's catsups — 2/15/65, Maltex cereal—1/4/65, Nestle's Choco-Bake—4/19/65, Mrs. Schlorer's mayonnaise—4/19/65; pens: Paper-Mate — 11/23/64, Waterman-Bic—3/15/65; politicial: Democratic — 9/21/64, Republican — 10/26/64; smoking: Dutch Master cigars—11/16/64, Lucky Strike filter cigarettes—9/7/64, Muriel cigars—10/5/64, Tar Gard—5/31/65; toiletries: Currier & Ives—11/22/65, Gillette blades—10/25/65, Jade East—8/16/65, Sheer Genius—11/8/65, Schick hot lather shave cream—11/2/64, Shontex shampoo—5/24/65; toys: Barbie doll—11/22/65. OM Radio Rifle—11/8/65; miscellaneous: Aluminum Ltd. — 3/1/65, Bankamericard — 11/22/65, Briochi—10/4/65, Florida Council of Churches—8/2/65, GE housewares—11/9/64, Gimbels of Pittsburgh—10/25/65, Radio Free Europe—12/28/64, Rival pet foods—3/1/65, Sun Soft fabric softener—4/6/65; Vertagreen—3/22/65, Wurzberg department store—9/21/64.
Radio commercials described in BROADCASTING include: Cain Potato Chips—9/13/65, California Prune Advisory Board—9/13/65, Del Monte soft drinks—4/26/65; Ford Dealers Advertising Assn. of Southern California—5/24/65; KABC-TV Los Angeles—9/21/64, Signal Oil Co.—11/29/65.

Community Antenna Television Systems

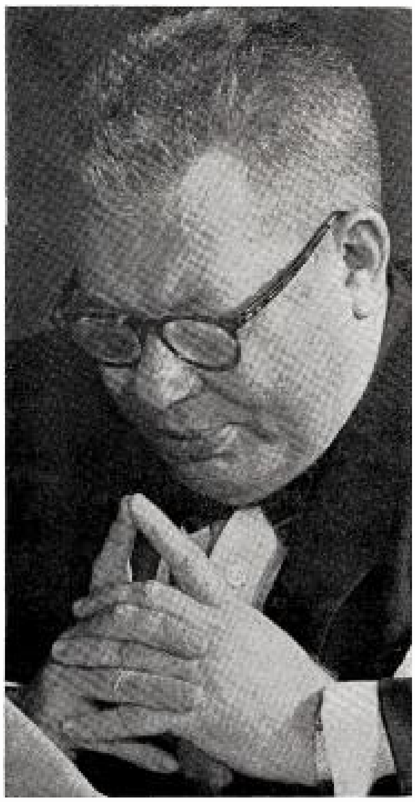
Who should regulate CATV and how broadcasters, community antenna operators and FCC kept busy trying to find practical answer. CATV operators and broadcasters discuss legislation needed to give FCC authority—9/7/64; Television Accessory Manufacturers Institute (TAME) would give FCC same authority it has over broadcasting—9/21/64; ABC agrees—10/19/64, as do other broadcasters—11/23/64, but CATV operators don't—11/30/64, 12/14/64, 12/28/64, joint FCC-state regulation proposed—1/4/65; freeze requested—1/25/65; restriction to areas unreached by broadcast signals proposed—2/8/65, 2/15/65, 3/1/65; electric dealers want regulation—4/5/65; FCC proposes to regulate all CATV—4/19/65, 4/26/65; Rep. Harris (D-Ark.) questions FCC authority—5/3/65, 5/10/65; Harris bill for FCC to regulate but not license CATV wins CATV support but is opposed by NAB and AMST—5/17/65, 5/31/65, 6/7/65; public wants CATV—6/21/65; NAB gets objections—6/7/65, resignations—7/12/65; networks disagree—7/26/65; Loevinger plan—6/14/65; FCC proposal for separate CATV microwave service brings prompt opposition—7/12/65; broadcasters divided — 8/2/65, 8/9/65; court asked to declare CATV common carrier—8/20/65; FCC has own bill asking Congress for explicit grant of authority over CATV—9/27/65.
NAB executive committee reaffirms stand that FCC has right to regulate CATV and should start doing so immediately—9/6/65, member disagrees—9/20/65, comments vary—9/27/65, Triangle asks for hearing to clear confusion—10/4/65, regulation of CATV could lead to regulation of broadcast rates, Commr. Bartley tells NAB—10/25/65, court tells broadcasters to prove injury before asking protection against CATV—10/25/65, AMST insists only Congress can write rules—12/6/65; TAME asks FCC to declare CATV systems public utilities—12/6/65.
FCC says microwave-fed CATV systems must protect local TV stations—12/13/65.
Study made by Dr. Franklin Fisher for NAB shows drop in station revenue when CATV enters market—10/26/64; NCTA questions report's validity—12/21/64; NAB tells FCC broadcasters need full protection vs. CATV—11/2/64, but stations with CATV affiliations challenge NAB—11/16/64; FCC economist, Dr. Martin Seiden says CATV profit potential has been misunderstood—12/14/64; FCC studies Seiden report—2/22/65, which proposes use of translators to avert CATV threat—3/8/65, finds CATV profits far better than those of stations—3/8/65; Fisher calls Seiden report wrong—4/12/65; Seiden says it's Fisher who's wrong—4/19/65; NCTA calls CATV no threat to broadcasters—6/21/65; CBS says little threat—7/26/65; NAEB watches CATV—11/30/64; finds it as much threat to ETV as to commercial stations—7/5/65; NAB charges CATV operators don't abide by NCTA principles—12/13/65.
NAB and NCTA negotiations reach tentative agreement on plan for CATV regulation, but NAB Future of Television in America Committee rejects it—12/21/64; broadcasters divided—12/28/64, 1/4/65; new attempt at NAB-NCTA agreement—1/11/65, bogs down—1/18/65, 1/25/65, 2/1/65; another try—2/22/65; broadcasters don't agree—3/29/65, 3/12/65, 4/19/65, 6/28/65.
FCC, concerned with broadcasters ownership of CATV, defers license renewals—10/5/64; is urged to favor cross-ownership — 10/19/64, 10/26/64, 11/2/64, but translator group opposes—11/30/64; FCC takes new look—12/14/64. 6/7/65, gives renewals to 21 stations wih CATV interests in same market—7/19/65; court orders hearing of CATV sale to town's only TV station—5/10/65; FCC authorizes common ownership of translators and CATV—5/24/65; first translators and CATV — 5/24/65; first grant—8/2/65; issue may be revised—11/22/65.
Connecticut Public Utilities Commission, only state agency in nation with regulatory authority over CATV, holds hearings on 21 applications—9/21/64, 9/28/64, 10/19/64; ponders how much profit a CATV system should be allowed—11/9/64, and effect of CATV on UHF—11/16/64; considers rates—11/23/64, and inducements to new subscribers—11/30/64; is asked to invite FCC to join in proceedings—1/4/65; bill to make CATV a public utility in Connecticut—3/8/65, evokes NCTA opposition—4/12/65; hearings reopen with applicants quizzed on finances—3/29/65, 5/3/65, 5/10/65, 5/24/65, 5/31/65, 6/14/65, 6/21/65, 7/5/65; state tax on gross

The year saw thousands of people in broadcasting changing jobs. Three of the more prominent switches are pictured here. As the year opened, FCC Commissioner Frederick W. Ford became Frederick W. Ford, president of the National Community Television Association (l). And before the year ended two of the networks had changed presidents. In March, James T. Aubrey Jr. (c), seen three days before he lost his job as he helped Jackie Gleason celebrate the entertainer's birthday at a Miami party, was proposed—5/3/65; phone company wants rates lowered—7/12/65; hearing resumes—9/20/65, 9/27/65, 10/4/65, 10/11/65, 10/25/65, 11/8/65.

Public utility status for CATV proposed in New Jersey—1/25/65, 9/27/65, Pennsylvania 2/1/65, Oregon—2/22/65, New York—2/22/65, 5/3/65; California—6/14/65; North Dakota—8/2/65; Rhode Island—11/1/65; states seek regulatory control—10/4/65; told to treat CATV as public utility—10/11/65.

Effects of CATV on radio pondered by NAB board—2/1/65; CATV called problem for radio as well as TV—2/22/65; some systems provide FM signals—4/26/65; NAB starts study—7/19/65.

Relations of CATV operators and telephone companies worsened as Bell System companies suggest they could provide whole service, not just pole space—10/19/64, 11/2/64; AT&T says they'll continue to provide pole-line attachments—1/9/64; rates lowered—2/15/65; CATV tariffs filed in 26 states—5/10/65; questioned by FCC—10/4/65; Southern Bell rates to get court test in North Carolina—10/26/64; Asheville, N. C., system may



ousted as headman at CBS-TV. And in December, Robert E. Kintner (r), who was to have become chairman of the board and president of NBC on Jan. 1 was given the title of chairman, but with no voice in the operation of the RCA subsidiary.

buy Bell service—11/16/64, so may system in Brunswick, Ga.—12/21/64; New York state independent phone system prepares to enter CATV field—11/30/64; so does United Utilities, holding company for independent phone companies—5/31/65; FCC asked to reconsider rules for CATV systems served by phone companies—5/31/65; New Jersey holds hearings on phone company CATV rates—7/5/65, 9/27/65; pole line problems increase—7/12/65, 7/26/65; FCC letter—8/23/65, 8/30/65; New England T&T promises no pressure—8/23/65; Illinois Bell sets rates—9/27/65; Stromberg-Carlson and Entron promote CATV service for phone companies—9/20/65; role of independent phone companies studied—10/25/65.

Rights of CATV systems to pick up broadcast programs at will are challenged by CBS—10/26/64; CBS files test suit against Teleprompter—12/7/64, which denies charges—12/21/64, 2/15/65; United Artists threatens actions—1/11/65, 2/1/65, 2/15/65; U.S. Supreme Court refuses to review appeals court ruling that CATV can use programs of KMVT Twin Falls, Idaho, until station proves it has protectable copyrights—2/1/65; copyright bill revision would give stations rights to control CATV pickups—5/31/65, 8/23/65; so would amendment to Communications Act—6/21/65, 6/28/65, 7/19/65, 9/20/65.

CATV plan to invade New York City—10/26/64, brings opposition, imitation, warnings—11/2/64, 11/16/64, 11/23/64; NCTA questions city's authority—12/7/64; more applicants—12/21/64; hearing—1/18/65; city franchise bureau recommends grants—5/3/65, 5/10/65, 5/24/65, 7/5/65, 11/22/65, but state may do regulating—5/3/65.

FCC asks communities about CATV licenses—9/14/64; TAME urges cities to bar CATV—12/21/64; AMST wants CATV barred from cities—2/8/65; TAME endorses stand—2/15/65; FCC may halt CATV in markets with three stations or less—3/22/65; city ordinance right upheld—8/16/65.

CATV was also active in York, Pa.—9/21/64; New Haven Conn.—9/28/64, 10/19/64; Schenectady, N.Y.—9/28/64, 2/8/65, 2/22/65; 37 New Jersey cities—10/12/64; Bennington, Vt.—11/23/64; Cleveland—11/16/64, 2/1/65, 3/8/65; Philadelphia—11/23/64, 12/7/64, 12/14/64, 12/13/65; Raleigh, N.C.—11/30/64, 3/15/65; Charlotte, N.C.—11/16/64; Bakersfield, Calif.—11/30/64; Asheville, N.C.—12/7/64, 9/6/65, 10/11/65, 11/8/65; Madison, Wis.—9/27/65; Albion, Battle Creek, Marshall, Mich.—9/6/65; Barstow, Fla.—11/1/65; Los Angeles—11/1/65, 11/8/65; San Francisco—11/1/65; Huntsville, Ala.—11/29/65; Shaker Heights, Ohio—12/6/65; Loves Park, Ill.—12/13/65; Winston-Salem, N.C.—12/13/65; Wilmington, Del.—12/7/64; Toledo, O.—2/8/65; Pittsburg—2/15/65, 2/22/65; Santa Maria, Calif.—4/5/65; Bristol, R.I.—4/19/65; Clarksburg, W. Va.—5/10/65; Jackson, Mich.—5/24/65.

Degradation of signal by CATV charged by Springfield Television Broadcasting Corp.—9/7/64, 9/14/64, 9/28/64, 10/12/64, 4/19/65, which plans to rebroadcast CATV signals—11/15/65. Bill Daniels, CATV broker, offers $10,000 for proof of deliberate degradation—1/18/65, 2/1/65, 2/15/65, 3/1/65, 3/8/65, 3/22/65.

CATV homes estimated—11/30/64, 1/25/65; counted—3/15/65; could serve farmers too—12/14/64.

CATV penetration analyzed—8/2/65; analysis criticized—8/2/65.

Is CATV common carrier—8/2/65.

ABC looks into CATV ownership—7/12/65; deal falls through—7/19/65; NBC also interested—8/30/65.

FCC proposed microwave rules criticized—10/12/64; 12/7/64; translators denied protection vs CATV—11/2/64; freeze on CATV microwave applications asked—11/9/64; NAB and NCTA divide on 15-day duplication protection—2/1/65; 3/15/65; FCC says required only of CATV systems using microwave—2/8/65; FCC right to impose conditions gets court test—3/1/65, 3/8/65, 6/28/65; protection denied for grade B coverage—3/8/65, 7/5/65; right of CATV system to drop signal formerly carried—11/16/64, goes to hearing—7/19/65.

Idaho microwave operators take 15-day requirement to court—9/27/65, court upholds FCC—10/25/65; San Antonio noncommercial station, KLRN(TV), asks FCC to let microwave systems serve ETV as well as CATV—11/29/65.

Black Hills Video Corp. gets conditional renewal for microwave stations to serve CATV—10/4/65, appeals conditions—11/1/65, briefs are filed—11/15/65, oral argument—11/22/65.

Frederick W. Ford leaves FCC to become NCTA president—11/23/64, 1/4/65; CATV major topic at NAB regional meetings—11/23/64; NAB counsel sees no solution—3/29/65; fantastic potential, mammoth problems discussed at NCTA convention—7/26/65.

Use of vacant CATV channels for public service programing proposed—2/8/65.

Major CATV operators belong to NCTA—3/8/65.

Radio broadcasters urged to get into CATV—5/24/65; CATV holdings of NAB board members—6/21/65; CBS buys into Vancouver, B.C., CATV system—10/19/64; ABS plans—5/31/65.

Associated Press offers visual news service to CATV—7/26/65.

New CATV equipment shown in Denver—7/26/65.

CATV must remain complementary to broadcasting, NAB tells members—10/18/65, 10/25/65.

Conventions

Major meetings of organizations, associations and labor unions directly or indirectly associated with broadcasting, as reported between Sept. 1, 1964, and Aug. 31, 1965. ABC Radio Affiliates—3/29/65; ABC-TV Affiliates—12/7/64, 3/22/65, 6/21/65, 12/6/65; Advertising Association of the West 6/28/65, 7/5/65; Advertising Federation of America—6/28/65; AFA-AAW Washington conference—2/8/65; Advertising Research Foundation—10/12/64, 10/11/65; American Association of Advertising Agencies—10/24/64, 11/2/64, 11/16/64, 11/23/64, 4/26/65, 10/18/65, 11/1/65, 11/8/65; American Marketing Association—1/4/65; American Society of Composers Authors & Publishers—9/28/64; American Society of Newspaper Editors—4/19/65; American Women in Radio & Television—10/5/64, 11/16/64, 5/17/65; Arizona Broadcasters Association—12/7/64, 12/13/65; Associated Press—4/26/65; Association of Maximum Service Telecasters—3/29/65; Association of National Advertisers—10/5/64, 11/16/64, 1/25/65, 4/12/65, 5/17/65, 11/22/65; Association for Professional Broadcasting Education—3/29/65.

Broadcasters Promotion Association—11/23/64, 11/8/65, 11/15/65; California Broadcasters Association—6/21/65; CBS Radio Affiliates—9/28/64, 9/20/65; CBS-TV Affiliates—12/7/64, 5/3/65; Clear Channel Broadcasting Service—3/29/65; Committee for Full Development of All-Channel Broadcasting—5/17/65; Connecticut Broadcasters Association—10/11/65; Country Music Association—11/1/65; Electronic Industries Association—10/5/64, 12/7/64; Federal Bar Association—9/14/64; Florida Association of Broadcasters—7/5/65, 10/15/65; Georgia Association of Broadcasters—6/21/65, 11/8/65; Idaho Broadcasters Association—7/26/65; Illinois Broadcasters Association—10/18/65; Institute of Broadcasting Financial Management—11/16/64, 9/27/65; Institute of Electrical and Electronic Engineers—3/29/65; International Radio and Television Society College Conferences—4/12/65; Kansas Association of Radio Broadcasters—5/17/65; Katz Agency Management Conferences—10/25/65; Kentucky Association of Broadcasters—5/10/65; Louisiana Association of Broadcasters—9/27/65; Michigan Association of Broadcasters—9/14/64, 9/20/65; Minnesota Broadcasters Association—10/14/65; Mississippi Broadcasters Association—5/10/65; Missouri Broadcasters Association—11/1/65; Montana Broadcasters Association—5/10/65, 9/20/65.

National Association of Broadcasters, annual convention: 3/15/65, 3/22/65, 3/29/65, 4/5/65; state presidents conference—2/8/65; regional meetings—10/19/64, 10/26/64, 11/2/64, 11/16/64, 11/23/64, 10/18/65, 10/25/65, 11/8/65, 11/15/65, 11/22/65, 11/29/65; board meetings—2/1/65, 6/28/65; radio program clinics—5/24/65, 5/31/65, 6/14/65; National Association of FM Broadcasters—3/29/65; National Association of Educational Broadcasters—11/8/65; National Association of Television and Radio Farm Directors—11/30/64, 11/29/65; National Association of Program Executives — 5/17/65; National Broadcast Editorial Conference—7/26/65; National Community Television Association—7/19/65, 7/26/65; National Conference Industrial Board—10/25/65; National Electronics Conference—11/1/65; National Religious Broadcasters—2/1/65; National Spanish Language Broadcasters—7/12/65; NBC Radio Affiliates—10/25/65; NBC-TV Affiliates — 3/22/65; New Jersey Broadcasters Association — 10/11/65; New York State Broadcasters Association — 7/26/65; North Carolina Association of Broadcasters—6/28/65; Ohio Association of Broadcasters—5/17/65, 11/1/65; Oregon Association of Broadcasters—5/10/65.

Pennsylvania Association of Broadcasters—10/26/64; Radio Advertising Bureau—3/29/65, 9/13/65, 9/27/65, 10/11/65; Radio Television News Directors Association—11/16/64, 10/25/65, 11/1/65; Retail Advertising Conference — 1/25/65; Sigma Delta Chi — 12/7/64, 11/15/65; Society of Broadcast Engineers—3/29/65; Society of Motion Picture & Television Engineers—4/5/65; Station Representatives Association—5/17/65, 8/9/65; TV Stations Inc.—3/29/65; Television Bureau of Advertising—11/23/64, 3/29/65, 11/22/65; Texas Association of Broadcasters — 10/5/64, 4/19/65, 11/29/65; United Press International—4/26/65; United States Independent Telephone Association—10/25/65; Washington State Association of Broadcasters — 5/17/65, 11/8/65; Western Electric Show and Convention—8/23/65.

Copyright

Revision of Copyright Act argued in hearing of House Judiciary Committee—5/24/65; would require juke boxes to pay royalties, CATV operators to get permission of originating stations—5/31/65; fees for record companies proposed—6/14/65; more testimony—8/9/65, 8/23/65.

Music Licensing organizations, a special BROADCASTING report — 3/15/65; new one, Coin Operated Phonograph Performance Society formed—5/17/65.

Montana legislature moves to put music licensing under state control—2/15/65; bill is passed—3/8/65, 3/15/65, but vetoed 3/22/65; Montana broadcasters claim NAB let them down—3/29/65, 7/26/65.

Court fines three Washington state stations $60,000 for copyright infringements, rules music must be paid for regardless of state laws—9/12/64, 2/15/65; two stations settle—3/8/65; ASCAP sues others—4/12/65.

Guideline for savings in copyright fees—11/16/64, denounced by ASCAP—5/3/65.

ASCAP income mostly from radio-TV—9/28/64, 10/4/65.

ASCAP and TV networks reach agreement —11/2/64, but All-Industry TV Stations Music License Committee won't take those terms—11/9/64; asks court to make ASCAP divulge financial data, 1949-64—1/11/65, 2/1/65; court orders some but less than asked — 3/22/65, 3/29/65, 4/12/65, 4/19/65; radio committee wants similar data—3/29/65, 4/26/65, 5/31/65, court agrees—12/13/65; Metromedia seeks special license—12/7/64; court denies request—3/15/65.

BMI may be divorced from broadcaster ownership—11/2/64; sells last publishing firm—11/16/64; Dept. of Justice files antitrust suit—12/14/64, 12/21/64, 3/8/65, 9/27/65.

BMI offers stations indefinite license extensions—2/15/65, asks for higher radio fees —12/13/65.

BMI President Bob Burton dies—4/5/65; board takes time in picking successor—4/26/65; Bob Sour named president—10/25/65.

All-Industry Radio Music License Committee queries stations about SESAC dealings 12/7/64.

Background music services file piracy suits —1/11/65, 8/23/65.

CATV poses new copyright problems—9/6/65.

Editorializing

Nearly half of AM stations editorialize—9/28/64, public approves—10/18/65.

CATV systems are entitled to time to answer anti-CATV editorials, FCC warns—3/15/65.

KABC Los Angeles establishes first editorial scholarship—4/12/65.

Educational Broadcasting

Finances continued as biggest problem for ETV stations. Incomes, expenses reported in NAEB study—7/12/65; urged to provide financial support to ETV—10/5/64, commercial broadcasters have already done so, a BROADCASTING survey reveals —11/9/64, 11/30/64; committee of communications industry is formed to help—4/15/65; half-educational, half-commercial operation proposed—10/12/64, 12/5/65; programs donated by commercial firms, who get air credits—1/4/65, are criticized by NET—1/4/65, approved by FCC—4/5/65, protested by NAB—4/26/65, 5/10/65, but go on—6/28/65; WENH-TV Durham, N.H., stages own fund-raising drive—9/14/64; Florida Educational Television Commission grants—9/21/64; National Home Library Foundation gives NAEB $80,000—9/21/64; Dept. of HEW grants—11/30/64, 11/15/65; Ford Foundation grants—12/7/64, 1/11/65, 2/1/65, 7/19/65; CBS gifts—1/25/65, 3/22/65; NBC gifts—3/15/65; Rockefeller Foundation gifts—4/12/65; Rep. James C. Cleveland proposes federal funds be used to buy ETV time on commercial stations—12/28/64.

Petition of Midwest Program for Airborne Television Instruction to have experimental license made permanent, with more channels—9/21/64, meets opposition—10/19/64, 5/17/65, is denied—7/5/65; reconsideration is sought—8/9/65, but not granted—12/6/65; MPATI gets permission to rebroadcast Detroit instructional programs on translators—11/29/65.

KCET(TV) Los Angeles begins operations—9/28/64, thanks donors—1/25/65; Georgia ETV network plans expansion—1/11/65; NAEB plans collegiate network—5/24/65.

More colleges offer radio-TV courses, degrees—3/1/65; ETV available to two-thirds of U.S. college students—10/11/65.

Chicago Teachers College and city's TV stations offer 15-week graduate course in TV teaching—9/14/64.

Georgia ETV stations air feature films, raise questions—7/26/65.

Danger that extremist group might control an ETV station seen—9/6/65; denied by FCC general counsel—9/20/65; Congressional probe planned—11/1/65.

Carnegie Corp. names blue-ribbon committee to plan future of ETV—11/15/65.

National Home Library Foundation gives production grants to educational radio stations—11/29/65.

FCC approves "educasting" by two FM stations using multiplex broadcasting to transit instruction on one-channel, get answers on other 10/18/65.

Equipment

Set makers back drive to repeal excise tax 10/5/64, 11/16/64, 11/23/64, 12/28/64; bill introduced—2/15/65, 5/24/65, passed—6/21/65.

Production and sale of sets is up—11/30/64, 2/22/65, 3/8/65, with new highs anticipated —7/5/65, 9/20/65, 10/11/65, EIA projects sales through 1970—11/8/65.

Sealtest commercial sent from Ayer office in Philadelphia to WTTG(TV) Washington via Picturephone—10/5/64.

ABC shows photo process combining still and motion pictures—10/12/64.

Ampex introduces magnetic disk recorder —10/19/64, 9/27/65.

FCC looks at stereo for TV—11/16/64; EIA urges caution—2/1/65; "compatible" system shown—11/1/65.

Zoomar introduces automatic camera control—2/1/65.

ABC plans $5 million plant expansion in Hollywood—2/15/65.

Army demonstrates 7-channel laser beam as TV carrier—2/22/65; WTIC tests laser too—7/19/65.

Norelco has solid-state TV camera—2/22/65; so has RCA—3/1/65.

NAB complains over omission of AM from radios with solid-state tuners—3/1/65.

Equipment exhibits at NAB Convention attract attention and sales—4/5/65.

Westinghouse shows Phonoid system of recording pictures on disks—5/10/65.

Electronic Industries Association and Magnetic Recording Industry Association merge—5/24/65.

EIA divisions give opposing testimony at hearing on labeling imported components —12/13/65.

RCA expands semiconductor plant—12/13/65.

Robert W. Sarnoff to become RCA president Jan. 1, 1966—9/6/65.

Ampex ordered to pay triple damages to Mach-Tronics (now MVR) and Precision Instrument—9/27/65; motion for new trial denied—10/18/65; wins $20,000 from MVR, settles with Precision—12/6/65.

Two-thirds of nation's radio stations have or are considering automation—11/15/65.

Jerrold Electronics produces 82-channel TV receiving antenna—11/22/65.

Zenith wins second patent suit against Hazeltine; both decisions appealed—11/29/65.

Kaiser-Cox Corp. formed to make CATV equipment—10/4/65.

TV broadcasters and home antenna manufacturers join in drive to sell outdoor antennas for better color reception—10/4/65.

RCA researches laser beams as TV program carriers — 10/11/65; Perkin-Elmer laser camera takes pictures in total darkness—12/6/65.

AT&T experiments with long distance high-pulse transmission—11/8/65.

Octronix introduces bandwidth squeeze device to double radio-TV transmission—11/8/65.

Ex Parte

Since 1958, when ex parte (off-the-record) contacts between applicants and individual FCC commissioners were suspected to have influenced votes on station licenses, these grants have been argued before the FCC and in court. During 16 months, September 1964-December 1965, BROADCASTING reported:

Boston, ch. 5—FCC upholds grant to WHDH-TV—11/23/64.

Jacksonville, ch. 12—court orders FCC to reopen case to admit new applicants—5/10/65, rejects request for rehearing—6/28/65.

Miami, ch. 10—unsuccessful applicants ask court to reverse FCC grant to WLBW-TV —9/7/64; FCC and WLBW-TV ask court to deny appeal—1/18/65, 3/15/65, 4/12/65, 5/10/65; court upholds grant—7/12/65; appeal to U.S. Supreme Court planned—10/4/65; made—10/11/65, 11/8/65.

Orlando, ch. 9—court orders FCC to reopen case, accept new applicants—3/8/65; U.S. Supreme Court won't review case—11/1/65; FCC invites applications—11/22/65.

FCC adopts new rules for ex parte contacts —7/12/65.

Question raised in case involving application of Midwest Television for ch. 26, Springfield, Ill.—11/22/65.

Black Hills Video Corp. charged with ex parte pressure in attempt to get renewal of license for microwave stations to serve CATV—10/4/65, 10/11/65; FCC criticizes but won't investigate—11/15/65.

Federal Communications Commission

10-year growth—11/23/64.

Actions taken in fiscal 1964—1/25/65; annual report—12/28/64; a look ahead—1/4/65; starts operational reorganization—10/25/65.

Budget of $17,494,000 requested—2/1/65; is cut to $16.9 million—5/10/65; approved by House—5/17/65; Senate hearing—5/24/65; House-Senate conference—8/9/65, 8/16/65.

Professor calls for abolition of FCC—11/29/65.

Asserts jurisidiction over all common carriers, intrastate as well as interstate—12/28/64.

Senate loosens conflict of interest restrictions on FCC employes—8/9/65; House hears testimony on bill to let FCC employ outside experts—9/20/65.

Comparative criteria for competitive hearings challenged—5/3/65; policy for hearing guides set—5/24/65.

U.S. Supreme Court upholds FCC's right to require testimony in open hearing from MCA's Taft Schreiber—12/14/64, 5/31/65.

Urban spread creates problems in defining "community" — 7/12/65; KABL Oakland, Calif., is cited—10/4/65; so is KISN Vancouver, Wash.—10/4/65, 11/8/65; sale of KBVU Bellevue, Wash., questioned—11/29/65.

Excessive commercialization to be handled on case-by-case basis—7/12/65; Texas stations get letters—7/19/65, 7/26/65; commissioners disagree on approach—11/22/65; but drive to reduce commercials shapes up—12/6/65.

Burden of proof in allegations of serious misconduct to be on those making charges, not on applicants—7/19/65.

Rule requiring stations to make license records available for public inspection—4/5/65; is protested—4/12/65, 4/19/65, 5/3/65, 5/10/65, 5/24/65, 6/21/65; clarified—10/11/65; modified—10/25/65.

Fear of concentration of control of mass media leads to dissents in license grants —10/12/64, 1/4/65, 7/19/65, 9/20/65, 9/27/65, 10/11/65.

FCC plans study of AT&T rates—11/1/65; AT&T protests—11/8/65; long proceedings foreseen—11/22/65; Congress shows interest as TV networks seek to intervene—12/6/65.

FCC urged to forbid stations to change rates except at renewal time—11/15/65.

Application hearing for ch. 40 Fontana, Calif. is delayed when witness refuses to testify under fifth amendment privilege—2/1/65, 6/21/65, 12/6/65.

Decision not to accept plea that community can't support second station upheld by court of appeals—9/21/64; KGNS-TV Laredo, Tex., seeks reversal of grant for second station—10/4/65; rehearing ordered—11/29/65.

Requires applicant to demonstrate ability to finance station for year—7/5/65.

Remote control operation of TV transmitters, proposed—9/14/64, would mean substantial saving—1/14/65; deadline on comments—9/27/65.

Amends rules to put aural ERP of TV stations at not more than 20% of video peak —3/22/65.

Drops prime time local programing issue —7/5/65.

Refuses to relax first-class operator requirements for AM stations with directional antennas—11/16/64.

Logging rule changes opposed by NAB—6/21/65.

Filing fees for license applications protested—11/2/64; court won't consider—1/25/65; name change costs GE $2,918—11/30/64; fees total $3.3 million in first year—5/3/65, schedule revised—11/22/65.

James J. Wadsworth succeeds Frederick W. Ford as FCC commissioner—3/29/65, 4/19/65, 5/10/65.

Fairness doctrine denounced, defended, called plan to promote Johnson administration—9/14/64; exemption sought for Congress—3/15/65; issue in Faith Theological Seminary purchase of WXUR Media, Pa.—12/7/64, 12/14/64, 2/1/65, 2/8/65, 2/22/65, 5/24/65, 12/6/65, 12/13/65; raises question at WALG Albany, Ga.—1/25/65, KGO-TV San Francisco—2/22/65, WDAU-TV Scranton, Pa.—3/29/65, KTLN Denver, WGCB Red Lion, Pa.—7/26/65, 11/1/65, 11/29/65, 12/13/65, WBRE-TV, WNEP-TV, Scranton-Wilkes-Barre, Pa.—9/27/65; WLBT(TV) Jackson, Miss.—10/11/65, 12/6/65; WEAW Evanston, Ill.—11/22/65; KTYM Inglewood, Calif.—11/22/65, 12/6/65; three stations in Washington, D. C.—11/22/65, 11/29/65.

Rev. Billy James Hargis attacks Fred Cook for *Nation* article; 10 stations cited by FCC staff for failure to make facilities available for reply at no charge—10/4/65, 10/11/65, 12/13/65.

John Birch Society could not become ETV licensee, FCC general counsel says—9/20/

65.

Complaints over documentary on South Africa, Israeli interview—9/6/65, 10/4/65, are dismissed—10/25/65.

Unconventional programing of Pacifica stations draws complaints—11/29/65.

Requirement for religious programs called unconstitutional—1/4/65, 2/1/65; defended —4/26/65.

Multiple ownership reduction proposed—9/21/64; owner of station in top 50 market can't get another without hearing—12/21/64; rule protested—12/28/64, 1/4/65, 1/11/65, 1/18/65, 1/25/65, 2/15/65, 3/1/65, 4/19/65, 5/3/65; takes to court—8/23/65; would reduce limit to three TV stations in top 50 markets—5/31/65, 6/14/65, 6/21/65, 6/28/65, 7/19/65; Council for Television Development formed to counter FCC restrictions—7/26/65, 8/2/65, 9/20/65, 10/11/65; opposition develops—8/2/65, 8/23/65; rule modified—11/15/65; sliding scale of balanced VHF & UHF stations proposed—10/11/65; WGN asks waiver for purchase of KCTO(TV) Denver—11/1/65.

Mutual funds and other institutions buying into publicly owned broadcast companies pose problem for 1% rule enforcement—11/2/64, 11/23/64, 11/30/64, 2/1/65, 2/22/65, 3/22/65, 4/5/65, 5/17/65, 5/24/65, 8/2/65, 8/23/65, 8/30/65, 9/6/65, 9/13/65, 9/27/65; Overmyer wants eight UHF stations—2/15/65.

Group owners enter rep field, FCC concerned—10/12/64, 10/25/65.

Industry committee formed to advise FCC on horse race broadcasts—4/12/65.

Proposal to put translators into unoccupied frequencies—2/22/65, wins support—3/22/65, goes into effect—7/12/65; educational broadcasters ask delay—8/23/65.

Nonduplication restrictions put on translators—6/7/65.

First grant of high-power VHF-TV translator—10/4/65.

Overloud radio commercials concern FCC—9/12/64; remedial action planned—11/16/64; NAB runs tests—3/15/65; AAAA offers help—5/3/65; FCC prepares guide—7/5/65; NAB protests—7/12/65; technical studies in works—7/19/65; Bates writes stations—8/9/65; WFBM-AM-TV will control volume —9/13/65; FCC asks 25 stations about complaints—9/20/65; tax proposed in California —9/27/65; D. P. Brother & Co. puts control level on tapes—11/29/65.

Radio reporting form in final revision—10/19/64, 12/14/64, 12/28/64; goes back to Budget Bureau—6/7/65; is adopted 8/16/65; Budget Bureau forces changes—8/23/65; new forms required for renewal applications after Jan. 1, 1966—9/20/65.

TV reporting form readied—10/18/65. 10/25/65: KCOP(TV) Los Angeles starts monthly check—9/27/65.

FCC decision that NBC and Westinghouse must undo trade of Philadelphia and Cleveland stations starts arguments all over again—9/7/64. 9/14/64, 9/21/64, 9/28/64, 10/5/64. 10/19/64. 11/2/64. 11/9/64. 11/23/64, 11/30/64, 1/18/65, 2/22/65, 3/1/65. 6/7/65, 6/14/65, swap back completed—6/21/65.

KRLA Pasadena, Calif., continues interim operation as hearing is planned to determine new licensee from 17 applicants: one withdraws — 12/21/64; consolidated hearing planned—1/4/65, 1/11/65, 1/18/65; another withdrawal leaves 15 applicants—5/3/65; KCET(TV) Los Angeles educational station gets share of KRLA revenues—9/13/65.

U.S. Supreme Court refuses to review FCC revocation of WDKD Kingstree, S.C.—10/19/64; two applicants—11/2/64, one wants to withdraw—12/7/64; WDKD given time to wind up affairs—11/23/64, 1/4/65; new licensee approved—1/18/65.

KWK St. Louis asks FCC to reconsider revocation—12/28/64; FCC refuses—1/4/65; Supreme Court won't review—3/8/65; KWK appeal to FCC—3/22/65, is rejected again—4/5/65; officers group to apply for new grant—4/12/65; 16 applicants—6/7/65; seven seek interim license—6/21/65, all are denied—9/20/65; review opposed—11/1/65; applications filed—11/22/65; KWK gets extra month—6/28/65, as hearing set—7/12/65; another extension—8/2/65, 8/9/65, 8/16/65, 11/29/65.

(Other revocation actions: KMBT(TV) Beaumont, Tex., KPAC-TV Port Arthur, Tex. — 10/25/65; KSHO-TV Las Vegas, Nev.—8/2/65, 8/30/65, 9/6/65; WBRT Bardstown, Ky. — 5/17/65, is reactivated —7/26/65; WCLM(FM) Chicago—9/28/64, 1/11/65, 11/15/65, 11/22/65; WEKY Richmond, Ky. — 7/26/65, 8/30/65; WEOL Elyria, Ohio—9/27/65; WFHA-FM Red Bank, N.J.—10/19/64; WGMA Hollywood, Fla.—4/12/65, 10/11/65, 11/22/65; WMOZ Mobile, Ala. and WPFA Pensacola, Fla.—3/1/65, 4/19/65, 10/11/65; WSPN Saratoga Springs, N.Y.—10/19/64; WTID Newport News, Va.—10/4/65, 10/25/65; WTIF Tifton,

James J. Wadsworth was sworn in as the replacement for Frederick W. Ford at the FCC in March. Before year's end, the regulatory tone had changed when Commissioner Wadsworth provided the swing vote in favor of one-year renewals for several stations charged with running more commercials than they had indicated on their earlier renewal applications.

Ga., WDMG Douglas, Ga., and WMEN Tallahassee, Fla.—4/12/65; WWIZ Lorain, Ohio—9/21/64, 9/13/65; WKYN and WFQM-(FM) San Juan, and WORA-FM Mayaguez, all Puerto Rico—12/28/64, 3/8/65, 4/5/65.

FCC is asked to revoke license of E. L. Cord for KCRL(TV) Reno, as outgrowth of litigation between Cord and Calvin Smith—11/1/65.

Short-term renewals given to: KMBR Bismarck, N.D.—3/22/65; WMIE and WEDR (FM) Miami—3/22/65, 6/7/65; WIFE Indianapolis—11/2/64; WNAU New Albany, Miss.—1/11/65; Eaton stations: WANT Richmond, Va.; WINX Rockville, Md.; WFAN(FM) Washington; WSID Baltimore, get second short-term renewals—1/25/65; WLBT(TV) and WJDX-AM-FM Jackson, Miss.—5/24/65, 8/30/65.

Fines reflect ability to pay as well as severity of offense—9/13/65; fines for late filings—12/6/65.

Four Minneapolis-St. Paul stations (WCCO-TV, KSTP-TV, KMSP-TV, WTCN-TV) fight fines for violation they say was inadvertent, not deliberate—10/12/64, 10/19/64, 11/9/64.

Also fined were: KADY St. Louis—12/6/65; KALI San Gabriel, Calif.—11/30/64; KALN Iola, Kans.—2/8/65; KALO Little Rock, Ark.—7/26/65; KAPI Pueblo, Colo.—7/26/65; KAYE Puyallup, Wash.—9/20/65, 9/27/65; KFAZ Liberty, Tex.—4/5/65: KHEY El Paso, Tex.—3/15/65; KLAV Las Vegas —9/20/65; KLTV(TV) Tyler, Tex.—10/19/64, 1/4/65; KMWC(FM) Midwest City, Okla.—3/15/65; KNAL Victoria, Tex.—2/15/65; KOAD Lemoore, Calif.—9/20/65; KODA Houston, Tex.—9/20/65; KQCY Quincy, Calif.—11/30/64; KRIG Odessa, Tex.—2/8/65; KRXX Rexburg, Idaho — 9/20/65; KSGM Chester, Ill., — 12/21/64; KTOO Henderson, Nev.—7/26/65; KTOW Sand Springs, Okla.—10/5/64; KURA Moab, Utah—3/1/65; KVWO Cheyenne, Wyo.—10/12/64; WBDQ Dubuque, Ia.—11/30/64; WEYE Sanford, N.C.—9/20/65; WEOL Elyria, Ohio—9/27/65; WFLM (FM) Fort Lauderdale, Fla.—10/26/64, 11/30/64; WGOH Grayson, Ky.—10/12/64; WGOK Mobile, Ala.—6/7/65, 11/1/65; WJRC Joilet, Ill.—2/8/65; WKIS Orlando, Fla.—10/12/64; WKYX Paducah, Ky.—3/1/65, 5/10/65; WMIE and WEDR(FM) Miami —3/22/65, 6/7/65; WOSH Oshkosh, Wis.—2/8/65; WTRL Bradenton, Fla.—4/5/65, 9/20/65; WWIL-FM Fort Lauderdale, Fla.—10/26/64; WXTN Lexington, Miss.—9/7/64.

After denying appeal to postpone oral argument over initial decision to grant joint commercial-ETV operation on ch. 13 Rochester, N.Y.—11/2/64, FCC hears oral argument—11/9/64, reopens case—5/17/65; merger proposal—9/6/65; opposed by Broadcast Bureau—10/25/65.

Grant to WTSP-TV St. Petersburg, Fla., upheld—11/9/64; FCC refuses to review—1/18/65; unsuccessful applicant objects to FCC lack of criteria for choosing among applicants—5/3/65; grant upheld—10/18/65.

W. R. G. Baker Radio & TV Corp. wins nine-way contest for ch. 9 Syracuse, N. Y. —1/25/65; losers seek to reopen—3/1/65; FCC agrees—6/21/65.

Supreme Court refuses to review circuit court ruling remanding grant to WJJZ, Mt. Holly-Burlington, N. J. — 10/19/64, which may lose station for failure to defend grant—12/14/65.

When WHZN Hazelton, Pa., has renewal set for hearing—11/2/64, owner asks FCC to permit sale—1/11/65; refused, he turns back license—2/15/65.

WWL-TV New Orleans gets full three-renewal despite complaints of AFM local—5/17/65, which appeals—6/21/65.

Court of Appeals, which has given FCC nine reversals in four months—5/17/65, remands grant to WPSL Monroeville, Pa., for review—6/21/65, rules FCC should have held hearing on move of KHMA(TV) Houma, La., transmitter and sends case back—5/17/65.

Merger plan proposed for ch. 10 Duluth, Minn.—7/26/65; approved—8/30/65.

Broadcast Bureau opposes renewal of WPTR Albany, N.Y., without hearing—11/15/65.

FCC is asked to hold hearing on sale of KARK-AM-FM-TV Little Rock, Ark.—10/11/65, 10/25/65.

Los Angeles businessmen apply for ch. 9 in that city, already occupied by KHJ-TV; may start trend—11/8/65, 11/15/65.

FCC vacates grants to WFGA-TV Jacksonville and WFTV(TV) Orlando, both Florida, invites new applications—11/22/65.

Financial

Profits, losses and other financial data reported by organizations in or associated with broadcasting. Admiral Corp.—1/25/65, 3/8/65, 8/19/65; Allied Artists Pictures Corp.—11/22/65; ABC Inc.—1/12/65; 3/15/65, 3/29/65, 4/5/65, 4/26/65, 7/26/65, 11/1/65, 11/22/65; American Society of Composers, Authors & Publishers—3/1/65, 10/4/65; American Telephone & Telegraph Co.—9/13/65; Ameco—12/21/64, 7/19/65, 9/6/65, 10/11/65, 11/15/65; Ampex—11/23/64, 3/1/65, 5/17/65, 7/19/65, 8/30/65, 11/22/65, 11/29/65; Atlantic States Industries—10/19/64; Audio Devices—12/21/64, 4/12/65, 5/31/65, 8/23/65; Avco — 11/9/64, 1/25/65, 8/23/65; Bartell Media Corp. (Macfadden-Bartell)—9/7/64, 11/16/64, 1/11/65, 5/3/65, 8/23/65, 11/22/65; John Blair Co.—11/15/65, 12/13/65; Boston Herald-Traveler—2/22/65, 8/23/65; Broadcasting Co. of the South (Cosmos)—10/26/64, 3/22/65, 9/6/65, 11/15/65; Capital Cities Broadcasting—10/26/64, 12/7/64, 2/15/65, 5/3/65, 6/21/65, 7/19/65, 10/18/65, 12/13/65; CEIR—12/13/65; Chirurg & Cairns—11/29/65; Chris Craft Industries—11/2/64, 3/8/65, 5/10/65, 8/9/65, 11/1/65; Collins Radio—10/19/64, 11/23/64, 5/31/65; CBK Industries —4/12/65; CBS Inc.—11/16/64, 1/18/65, 2/15/65, 3/15/65, 4/5/65, 5/17/65, 8/15/65, 11/15/65; CBC Films—1/25/65; Columbia Pictures—11/2/64, 3/22/65, 4/26/65, 10/18/65; Communications Industries—7/5/65; Columbia Records—8/30/65.

Communications Satellite Corp.—9/14/64, 9/21/64, 12/21/64, 4/5/65, 4/12/65; Cowles Communications—4/19/65, 8/16/65, 11/29/65; Cox Broadcasting—9/28/64, 10/19/64, 2/22/65, 3/22/65, 4/12/65, 4/26/65, 7/26/65, 9/13/65, 10/18/65; Crowell-Collier Publishing —11/9/64, 4/12/65, 11/15/65; Decca Records —5/7/65, 9/13/65, 11/15/65, 12/6/65; Desilu Productions—9/21/64, 12/21/64, 3/22/65, 7/19/65, 9/13/65, 12/6/65; Walt Disney Productions — 2/8/65, 5/31/65, 8/9/65; Doyle Dane Bernbach—1/11/65, 2/1/65, 4/12/65, 6/14/65; Eastman Kodak — 4/12/65; Entron Inc.—5/31/65, 10/18/65; Filmways—11/30/64, 12/8/64, 5/17/65, 7/19/65; Foote, Cone & Belding—9/21/64, 1/18/65, 1/25/65, 3/22/65, 4/12/65, 5/10/65, 8/2/65, 11/22/65; Four Star Television—9/28/64, 10/26/64, 11/23/64, 3/1/65, 5/10/65, 10/4/65, 12/6/65; General Artists Corp.—8/2/65, 8/9/65, 12/6/65.

General Instrument—1/25/65; General Precision Equipment—12/7/64; General Telephone & Electronics—11/23/64, 4/12/65; Grey Advertising—8/2/65, 8/9/65, 9/27/65; Gross Telecasting—10/19/64, 2/22/65, 3/8/65, 4/19/65, 7/19/65; H&B American—12/21/64, 1/11/65, 3/22/65, 6/14/65, 7/12/65; Harris Intertype—5/3/65; Harvey Radio—9/27/65; Independent Television—1/18/65; Jerrold Corp.—11/2/64, 5/31/65, 10/25/65; Ketchum, MacLeod & Grove—1/18/65; MCA—11/16/64, 3/22/65, 5/17/65; MPO Videotronics—2/15/65, 6/21/65; Magnavox—11/22/65; Meredith Publishing—8/23/65, 10/25/65, 11/1/65; Metro-Goldwyn-Mayer—11/30/64, 1/18/65, 4/19/65, 11/29/65, 12/13/65; Metromedia—9/21/64, 10/19/64, 2/1/65, 3/29/65, 4/12/65, 4/19/65, 4/26/65, 5/17/65, 7/12/65, 8/2/65, 10/11/65, 10/18/65; Minnesota Mining & Manufacturing—11/2/64, 2/8/65; Motorola—11/2/64; Movielab—4/12/65; Mutual Broadcasting System—10/19/64; NBC—1/18/65; National General Corp.—12/21/64, 2/1/65, 3/1/65, 5/24/65; Official Films—10/26/64, 3/22/65, 10/18/65; Outlet Co.—9/28/64, 1/4/65, 2/8/65, 4/12/65, 4/19/65, 7/19/65, 7/26/65, 9/13/65; Packard Bell Electronics—8/23/65.

Papert, Koenig, Lois—9/7/64, 10/5/64, 11/2/64, 2/8/65, 7/5/65, 11/1/65; Paramount Pictures—5/24/65, 6/7/65, 9/6/65, 12/6/65; Plough—10/26/64, 4/12/65, 4/26/65, 9/13/65, 10/18/65; Polaris—5/3/65, 7/5/65; RKO General—10/12/64, 1/25/65, 2/22/65, 4/12/65, 10/18/65; RCA—10/12/64, 12/7/64, 1/4/65, 1/18/65, 3/1/65, 3/22/65, 4/19/65, 5/3/65, 5/10/65, 7/12/65, 8/30/65, 10/11/65, 12/6/65; Walter Reede-Sterling — 5/17/65; Reeves Broadcasting—5/3/65, 7/5/65, 11/22/65, 12/6/65; Rego Industries—10/11/65; Republic—4/12/65; Rollins Inc.—9/7/64, 9/14/64, 9/21/64, 11/30/64, 3/1/65, 7/26/65, 8/30/65, 11/29/65; Rust Craft Greeting Cards—10/12/64, 1/4/65, 5/31/65, 10/4/65; Screen Gems—9/21/64, 11/30/64, 2/22/65, 5/17/65, 10/4/65, 11/22/65, 11/29/65, 12/6/65; Scripps-Howard Broadcasting—11/16/64, 4/5/65, 5/3/65, 7/19/65, 11/22/65; Seven Arts Productions—9/28/64, 2/1/65, 9/20/65; Sonderling Broadcasting Corp.—8/2/65; Standard Kollsman Industries—11/1/65.

Storer Broadcasting—10/26/64, 2/8/65, 3/1/65, 4/12/65, 6/7/65, 7/5/65, 7/19/65, 8/2/65, 8/23/65, 10/18/65, 11/1/65, 11/22/65; Subscription Television Inc. — 3/29/65; Taft Broadcasting—10/26/64, 1/18/65, 2/8/65, 6/21/65, 7/19/65, 10/18/65; Tele-Broadcasters—5/17/65; Teleprompter—11/9/64, 4/19/65, 5/31/65, 8/9/65, 9/6/65, 11/15/65; Time Inc.—11/2/64, 1/18/65, 3/1/65, 4/19/65, 5/10/65, 7/19/65, 10/28/65; Trans-Lux Corp.—3/22/65, 4/12/65, 5/3/65, 8/23/65, 9/13/65, 11/22/65, 11/29/65; 20th Century-Fox Film Corp.—3/29/65, 5/31/65, 12/6/65; United Artists—4/19/65, 8/30/65; Universal Pictures—11/16/64, 9/13/65, 11/15/65; Warner Brothers Pictures—12/7/64, 12/21/64, 2/8/65; Wometco Enterprises—9/28/64, 11/2/64, 2/22/65, 4/19/65, 7/12/65, 10/4/65, 10/25/65; Wrather Corp. — 2/22/65, 5/10/65, 8/23/65; Zenith Radio Corp.—11/16/64, 3/8/65, 5/3/65, 6/14/65, 8/9/65, 9/13/65, 11/15/65.

Frequency Modulation

FCC rules AM and FM affiliates must program separately at least half the time; NAB asks for postponement for Aug. 1 effective date—1/25/65; date postponed to Oct. 15—3/15/65, and to Dec. 31—7/26/65; and to Dec. 31—7/26/65; waivers asked—2/15/65, 4/19/65, 6/21/65; many plan to automate—6/21/65; KACE-AM-FM Riverside, Calif., questions legality of rule—10/11/65.

FM stations billed $16.3 million in 1963—10/12/64.

FM wants same rating yardstick as AM—2/15/65; is strongest in major markets, Pulse reports—4/12/65.

National Association of FM Broadcasters plans to reopen New York office—3/15/65; seeks funds—3/29/65.

Cadillac buys 39-week series on FM network—9/7/64.

FM service for New York taxis—12/14/64, 1/25/65.

New York gets master FM antenna atop Empire State Bldg.—4/26/65, 8/16/65.

Triangle stations step up stereo—8/1/65.

National Van Lines starts FM spot drive—11/29/65.

"Educasting" uses two channel FM—10/18/65.

FM growth recapped by EIA—9/20/65.

FM-only stations employment—10/25/65.

International

International Telecommunications Union, a historical review—3/22/65.

World has 400 million radios, 130 million TV sets, UNESCO reports—5/24/65.

World TV Ltd. to produce-distribute TV shows globally—11/12/64.

Labor costs pricing TV films out of global market, CBS Films' Digges charges—11/9/64.

Foreign broadcasting students need grass-roots training, NAB hears—11/23/64.

International Broadcasting Awards competition draws 1,895 entries—2/8/65; announces winners—3/1/65.

European time buying frustrating, MJ&A's Adams reports 2/22/65.

International Secretariat of Entertainment Trade Unions formed—3/29/65.

International Broadcasters Society invades U.S.—8/9/65.

USIA to combine TV and motion picture units—10/4/65.

242 AM stations in 65 countries with more than 50 kw—10/18/65.

New U.S. TV shows popular abroad—10/18/65.

Audience Studies pretesting in Japan and Australia—11/8/65.

U.S. broadcasters to provide in-station training for foreign newsmen—11/15/65, 12/13/65.

North American Broadcasting Union and Voice of Peace under UN proposed—12/6/65.

ITU policies change; no Americans among top officials—12/6/65.

CBS Labs system would let VOA shows carry inaudible Teletype messages—12/13/65.

J. Walter Thompson Co.'s foreign billings total $170 million—12/13/65.

ABC forms Worldvision Corp. to seek investment opportunities in international broadcasting—3/29/65.

Australia gets new radio audience research—3/29/65.

Australia's commercial TV adopts voluntary code for cigarette advertising—11/29/65.

Basutoland to get bilingeral radio service—2/1/65.

Bermuda TV station (ZBF-TV Hamilton) to start July 1—6/28/65.

Canadian broadcast billings are up—10/5/64, 11/30/64, 2/8/65, 11/29/65; CTV Television Network shows profit — 2/8/65; heavy TV advertising for foods—8/16/65.

Toronto pay-TV service shuts down after 5 years—3/29/65.

Canadian CATV girds for fight against more regulations—5/24/65.

Canada to get color TV in 1967—6/21/65; by mid-1966—9/27/65.

CBC budget—4/12/65; wants more flexibility—7/12/65.

Complete overhaul of Canadian broadcasting regulation and programing recommended by special committee—9/13/65; CAB protests—9/27/65.

New license-renewal policy bothers broadcasters—9/27/65; but commercial TV time regulations are eased—11/29/65.

Canadian set sales rise—11/29/65; 12/13/65.

France ponders commercials on TV network—2/1/65.

Germany gets "pirate" radio station—10/19/64.

German TV is effective ad medium—11/8/65.

Ghana open to TV service—8/16/65.

Great Britain has 82% TV penetration—9/14/64.

Less than 12% of British TV programing from U.S.—9/14/64.

PAL color system recommended for Britain—12/6/65.

British commercial TV audience grows—11/30/64; has most viewers in summer—11/2/64; advertising revenue rises—10/5/64, 11/2/64, 11/29/65; computers used for media selections—10/11/65; TV advertising bureau formed—6/7/65; ban on cigarette ads on TV—2/15/65; protested by advertisers—3/8/65; ABC Television has record year—8/16/65.

Commercial radio network proposed for Scotland—11/30/64; Local Radio Association formed by 130 companies seeking to operate local commercial stations—12/21/64; Manx Radio is first licensed commercial radio station in United Kingdom—12/21/64; Radio London, unlicensed offshore station, starts — 12/28/64; Radio Caroline may move sales office from London to New York—3/8/65; as government plans to starve out pirates—1/4/65; which have big audience—8/2/65; BBC plans local radio network—11/30/64.

Experimental licenses for pay TV issued to three firms—11/2/64; one to start—8/16/65.

CATV community package plan—8/16/65:

Violence clamped down on by commercial TV—12/7/64; House of Commons committee watches—1/4/65.

Britain has no equal-time problem—1/4/65.

Broadcast production, audience and other data in BBC Handbook—2/8/65.

Boycott of Goldwyn films planned by British theater owners after he leases package to commercial TV is dropped and BBC-2 get Paramount features—9/14/65; fewer U. S. shows in prime time—8/30/65.

Greek TV begins—7/12/65.

Holland takes steps to stop TV North Sea, unlicensed commercial TV station—10/5/64; government resigns when cabinet fails to agree on commercial broadcasting; new government to allow commercials—3/1/65, 9/13/65.

Israel may get TV—8/9/65.

Italian broadcast advertising, an agency report—11/29/65.

Rhodesia's rebel government buys out U.S. interest in TV stations—11/29/65.

Saudi Arabia expected to get first TV station in 1965—2/22/65.

South Africa plans transmitters to beam programs to Europe and U.S.—3/22/65.

Southern Rhodesia rejects Salvation Army bid for religious broadcast service—1/4/65; broadcast revenues reported—2/8/65.

Swaziland radio to start in August—6/7/65.

Switzerland commercial TV nears starting date—10/5/64.

USSR expells ABC's Moscow newsman—10/4/65.

Communist broadcasts to other countries hit new high—10/11/65.

Venezuela moves to limit film imports—7/19/65.

Zambian government may take over broadcasting—7/12/65.

International Radio Television Society

A quarter-century of growth—9/20/65.

Labor Relations

Unions find radio and TV good public relations media—1/25/65.

One union urged for all media—8/16/65.

Labor/Management Council on Motion Picture Production East Coast (COMPEC) organized—9/27/65.

KSTP Minneapolis sues two unions for letting jurisdictional dispute delay completion of antenna—10/12/64.

Rival applicant calls Chicago Federation of Labor unfit as licensee—12/28/64.

NLRB dismisses secondary boycott complaint of KXTV(TV) Sacramento, Calif., against AFTRA and NABET—1/4/65; finds KMBT(TV) Beaumont, Tex., guilty of discharging employes for union activity—3/22/65.

American Federation of Musicians adopts new wage scale for broadcast commercials—2/22/65; TV income up—12/6/65.

American Federation of Television and Radio Artists signs first contract with National Educational Television—9/7/64.

AFTRA and IBEW hit KLAC Los Angeles with double strike—2/22/65, 3/8/65; join forces again in striking KPOL Los Angeles—4/12/65, after strike is authorized by AFTRA members—2/22/65, and NLRB clears KPOL of unfair labor practices—4/5/65; strike continues—5/24/65, 8/2/65; SAG joins in KPOL boycott — 8/9/65; NLRB examiner favors AFTRA—8/30/65; AFTRA calls KPOL's offer for extra rate protection for advertisers staying on despite strike "bribery"—9/20/65; puts dancers in picket line—11/8/65; board approves dues hike to cover strike costs—12/6/65.

AFTRA asks arbitration of dismissal of veteran announcer by KFWB Los Angeles—2/22/65.

AFTRA has record fee collection in Los Angeles—7/12/65.

AFTRA on strike against KMBC Kansas City—6/28/65.

Arbitrator orders KFWB Los Angeles to reinstate Joe Yocam in disk jockey job, upholding AFTRA's contention he was fired for role in 1961 strike—10/18/65.

NLRB dismisses AFTRA petition to represent radio-TV newsmen for off-camera work finds present contracts sufficient—6/28/65.

Directors Guild of America can't agree with producers on editing responsibility—9/7/64; wants residual formula for tape—12/7/64; gets 4-year agreement with AMPTP—12/7/64; looks to merge with SDIG—4/19/65, 7/26/65; does—10/25/65, after loyalty oath requirements get court challenge—10/4/65; network negotiations called virtually complete — 4/19/65, contract terms—7/26/65; new building planned—8/2/65.

International Alliance of Theatrical Stage Employes makes demands on producers—11/2/64, who make counter demands—11/9/64; 4-year contract signed—2/8/65; commercial producers form Commercial Film Producers Association, want own agreement—12/14/64, 1/25/65; IATSE cameramen move to replace engineering unions at TV networks—12/6/65.

International Brotherhood of Electrical Workers and WSIM Pritchard, Ala., argue right of state to assert jurisdiction over labor dispute—3/8/65; U.S. Supreme Court says NLRB has jurisdiction—3/22/65.

IBEW pays breach of contract damages to WFMF(FM) Chicago—8/23/65.

International Ladies Garment Workers Union complains to FCC when WTAB Tabor City, N. C. refuses to sell time for organization drive—9/20/65.

National Association of Broadcast Employes and Technicians refuse to cross picket lines when pages strike ABC, network sues—11/2/64; strike ends—11/9/64.

Screen Actors Guild asks government to break up network control of programs—11/16/64; orders members not to work on test TV commercials at less than regular rates—1/11/65; submits contract demands to producers of theatrical motion pictures—5/31/65; considers strike—7/12/65, 8/2/65; new contract—8/9/65; members' income surveyed—7/12/65; residuals rise—9/20/65; Bob Hope wins first SAG award—11/15/65.

ANA-AAAA prepare for 1966 negotiations with SAG-AFTRA for new contract for TV commercials—8/30/65.

Liquor Advertising

Straight-sell commercials for Antiquary Scotch are broadcast three times a night, five nights a week for three months on WQXR New York without a single complaint—12/7/64; Utah bill to discourage advertising of alcoholic beverages, including wine and beer—2/22/65, is dropped—3/15/65; KKHI-AM-FM San Francisco accepts seven-week campaign for Old Bushmill Irish Whiskey—11/8/65.

Commercials for Jet Near Beer, nonalcoholic drink that looks and tastes like beer, raise problems—3/15/65; stations are satisfied—4/5/65, and spots go on air—5/10/65.

National Association of Broadcasters

Selection of new president proves difficult—9/7/64, 10/5/64, 10/12/64, 11/9/64, 11/30/64, 12/14/64; Vincent Wasilewski elected president, with duties divided with fulltime board chairman — 2/1/65, assesses his duties—2/8/65.

Board Chairman Willard Schroeder analyzes his post—2/15/65; proposes changes in organization—4/12/65, 5/10/65, 5/24/65, 6/28/65; John Dille elected chairman starting July 1—5/10/65; Knorr stations leave NAB in tiff with Schroeder—5/24/65, return when his term as chairman ends—7/5/65.

Board adopts new budget—2/1/65; authorizes four research projects—2/1/65.

Membership rises sharply—3/15/65, 4/12/65.

Encyclopedia of Recorded Sound planned—3/22/65; engineering consultant retained—7/5/65.

P.R. expansion planned—6/14/65.

Radio program guide to start—7/19/65.

Codes gain agency acceptance—10/11/65; are explained in 12-minute film—10/18/65.

Stations dropped from code rosters to be publicly announced—10/12/64; they are—3/1/65.

Enforcement program most important, says Code Director Bell—4/19/65.

Motion picture commercials found too sexy, many cuts needed—1/18/65.

Medical restrictions tightened — 1/18/65; guides issued for arthritis commercials—7/19/65.

Radio code adds subscribers—9/21/64, 9/28/64, 2/8/65, 9/6/65, 10/11/65; drops 14-minute-per-hour average weekly maximum—9/27/65.

Dropping of ban on personal product radio commercials proposed—1/25/65; rejected—2/1/65; approved with good taste the governing criterion—6/28/65; Preparation H, formerly banned, plans MBS campaign—7/5/65; Taft stations continue ban—7/12/65; Code Authority issues guidelines—12/13/65.

NAB waiver of political spots from commercial count is rejected by many stations—9/21/64; rules for beer-wine ads tightened—12/14/64, 3/1/65; toy commercials inspected—9/12/64, 11/2/64, 3/8/65, 6/21/65, 9/6/65, 10/11/65.

TV producer members of AMPTP become associate subscribers to TV code—4/26/65.

TV Code Authority tightens rules on commercials disparaging competition—9/6/65; calls Renault West Coast TV spots unacceptable—9/13/65, but finds Gillette and Rambler spots OK—11/1/65, 11/8/65.

Networks

TV networks 95% sold out for new season in June—6/14/65; set fees for color commercials—7/12/65; ask FCC to order AT&T to pay back overcharges—10/4/65; tell FCC rule requiring service to nonaffiliates not needed—12/6/65; explains station compensation plans—12/13/65.

American Broadcasting-Paramount Theatres expects new high earnings — 4/5/65; changes name to American Broadcasting Companies Inc.—5/24/65; negotiations for merger with ITT—12/6/65, approved by managements—12/13/65; corporate history—12/6/65.

ABC Radio raises rates—9/21/64, 6/14/65; proposes 24-hour operation—10/12/64; billings are up — 1/4/65, 5/31/65, 9/27/65; owned stations use computer to analyze ratings—9/6/65.

The executive suite at the National Association of Broadcasters took on a new look in 1965 when Vincent T. Wasilewski (c) was named president, succeeding Leroy Collins. John F. Dille Jr. (l) of Communicana Group of Indiana, succeeded Willard Schroeder (r) of WOOD-AM-FM-TV Grand Rapids, Mich., for one-year term as chairman of the board.

ABC-TV reports boom in advance orders—11/30/64, 12/21/64, as competitive strength improves—12/7/64; raises rates—12/14/64; had 39% sales gain in 1964—1/25/65; plans $5 million expansion in Hollywood—2/15/65; tells affiliates of fall plans—3/22/65; owned stations to protest programs in summer—6/7/65; business is good—11/22/65, 12/13/65.

Columbia Broadcasting System moves to Broadcast Center—1/30/64, 4/19/65; Dye urges conservatives to buy CBS stock, gain control and force editorial change—2/22/65, 6/28/65, 7/5/65, 7/26/65; diversification policies explained—11/22/65; adds young executives to top management—12/13/65.

CBS Radio sales are good—1/11/65, get better—3/29/65, 9/20/65.

CBS-TV juggles nighttime schedule—12/14/64; Schneider succeeds Aubrey as president—3/8/65, 3/15/65, 3/22/65, 4/5/65; affiliates offered seven station breaks—4/5/65, accept some, reject others, ask simpler method of figuring compensation for fall programs—5/10/65; more prime time specials planned—6/7/65; station division had peak year in '64—1/8/65; station clearances improve—10/4/65; tighten policy on last-minute commercial changes—11/8/65; will let affiliates sell spots not sold by network—11/22/65; moves John Reynolds from Hollywood to New York—12/13/65.

Stockholders suit vs. Aubrey, CBS and Richelieu reaches pre-trial stage—11/15/65.

Mutual Broadcasting System earned $1.3 million in 1963—10/19/64; did better in 1964—12/28/64; Metromedia offers to buy network—11/16/64, but 3M Co. rejects offer—12/14/64.

National Broadcasting Co. has record sales and profits—1/18/65; Robert E. Kintner to become NBC board chairman Jan. 1, 1966—9/6/65, is stripped of authority in surprise move—12/13/65.

NBC Radio sales at 6-year high—12/7/64, 10/4/65.

NBC-TV daytime sales soar—11/30/64, 12/7/64, 1/11/65.

Spanish Radio Network planned—5/3/65.

Special TV networks foreseen with UHF—5/17/65; Unisphere Broadcasting System planned as UHF network—5/24/65; 8/16/65, 9/27/65.

Midwest Farm Network has regular lineup of 14 Illinois radio stations—5/17/65.

New York Stations form radio network—10/11/65.

Prime Network, Sunday night TV hookup, planned—10/18/65, 11/29/65.

News

Newspapers are free, radio-TV not, ANPA president asserts—9/6/65.

Pulitzer Award should include TV journalism, Hugh Downs proposes—11/1/65.

Radio news mostly five-minute packages; TV news periods longer—9/28/64.

WSFA-TV Montgomery, Ala., says NBC newsmen air editorial opinions under guise of news—9/28/64.

Marquette U. establishes center for the Study of the American Press to evaluate broadcast and print media—10/5/64.

CBS accentuates "sound" in radio newscasts—1/9/64.

Over third of broadcasting employes have newsroom duties—11/9/64.

ABC News to get major overhaul—11/23/64, 12/7/64.

AP makes five-minute news package "the order of the day" on its broadcast wire—9/27/65; five minutes not enough, MBS's Hurleigh says—10/4/65; NBC Radio survey affiliates—10/25/65.

Radio dominant daytime news source, CBS Radio survey shows—10/11/65.

Business news shows widespread—10/25/65.

UPI takes over Radio Press International—12/6/65.

AP starts news service for CATV—12/13/65.

MBS explores news feeds to nonaffiliates—12/13/65.

Newswire contracts bother FCC—12/7/64, broadcasters and news services say it's not FCC's concern — 2/15/65, 3/29/65; proposed abolition of press rates—4/5/65, gets mixed reaction—6/28/65.

Proposal to force newsmen to reveal sources killed in California—3/1/65.

TV is primary source of news, Roper study reveals—3/15/65.

WINS New York goes all-news—3/22/65, 7/26/65; so does KYW Philadelphia—6/21/65; Gordon McLendon points out pitfalls—4/19/65; FCC drops inquiry into WNUS Chicago all-news format—9/21/64.

Five-day pilot conference on TV-radio news coverage held at Columbia U.—6/14/65.

Temporary TV installation in White House—2/8/65, made permanent—3/15/65; TV-radio access to Senate proposed—7/8/65, and to House—11/1/65.

Trial coverage becomes hot issue as Warren Report blames news media for Oswald murder — 9/28/64; broadcast newsmen weigh implications—10/5/64; newsmen for steering committee to assess responsibility—10/26/64, 1/18/65; issues procedural guide—8/9/65; New York, for Texas bar associations study guide line for bar and press—11/2/64; courtroom conduct is main topic at RTNDA convention—11/16/64; New Jersey supreme court outlaws pretrial statements by attorneys, police—11/23/64; Philadelphia Bar Association adopts strict rules — 12/21/64, despite strong protests—1/4/65, 2/15/65, 3/22/65, 11/15/65; Ohio judges draft code—1/4/65; American Bar Association appoints committee—12/14/64, meets with newsmen and agrees ground rules won't be set soon—5/3/65; Senate bill to restrict pretrial news meets opposition—8/23/65; voluntary self restraint urged on news media —10/18/65; Arizona judge enjoins pretrial discussions—12/6/65; NAB protests—12/13/65.

Brookings Institution to make broad study of mass media coverage of governmental processes proposed by CBS—10/26/64, 11/30/64, 2/22/65.

U.S. Supreme Court agrees to review conviction of Billy Sol Estes, who claims TV coverage deprived him of fair trial—12/14/64; American Bar Association agrees with this contention — 2/22/65; NAB-RTNDA deny it—3/22/65, 3/29/65; court hears argument—4/5/65, rules that Estes did not get fair trial by 5 to 4 vote—6/14/65, 10/18/65, 11/29/65.

Colorado supreme court decides to bar cameras-microphones if defendant objects —7/5/65.

New York court of appeals asks county court to determine whether TV coverage prevented fair trial—6/14/65.

California courts bar radio-TV — 12/6/65; move is protested—12/13/65.

Revised Canon 35, American Bar Association told — 10/11/65; worst of fight is over, RTNDA hears—10/25/65; NBC-TV shows lawyers how unobtrusive TV coverage can be—11/15/65.

KCMO-AM-FM-TV Kansas City, Mo., covers wiretapping hearing for over 16 hours—10/25/65.

WRKL New City, N. Y., plans test of school board ban on tape recorders—9/13/65.

U.S. Supreme Court rejects CBS bid to cover arguments on civil rights act—6/21/65. Freedom of Information bills to deal with government secrecy—4/5/65; 8/30/65.

Justice Department employes get rules on what they can tell newsmen—4/19/65.

Congress investigates complaints on Vietnam censorship—11/15/65.

Senate plans probe of fair-trial-vs.-free-press issue—7/26/65.

Two great broadcast newsmen die—Edward R. Murrow—5/3/65, H. V. Kaltenborn—6/21/65.

ITT acquires Press Wireless—8/2/65.

UPI Newsfilm expansion planned—8/9/65.

Networks differ on coverage of space flights, political conventions—8/30/65.

Pay TV

Pay television suffered serious setback when proposition to outlaw this type of operation in California strongly supported by movie theatre interests—9/14/64, 9/21/64, 9/28/64, 10/5/64, 10/12/64, 10/19/64, 10/26/64, 11/2/64, is approved by voters—11/9/64; Subscription Television Inc., stops operations in Los Angeles, San Francisco, starts court fight to have law declared unconstitutional—11/9/64, 11/23/64, 12/21/64; Telemeter joins in — 2/15/65; California superior court rules Proposition 15 is illegal—5/23/65; State plans appeal—5/31/65. California supreme court will hear case—8/23/65.

STV plan to cover college football halted—9/7/64; gets movies from five studios—9/21/64; phone company contracts are approved—9/28/64, 10/12/65; plans tie-up with home TV tape recorder—9/28/64; subscribers want service back—1/11/65; hit by breach of contracts suits—1/4/65, 2/15/65, STV asks protection under bankruptcy act—3/29/65.

Hartford Pay-TV test a success, Zenith Radio Corp. feels, may expand to other cities—9/14/64, 1/18/65, 8/9/65; asks FCC to issue rules—2/15/65, 3/8/65, 3/15/65; so does Teleglobe—7/12/65; theatre owners object—7/19/65, 8/2/65; STV supports proposal—8/9/65; RKO application for three-year extension of Hartford experiment meets opposition—5/17/65, gets FCC approval—5/24/65.

Telemeter groups in South optimistic—10/19/64; Toronto test operation shut down after five years—5/31/65.

Marshall Field studies pay TV for Chicago UHF station—10/12/64; gets option—8/2/65.

SAG president calls pay TV only hope for actors—11/16/64; pay TV (with CATV) dominates NAB regional meetings—11/23/64; is no threat to commercial broadcasting, FCC's Loevinger says—11/30/64; Rep. Emanual Celler (D.—N.Y.) would forbid it—2/15/65; ACLU gives full endorsement to pay-TV principle—3/8/65.

Oxtoby-Smith finds little public demand for pay TV—8/9/65.

Politics

1964's political conventions lacked audience interest, experts feel—9/7/64, 9/28/64; network rotation proposed—9/7/64, 10/5/64, or redesigned conventions—10/12/64, 7/5/65, 7/19/65, 7/26/65, 10/18/65.

NAB updates "Political Broadcast Catechism"—9/7/64.

Campaign costs—9/7/64, 9/21/64, 10/5/64, 11/2/64, 11/9/64, totaled $35 million for broadcast time—3/1/65, 7/26/65.

Broadcasters aid Democrats—9/14/64; Goldwater-Miller group name California agency—9/21/64, uses TV to raise funds to use TV—10/12/64; TV major medium in New York—9/7/64, 12/14/64; political ads called disgrace—11/2/64; Republicans say broadcasts helped offset newspapers' Democratic bias—11/2/64.

Plans to improve campaigns proposed—11/16/64, 12/14/64; TV misused in '64 GOP chairman says—3/22/65.

Broadcasters complain about fraudulent advance texts of political speeches—9/28/64; John Birch Society sues NBC over Huntley-Brinkley broadcast — 10/12/64; FCC gives one-day ruling to Metromedia-ILGWU—11/2/64; NBC apologizes for election morning Humphrey speech—11/9/64.

How Democrats use fairness doctrine—9/14/64; file charges against 10 stations—2/8/65, 2/22/65; FCC dismisses them—7/12/65, 7/19/65; plans "professional" conference—8/30/65.

Fair Campaign Practices Committee gets complaint over Democrats' first TV spot 9/14/64, 9/21/64; denounces doctored tape use by Kentucky Republicans in 1963—9/21/64, praises TV—10/18/65.

Goldwater keeps campaign film off air after Democratic protest—10/26/64.

"Empty Chair" debates cause stir in Texas, New York—11/2/64, 11/9/64.

Committee for Negroes in Government spots bring investigation—11/9/64, 11/23/64.

New libel law for campaigns proposed—11/30/64.

Democrats expand voice news service—9/28/64, make it permanent—1/25/65; Republicans start weekly series—3/22/65, add voice news—3/29/65.

Stations endorse candidates—9/14/64, 9/28/64, 2/22/65.

Sec. 315, so-called "equal time" provision, raises problems over broadcasts of presidential candidates: FCC rules charity fund drive broadcast would permit other candidates to ask for time—9/7/64, 9/21/64: presidential news conferences too—9/14/64; 9/21/64, 10/5/64, but not state of world address—10/26/64, 11/2/64, 11/9/64.

Murphy-Salinger debate brings equal time demands—11/2/64, "helped me win," says Murphy—11/9/64.

Equal-time problems arise in New York mayoralty race—9/13/65, 10/1/65, 11/8/65.

Ronald Reagan's guest appearance on NBC-TV draws equal-time requests—11/8/65.

Sec. 315 seen as raising campaign costs, lowering campaign tactics—11/2/64; repeal urged, fought—12/14/65, 1/18/65, 1/25/65, 2/1/65, 2/8/65, 10/25/65, 11/1/65.

Broadcast newscasters should leave air to avoid equal time demands—4/5/65.

Computer-based predictions of election outcome while polls still open raises fears—9/7/64, 9/14/64; networks plan to label projections clearly but to broadcast them early—11/2/64, accuracy proved—11/9/64; little effect on voters in California—11/2/64, or Oregon—11/16/64; research underwritten by CBS—9/28/64, shows no effect on West Coast vote—5/17/65, so does University of California study—11/29/65, but congressional study requested—3/22/65.

Uniform national closing time for polls proposed—9/21/64, also 24-hour voting day—12/14/64, 3/8/65, 6/14/65, 9/27/65.

Network Election Service, open to all media —10/5/64, speeds vote count reporting—11/9/64, brings criticism from editors—4/19/65.

Election gets record viewing — 12/14/64; most watch NBC-TV—11/9/64.

Entertainment beats election returns in New York—11/8/65.

Republicans feel they are being short-changed on TV public affairs programs—7/26/65.

American Security Council, bipartisan anticommunist group, has programs on over 900 stations—9/13/65.

American Nazi's paid political spots get long disclaimers—11/1/65.

Steven Allen withdraws as candidate for Congress—10/25/65.

Programing

Line-up of prime time TV network programs for 1964-65—9/7/64; season becomes a three-way race—9/21/64, 9/28/64, 10/5/64, 10/12/64, 10/19/64, 10/26/64, 11/2/64, ABC-TV leads Neilsen 30-market report—11/9/64, 11/16/64, 11/23/64, 11/30/64, 12/7/64; rating tie pleases agencies—12/14/64, persists—2/1/65; possible through 1965-66—8/2/65.

Midseason changes planned—11/23/64; start early—12/7/64, 12/14/64, 12/28/64.

New fall line-up begins to take shape—2/8/65, 2/22/65; lock-up in sight—3/1/65; changes — 3/8/65; almost SRO — 6/14/65; schedule—6/14/65; network financing no guarantee—3/15/65; networks produce fewer programs—2/15/65; films are backbone of '65-'66 network schedules — 4/15/65; many specials scheduled—8/30/65.

Massive promotion precedes simultaneous new-season program start by all three TV networks—9/6/65; first week ratings disagree—9/20/65; critics take dim view of new season—9/27/65; rating race tight—9/27/65, 10/11/65, 10/18/65, 10/25/65, 11/1/65, as audience size drops—11/1/65; networks cancel, replace, realign programs—10/11/65, 10/18/65, 11/1/65, 11/8/65, 11/15/65.

A look ahead to 1966-67—8/16/65; ABC-TV plans prime-time experimental series—11/8/65; drops fall starting date—12/6/65; NBC plans—11/22/65; situation comedies dominate pilots — 11/29/65; new shows promised for summer—12/6/65.

Independent producers challenge dominance of major studios—7/19/65.

NBC-TV affiliates approve plans for earlier opening of 1965-66 season—11/16/64.

Half hour shows more popular—11/16/64.

More comedy, gimmicks, fewer hour shows seen for '65-'66—11/30/64.

Daytime TV growing fast—10/26/64; more use of TV tape seen—9/14/64.

Late-night competition intensifies—10/26/64; ABC-TV withdraws—10/25/65.

Game shows may get night time spots—11/2/64.

Payola probe plans—11/30/64, puzzle stations 12/7/64; one gets admonition—6/7/65; FCC investigates Hollywood charges—10/25/65.

ABC-TV drops *Queen for a Day*—10/12/64.

Libel award of $500,000 to John Henry Faulk for blacklisting upheld—3/8/65.

NANA poll shows 11 persons who think TV programs bad to one who thinks them good—2/22/65; NBC blasts research procedure—6/14/65; NANA replies—7/26/65.

FCC considers action to curtail network ownership of prime time programs—1/25/65; syndicators cheer—2/1/65; networks, agencies question results—2/1/65; so does Sen. Vance Hartke (D-Ind.)—3/1/65; SAG endorses plan, New York talent unions oppose it—3/8/65; advertisers now spending only 1/5 what they'd have to spend for programs—2/15/65; FCC adopts plan—3/22/65, 3/29/65; broadcasters oppose, film companies favor, reps divided—3/29/65, 4/5/65, 4/26/65; advertisers oppose—4/26/65, so do affiliates—5/10/65, 5/24/65; and agencies—5/17/65; networks would lose $30 million a year in syndication rights—5/3/65; ANA warned of consequences—5/17/65; FCC chairman meets with ANA broadcast policy committee—5/31/65; network study staff issues second report—7/26/65; networks ask for time to prepare comments —9/20/65; networks' program domination must end, FCC Chairman Henry declares —9/27/65; Rep. Emanuel Celler agrees—10/25/65; program producers apathetic—11/1/65; ANA chairman calls for overall study of TV problems—11/22/65.

Syndicated programs of former years find new market in UHF—11/9/64; syndicators optimistic — 1/25/65, seek programs to meet demand—3/15/65, 3/29/65; local programs pay off in syndication—2/22/65, 7/12/65, 7/19/65.

Movies in prime time top network shows — 10/12/64; Universal makes two-hour show for NBC's *Night at the Movies*—9/14/64; Electronovision could make quickie movies at low cost—6/7/65; supply of features dwindles—6/28/65; some comes from Europe—1/25/65; ABC-TV pays top price—8/30/65; MGM, Allied Artists offer recent picture to TV—10/25/65; RKO General to produce feature films for TV and theaters, new field for producers—11/15/65; Otto Preminger sues to stop editing, commercial insertion, in telecast of "Anatomy of a Murder,"—10/11/65; court rules film can't be edited, can have commercials—10/18/65; George Stevens files similar suit over "A Place in the Sun"—11/1/65.

Protest that stations do not schedule regular atheistic programs as they do for churches — 4/5/65, 5/3/65, is rejected by FCC—6/14/65.

Right of FCC to regulate content of broad-

cast communications questioned—9/7/64.
Order for hearing on program proposals of applicants denounced by FCC Commissioner Loevinger—2/22/65, 9/27/65, who debates Chairman Henry and Commissioner Cox—3/29/65; Cox calls for FCC-broadcaster "dialogue"—5/10/65; Cox vs Loevinger—8/2/65.
Public opposes government control of programs, survey shows—10/25/65.
FCC has no right to ask about religious programing, Loevinger asserts — 2/1/65; Chairman welcomes debate—2/8/65; Commissioner Lee supports present procedure —4/12/65.
FCC proposes rule to require networks to try to place programs rejected by affiliates with independent stations — 6/7/65, 8/30/65.
Specials bring big return to networks, in ratings and dollars—5/24/65.
"National Driver's Test" gets good rating —5/31/65; other test broadcasts planned—8/2/65.
NBC -TV 3½ hour foreign policy documentary averages 22% share of audience—9/13/65.
Production Development Associates formed to provide more filmed and taped TV programs for stations—9/14/64, who invite syndicators to help—11/2/64, 12/7/64; screening sessions planned—3/1/65, held—3/15/65, 12/6/65; Associated Productions formed by TV station group to get more programs—11/22/65.
Television Affiliates Corp. celebrates third birthday with 180 non-fiction films in library—10/12/64.
Local live programing on upswing, NATPE reports—5/17/65.
Documentaries now prime-time, big-audience shows—11/15/65.
TV shows become comic strips—11/29/65.
Emmy argument continues: NATAS reveals new formula but CBS News still objects—11/2/64, 11/16/64, and is left out of nominations—7/5/65; Metromedia resigns in protest over exclusion of its documentary entry—7/12/65; new awards system criticized—9/20/65, studied—9/27/65 revised—10/4/65.
Peabody awards drop categories—4/26/65.
BROADCASTING issues special report on radio station programing—12/14/64; formats tabulated—9/28/64; seven formats described at NAB program clinic—6/14/65.
Country music big in cities too, BROADCASTING survey shows—10/18/65.
Enterprise Broadcast Features offers "target programing"—9/7/64.
King Features puts columns into radio syndication—6/21/65, 7/19/65.
Life Line Foundation, producer of radio commentaries, could lose tax-exempt status on charge of political propagandizing—9/7/64.
National Council for Civic Responsibility formed to counteract "ultra-right propaganda"—9/28/64, starts monitoring—10/26/64, stops for lack of funds—2/22/65.
Public service programs get 21% of network time, CBS's Stanton asserts in answer to FCC Chairman Henry—5/10/65.
Too much TV can make children ill, medical study shows—11/2/64; Senate committee links TV violence to juvenile delinquency—11/2/64; NAB protests—11/9/64; UNESCO finds most charges unproved —3/22/65; research planned—7/12/65.
Open mike radio shows need regulating, Sen. Joseph S. Clark (D-Pa.) suggests—10/11/65.
CBS Radio's *Ask CBS Radio About Gemini ..5* paralyzes telephone service—9/6/65.
Compass offers computer based predictions of top record success to top 40 stations —6/28/65.
Seeburg stereo music system employs computer techniques—10/4/65.

Radio Advertising Bureau

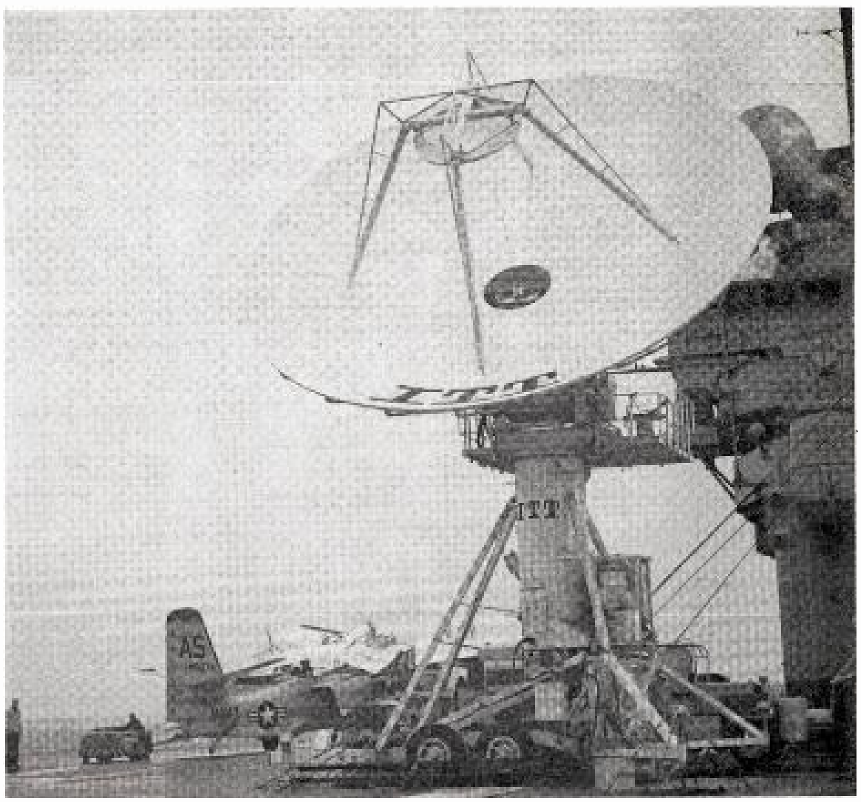
RAB plans to encourage present advertisers on radio to increase their use of it—9/21/64, 11/23/64.
Better radio research under RAB guidance urged by RAB's Bunker—3/29/65, ABC's Pauley—6/14/65.
Small markets get own division—6/14/65, separate sessions at management conferences—7/12/65.
RAB starts drive to divert TV dollars to radio—6/28/65.
RAB President Edmund C. Bunker resigns as of June 1—2/22/65; Miles David made executive VP to run RAB until new president picked—5/17/65; elected president—8/16/65.
RAB opens membership drive in Midwest —7/19/65, and on West Coast—7/26/65; plans regional offices—10/4/65.
New reports to have more data on radio ad investments—8/30/65.
FM service planned—12/6/65.

Ratings

Ratings and techniques for improving their accuracy were again the subject of much industry attention and effort. Broadcast Rating Council issues certificates of application for accreditation—9/14/64; 9/27/65, 11/29/65; Nielsen request for special clearance delays auditing program—9/21/64, 10/12/64, 12/14/64; House Commerce Subcommittee finds BRC progress "encouraging"—9/28/64; audit results—10/12/64, 7/12/65; yearend report—12/28/64, 11/29/65; FCC cites FTC guidelines—11/1/65.
All-Radio Methodology Study progress reports—9/28/64, 3/29/65; criteria attacked, defended—4/19/65; progress reports—10/11/65, 11/15/65, 11/22/65, 12/6/65.
American Research Bureau reorganizes as President James Seiler and other key executives leave to form Media Statistics —11/23/64; announces new local radio audience measurement service—11/30/64, delays start—12/21/64, explains Detroit test—2/22/65; plans multimedia diary surveys in five major markets—3/22/65; adds color, UHF home count—7/5/65; system revised—8/9/65.
ARB report combining audience of WKOW-TV Madison and WAOW-TV Wausau, both Wisconsin, challenged by WISC-TV Madison—10/25/65, 11/22/65; Nielsen too—11/1/65.
Media Statistics to make test study in New York—2/22/65.
A. C. Nielsen Co. introduces changing sample into NSI local audience measurements—9/7/64; over 300 stations, agencies and advertisers subscribe—1/11/65.
Nielsen TV sample said to favor younger viewers and affect ratings of TV shows —10/26/64.
Agencies take sides in ARB-Nielsen conflict—9/13/65, 9/27/65.
Politz plans new TV audience measurement—5/31/65.
Pulse technique fails to show Spanish audience properly, KALI Los Angeles charges—9/14/64.
Pulse plans new audience analysis, LQR III—11/30/64; "solid entry" into TV—10/25/65.
Television Audit Corp. offers set count from air—10/19/65; makes first survey in Miami—5/10/65.
TVQ offers impact measurement—11/1/65.
WIFE Indianapolis gets short-term renewal because of alleged "improper" use of ratings in sales presentations—11/2/64; FTC issues guide for rating claims in ads—7/12/65.
Radio ratings have been too low, Metromedia-Bruskin study shows — 1/18/65; agencies feel improved ratings would help radio—2/22/65.
FM asks same rating yardstick as AM—2/15/65.
KCBC Des Moines, Iowa, finds own surveys better than national rating services—3/1/65.
Diary techniques appraised—8/9/65.

Space Communications

Communications Satellite Corp. request to build and operate ground terminal stations opposed by common carriers—9/21/64; FCC ponders — 11/2/64; ninth ground station opened in Sweden—11/30/64; priority problems for networks—2/1/65; 29 firms asked for bids on ground stations—9/6/65; asks authority for 4 new satellites—10/4/65, Hughes Aircraft gets $11.7 million order—11/29/65; FCC told COMSAT facilities should not be confined to common carriers—10/11/65, 11/1/65, 11/8/65.
Early Bird, "stationary" satellite, to give daily access to networks—3/1/65; rate proposals — 3/8/65; capacity — 3/15/65; launch successful — 4/12/65, 4/19/65; Europeans favor telephone vs TV—4/19/65; live pickups work fine—5/3/65, 5/10/65; charges jolt networks—5/17/65, 5/31/65, 6/7/65, 6/21/65, 7/12/65, 7/19/65; are lowered—7/26/65, 8/16/65, 8/23/65, 8/30/65; CBS criticizes Comsat rules—5/24/65; RCA and AT&T want to lease E. B. circuits—6/7/65; heavy business use seen — 6/14/65; common carriers protest FCC order authorizing Comsat to offer service directly to networks—6/28/65; so does European Broadcasting Union — 7/5/65; FCC rescinds order —7/19/65; Kraft Foods uses E. B. to send TV commercials to conferences in Switzerland—7/5/65; E. B. brings live TV from Russia—8/9/65; E.B.'s Gemini coverage—7/26/65, 8/2/65, 8/9/65, 8/16/65, 8/23/65, 8/30/65.
NASA expects experiments with communi-



In December, audiences saw the first live TV coverage of the splashdown of a space flight. A transportable earth station built by International Telephone & Telegraph Corp. was placed on the flight deck of the U.S.S. Wasp, and transmitted pictures of the recovery of the Gemini-Titan 6 astronauts to the Early Bird satellite and to Andover, Me.

More stations editorialize in '65

An increase in editorializing by broadcasters was noted during 1965 in a survey for the 1966 BROADCASTING YEARBOOK, which is being mailed this week. Over 60% of AM stations, about 55% of TV's and 30% of FM's editorialize at least occasionally. The survey was obtained from questionnaires sent to all radio and TV stations.

	AM	FM	TV
Stations editorializing	1,973	97	208
Stations answering editorializing question	3,225	309	383
Percent editorializing	61.1%	31.4%	54.3%
Percent editorializing daily	9.9%	1.9%	13.3%
Percent editorializing weekly	6.4%	3.8%	9.9%
Percent editorializing occasionally	44.8%	25.7%	31.1%

Only FM stations that are independently programed are considered in this survey.

cations satellites to continue for 10 years—9/21/64; transoceanic stereo via satellite seen near at hand—2/8/65; direct satellite-to-home broadcasting called possible—2/8/65, 3/15/65, 5/24/65, 5/31/65, 8/16/65, 9/20/65, 11/22/65, 11/29/65.
ABC wants own satellite—5/17/65, 5/24/65, 5/31/65, 6/14/65, 9/20/65, 9/27/65, 10/25/65, 11/29/65; so does UPI—6/14/65.
Specifications for new Comsat satellite issued—8/23/65.
Westinghouse Electric Corp. gets contract for electronic cameras to photograph moon—11/23/64.
Moon shoots get immediate coverage—3/29/65, costs networks $6 million—6/14/65.
Mariner fly-by of Mars ready to go—11/2/64, sends pictures back—7/19/65.
Syncom III ready for transmissions to Japan—9/14/64, 9/28/64, covers Olympics inaugural—10/12/64.
Meteorological satellite to be launched in spring of 1966; new equipment will show local sky views—9/6/65.
Laser beam to be tested in satellite-to-earth communications—12/6/65.
Live coverage of Gemini splashdown planned—9/26/65, set—10/25/65, reset—12/6/65; rates protested—11/29/65.

Special Reports

During period Sept. 1, 1964—Aug. 31, 1965, BROADCASTING published number of special reports, including: Radio—9/28/64; Television—9/28/64, 12/14/64; 1964 history—12/28/64; Color TV—1/18/65; Perspective '65 — 2/22/65; Baseball — 3/1/65; Copyright — 3/15/65; Sports — 6/7/65; Football—8/16/65; Country Music—10/18/65.

Sports

Televised sportscasts are $140 million-a-year business—6/7/65.
Baseball plans for Monday night spectaculars wait for bids—9/7/64, 7/14/64; networks cool—9/28/64, 10/26/64; plan seems dead for 1965—11/9/64; shifts to Saturday afternoon — 11/16/64, 11/30/64, 12/7/64; ABC-TV negotiates—12/18/64, gets contract—12/21/64; package half-sold—2/22/65; problems arise—8/23/65, 9/6/65; Yankees join—9/6/65; Atlantic Refining renews part sponsorship—10/4/65; problems persist—10/18/65; games go to NBC-TV—10/25/65.
CBS purchase of 80% of New York Yankees approved by American League—9/14/64, looked at by Senate—9/28/64, 10/5/64; deal completed — 11/9/64; Senate asks CBS's Stanton to testify—2/8/65, hea s CBS can't influence American League—2/22/65: other networks undisturbed—3/1/65; CBS adds 10%—3/8/65, gives cross-ownership data to Senate—3/15/65; asks $2.1 million for 1966 rights—3/8/65, signs three-year agreement with WPIX (TV) New York—6/24/65; switches radio to WHN New York—8/2/65.
NBC-TV buys baseball package of World Series, All-Star Game and Game-of-the Week through 1968 for $30.6 million—10/25/65.
Major league baseball big business—3-1-65, big programing—4/12/65, good for radio sponsor—11/22/65; plan for TV revenues to be pooled and shared equally by all teams proposed by Wisconsin congressman—11/9/64, and senator—2/22/65, 7/26/65; Los Angeles Angels—10/12/64; Houston Astros—12/7/64, 4/19/65, 8/9/65; Chicago Cubs, Sox—12/21/64; San Francisco Giants—2/1/65; Detroit Tigers—1/25/65, 2/1/65, 3/29/65; Milwaukee Braves—3/8/65, 3/15/65.
TV rights to Clay-Liston fight go to Sports Vision for theatres—9/28/64; Mutual gets radio rights—11/12/64; one-minute fight brings proposal for U.S. Boxing Commission—5/31/65, to regulate boxing through broadcasting—7/12/65; NAB wants revisions—7/19/65, 8/16/65, 8/23/65, 8/30/65; Sports Vision gets TV rights to Patterson-Clay bout—9/20/65; ABC Radio gets radio rights—9/27/65.
Football means $92 million to radio-TV—8/16/65; Fourth Network feeds Canadian professional football games to 18 U.S. stations—10/12/64; again in 1965—8/16/65; NFL films of games are profitable sideline—11/8/65.
NCAA committee urges same TV rules as before—1/11/65; supports Big 10 ban on letting commercial breaks halt play—5/24/65, 7/5/65; NBC-TV will be guided by public interest in scheduling NCAA games—7/19/65; NCAA gets CBS-TV offer of Santa Claus Bowl game—1/18/65.
FCC questions refusal of rebroadcast under NCAA rules—10/18/65; NCAA plans changes for 1966—9/27/65; ABC-TV gets two-year contract—10/11/65, 10/18/65, sells sponsorship—11/8/65.
Pro sports ask copyright protection against CATV — 9/6/65; CATV pickups cause NCAA to forbid Notre Dame's WNDU-TV South Bend, Ind., to broadcast school team's own games—11/1/65; NCAA permits WNDU-TV coverage of Notre Dame-Pittsburgh game—11/8/65.
NBC-TV gets five-year rights to AFL championship game—1/25/65, as well as regular season—4/12/65; readies $900,000 color mobile unit—4/19/65.
Atlanta has choice of pro football leagues—6/14/65, picks NFL—7/5/65.
Continental Football League retains Ashley-Famous Agency to get them on TV—6/21/65.
CBS-TV gets Blue-Gray games for five years—6/28/65.
NFL considers split network—7/5/65.
Senate subcommittee approves bill to ban Friday night pro games TV where high school teams are playing — 7/5/65; bill passes Senate—9/6/65.
College football games (blacked out on TV in home cities) go to theatres—10/12/64.
Professional Golfers Association championship tournament rights to ABC-TV, 1965-67—10/26/64, 8/9/65; PGA golf on Sports Network raises network clearance problems 2/8/65.
CBS-TV gets rights to National Invitational Basketball Tournaments in 1966-67—6/21/65.
National Hockey League seeks TV contract—6/28/65; Madison Square Garden colors ice for color TV hockey broadcast—11/15/65: hockey tapes syndicated—12/13/65.
ABC-TV buys auto racing specials for Wide World of Sports—10/12/64.
CBS-TV plans summer schedule of bowling, tennis, etc.—2/1/65.
Sports Network complains about AT&T line charges—6/14/65; AT&T replies 7/19/65.
Metromedia plans football network—8/9/65.
RKO General Productions and Madison Square Garden form company to syndicate live coverage of Madison Square Garden events—11/29/65.
WBKB-TV Chicago rents ballroom to use for TV fights—12/13/65.
Football TV broadcasts tops with male viewers, ARB reports—12/13/65.
ABC-TV gets six-year option on Liberty Bowl games—12/13/65.

Success Stories

Reports of sales successes from radio advertising: Allied Van Lines — 2/22/65; American Express Co.—9/28/64; American Motors — 9/28/64; American Savings & Loan Association — 5/17/65; AT&T — 9/28/64; Bache & Co.—12/7/64; Bank of America—9/28/64; Bank of California—9/21/64; Boatman's National Bank—9/7/64; Calhoun Life Insurance—9/28/64; California Oil Co.—9/28/64; Campbell Soup Co.—9/28/64, 5/3/65; *Changing Times*—2/22/65; Chrysler Motors—10/19/64; Cliff's Men's Shop—9/28/64; Dairy Fresh Products—2/22/65; Del Monte Soft Drinks—4/26/65; Ford Dealers — 5/24/65; Guardian Maintenance—9/28/64; House of Sight & Sound—1/4/65; Hutter Oil—2/8/65; Japan Air Lines—2/22/65; Kellogg's—9/28/64; Lawry's Foods — 9/28/64; Mennen — 9/28/64; Midas mufflers—2/22/65; Michelob beer—5/3/65; Mogen David wine—11/30/64; Monroe St. Car Dealers—9/28/64; Northwest Airlines—9/28/64; Plymouth dealers—12/6/65; Rand-McNally—2/22/65; Retail Clerks International Association—7/12/65; River Queen salted nuts—1/11/65; Salamann's Quality Discount Store—9/28/64; Seaboard Finance—8/9/65; Southern California Gas Co.—10/11/65; Standard Shoes—9/28/64; Thriftimart (grocery chain)—9/13/65; Tidy House Products — 11/2/64; Trans Caribbean Airways—2/15/65.
Television: Aerojet General—3/22/65, 6/14/65; Aerosol—11/8/65; Arnold Bakers—2/22/65; Avon Products — 11/8/65; Cap'n Crunch—2/22/65; Consort Fabric—7/5/65; Dodge Dealers — 12/14/64; Eastern Air Lines—6/21/65; Evans Laundry—2/22/65; Ford—11/22/65; Ford Dealers—5/24/65; Gil Hile Mercury—2/22/65; H-O Oatmeal—2/22/65; Hamilton Beach electric knives—1/18/65, 2/22/65; Hoag Drug Co.—3/1/65; Hutter Oil Co. — 2/8/65; International House of Pancakes — 11/23/64; Italian Swiss Colony Wines — 2/22/65; Liberty Mutual Insurance—12/28/64; Mogen David wines—11/30/64, 2/22/65; National Cotton Council — 2/22/65; Plymouth Dealers — 7/12/65, 12/6/65; Waterman-Bic pens—3/29/65; Weimer Packing Co.—11/29/65; Western Federal Savings & Loan — 2/1/65; Xerox—11/22/65.

Tall Towers

Conflict of broadcasters-aviation interests create problems. Study asked — 9/7/64; FCC works on antenna farm plan—9/14/64, 9/21/64, 12/21/64: law to limit tower height proposed—2/8/65, 2/22/65, 3/8/65; FCC sets 2,000-foot limit—2/2/65, 5/31/65; air safety influences decision on transmitter move—11/23/64; diverse actions in San Francisco—2/15/65; Minneapolis farm proposal—2/15/65; new FCC plan—5/31/65, draws opposition—10/4/65, 11/22/65, and support—10/18/65, 12/6/65; Chicago farm—10/25/65; Washington proposal—11/22/65.

Television Bureau of Advertising

TVB, past, present, future assessed—11/16/64.
Promotion plans with BPA—6/21/65.

Television Information Office

NAB TV board wants closer liaison—2/1/65, but votes to keep TIO as is—6/28/65; library expanded—10/4/65.

Vandalism

KNX Los Angeles transmitter tower toppled—9/20/65; station offers reward—9/20/65; FBI moves in—9/27/65.
Disk jockey sets fires at WANS Anderson, S. C., and WDRW Augusta, Ga.—9/20/65.

Video Tape

Major film program producers plan to tape programs, especially daytime shows—9/14/64.
West German home TV tape recorder to be sold in U.S.—10/5/64; Sony also plans to sell home unit in U.S.—11/23/64, 11/30/64, 12/21/64; shows unit priced at under $1,000—6/14/65; Ampex demonstrates $1095 home tape recorder—6/28/65.
Ampex introduces low-cost TV tape recording system—2/15/65.
Tele-View Recording Services starts TV service for syndicators—7/19/65.
Mid America Video Tape Productions turns out 3,000 commercials a year—10/4/65.

BROADCAST ADVERTISING

Don R. Schwab, TV supervisor and TV commercial producer, BBDO, Hollywood, elected VP.

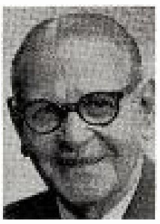
Gerald Martin, and **Louis J. Nicholaus,** VP's at Geyer, Morey, Ballard, New York, elected executive VP's. Both are members of board of directors, management committee and review board, and will share prime responsibility for account management.


Mr. Jacoby

Robert Jacoby, senior VP, member of board of directors and managing supervisor, Needham, Harper & Steers, New York, rejoins Ted Bates, same city, as senior VP and account group head. Prior to joining NH&S two years ago, Mr. Jacoby was VP and account supervisor at Bates.

James Pat Sweeney, formerly VP of Campbell-Mithun, Chicago, joins Winius-Brandon Co. there as senior VP.

Wolfgang Magnus, marketing director, Tatham-Laird & Kudner, Chicago, named VP.


Mr. Wooten

Hollis Wooten, commercial manager at WREC Memphis, retires effective Jan. 1, 1966. after 37 years in broadcasting.

Carlo Anneke, sales manager of KTLA(TV) Los Angeles, named general sales manager, succeeding **Gordon Mason,** who moves to executive corporate position at Golden West Broadcasters, station's parent company.

Donald J. Toye, director of research at WCAU-TV Philadelphia, appointed manager of sales development at CBS Films Inc., New York.

Bob Donovan, commercial manager of KVTV(TV) Sioux City, Iowa, resigns effective Jan. 15, 1966. No future plans announced.

William Ogilvie, general manager and executive VP at Norman, Craig & Kummel, San Juan, P. R., elected president of Puerto Rico branch.

Conrad Roth, formerly advertising manager and advertising director at Lanvin Parfums division of Lanvin-Charles of the Ritz Inc., New York, joins Clyne Maxon Inc. there as VP and account executive.

Don Sternloff, VP in charge of graphics at Fuller & Smith & Ross, Los Angeles, joins Botsford, Constantine & McCarty, San Francisco, as VP and head art director.

James B. Marine, PR director, and **Stephen H. Stoetzel,** creative director, both at Bowes Co., Los Angeles, elected VP's.


Mr. Timm

Bill Timm, director of personnel at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Bruce Kelly, copy director at Clinton E. Frank Inc., Chicago, named VP. **George A. Kibby,** with C. E. Frank, that city, appointed account supervisor succeeding **A. S. Trude Jr.** who resigned to join Young & Rubicam there.

Lucille Webster, in media services-program business affairs department, and **Walter H. Wright,** merchandising account group supervisor, Ted Bates & Co., New York, elected VP's.

Kevin McDermott, account executive in Blair Television market division, named sales manager of New York office.

MEDIA

Harold A. Poole, controller for KGUN-TV Tucson, Ariz., named controller of Gilmore Broadcasting group, in Kalamazoo, Mich.

Charles Vais, general manager of Intermountain Network Inc., Denver, and Aaron Bournstein, head of regional operations at IMN, Salt Lake City, named VP's.

Joseph W. Killeen, sales manager of WTMJ-AM-FM Milwaukee, named station manager. **Sprague Vonier,** sales manager of WTMJ-TV, becomes TV station manager. **Russell Kemmeter,** WTMJ-TV salesman, named to new post of business administration manager for all three *Milwaukee Journal* stations.


Mr. Read

A. Louis Read, executive VP and general manager of WDSU-AM-FM-TV New Orleans, named president of radio and television divisions of Royal Street Corp., owner of WDSU-AM-FM-TV, that city. **Robert S. Schultis,** sales manager of WDSU-TV, named VP and general sales manager of television division. **Harold M. Wheelahan Jr.,** manager of WDSU-AM-FM, named VP and general manager, radio division.


Mr. Schultis


Mr. Wheelahan

Jim Martinson, program director at WWOK Charlotte, N.C., appointed general manager.

Willard Tuteur, since 1931 with *Chicago Daily News* and newspaper division of Field Enterprises Inc., joins WFLD(TV), Chicago as controller.

Chuck Sweeney, formerly with WRGM and WLEE, both Richmond, Va., named general manager at WEET there.

Gladys Bower, secretary in legal department at NBC Washington, retires Jan. 1, 1966, after 36 years with network.

Sales, research, promotion revamped at H-R Television

Addition of 10 salesmen to the staff of H-R Television and appointment of a midwestern sales manager in charge of Corinthian Broadcasting Corp. sales staff in Chicago were announced by H-R last week.

Expansion, to include four other new salesmen not yet named, is part of the reorganization of the rep company's New York sales department into three divisions: eastern, western and Corinthian. Three-way realignment of H-R's research department and expansion of its sales promotion department also were announced last week.


Mr. Howe

In Chicago, where the H-R sales staff will not be split, Corinthian will maintain a separate sales staff under **Don Howe,** former H-R salesman and general sales manager of WTEV(TV) Providence, R. I.

Ralph Atlass, former owner of KIUP Durango, Colo., and also formerly with AM Radio Sales and WBBM-TV Chicago, joins Corinthian's Chicago sales staff. Others added last week were assigned among the three divisions in New York: western, under **Gene Malone;** eastern, under **Prem Kapur,** and Corinthian, under **Bill Carpenter.** They were:

Eastern—**Charlie Abbott,** former assistant western sales manager of the Katz Agency, and **Roger O'Connor,** former owner of his own firm and also with a number of other rep organizations.

Western — **Junie Fishburn,** formerly with ABC-TV spot sales and before that with Metromedia in Chicago; **John Heugel,** formerly with Advertising Time Sales and Fuller & Smith & Ross; **John McCorkle,** formerly with CBS Radio Spot Sales and WNEW New York; **Frank Pfaff,** former senior all-media buyer at Ted Bates & Co. and previously with Kenyon & Eckhardt.

Corinthian—**Kal Liebowitz,** former media planner at Ogilvy, Benson & Mather and previously with Papert, Koenig, Lois; **John McElfresh,** former general manager of ABC spot sales office in Chicago and before that with CBS Spot Sales; **Dick Wallace,** formerly with the Meeker Co. and Roger O'Connor Inc.

Three divisional research managers were named under the supervision of **Avery Gibson,** VP in charge of H-R Facts, freeing **Marty Goldberg** to become VP in charge of H-R's electronic data-processing.

Lee Allen, assistant to the research director, was named western division research manager; **Jan Carlson,** formerly of Metromedia, becomes eastern division research manager, and **Peter R. Mead,** formerly of *Television Age,* becomes Corinthian division research manager.

Carol Haftel, formerly of Metromedia and The Katz Agency, has been added to H-R Facts' sales promotion department under **Mel Grossman.**

PROGRAMING

Edward C. Stiker, sales representative at WBEN-AM-FM Buffalo, appointed program director succeeding **William Peters,** recently named program director of WBEN-TV.

Robert Popke, with Watland Inc., Chicago, joins International Good Music Inc. as manager of new office in Highland Park, Ill.

Adrian Samish, ABC-TV's West Coast director of programing, joins Quinn Martin Productions as creator and producer. Replacement at ABC has not been named.

Duane Straub, operations manager at noncommercial WOUB-TV Athens, Ohio, named assistant director of educational television stations program service at Indiana University, Bloomington, Ind.

Walter N. Hamilton, formerly with Comstock Productions, Los Angeles, named staff producer at WOR-TV New York.

Don Christopher, production assistant at WBT-AM-FM Charlotte, N.C., named sports editor of WBT-AM-FM and WBTV(TV).

Luke Greene, formerly editor of *Atlanta Times,* joins WAII-TV there as director of community affairs.

NEWS

Joe Phipps, newsman at WFIL-AM-FM-TV Philadelphia, named director of editorial operations.

Bill Brown, KNBC(TV) Los Angeles newsman, named producer for all local news programs.

Thomas A. Crawford Jr., with United Press International, London, appointed chief correspondent at UPI, Belgrade, Yugoslavia.

INTERNATIONAL

Peter W. Hofmann, formerly director, financial operations and analysis for units of RCA Defense Electronics Products and Electronic Data Processing organizations, appointed division VP, international finance, RCA International Division.

Patrick Simpson, copy chief at Harrison Cowley Advertising Ltd., Bristol, England, named creative director.

Sydney Whitcombe, creative consultant at G. S. Royds Ltd., London, appointed creative director.

Bob Ward, art director at Pritchard Wood and Partners Ltd., London, joins Burnett Nicholson and Partners Ltd. there as art director.

Jean Hazel, formerly with P. A. May and Partners Ltd. and Intercon Ltd., both London, appointed media manager at Grant Advertising, that city.

Peter Phillips, copy group head at Pritchard Wood and Partners Ltd., London, appointed associate creative director.

Judie Parr, radio and TV coordinator at Foote, Cone and Belding Ltd., Sydney, Australia, joins FC&B, London, as assistant TV producer.

EQUIPMENT & ENGINEERING

Howard Lomax, technical director of community antenna television systems division at Jerrold Electronics Corp., Philadelphia, appointed manager of northeast region.

Francis X. Zuzulo, director, NBC corporate projects, New York, named manager, special projects at RCA, that city, effective Jan. 1, 1966. Mr. Zuzulo will report to **Al Rylander,** whose appointment as staff VP, RCA special projects, was announced earlier.

Richard J. Quaid, sales engineer at

PROFESSIONAL CARDS

Reeves Soundcraft, Chicago, appointed central regional manager.

DEATHS

Earl B. Harris, 52, formerly production manager at CBS New York, and before that unit manager at NBC, that city, died Dec. 12 of heart attack in Beverly Hills, Calif. Most recently, Mr. Harris was in movie-directing on West Coast.

Wes Battersea, 55, staff announcer at KNXT(TV) Los Angeles, died Dec. 18 of cancer. He appeared on various KNX radio programs and several KNXT productions.

Mary Lee Stone, 44, wife of Robert L. Stone, VP and general manager, NBC-TV New York, died Dec. 20 in New York hospital after brief illness. She is also survived by two sons and two daughters.

Richard Dimbleby, 52, well-known British TV-radio news reporter and commentator, died of cancer in London Wednesday (Dec. 22). He gained international fame during long career with BBC, including coverage of coronation of Queen Elizabeth in 1953 and of President John F. Kennedy's funeral from Washington in 1963, and from appearances on various programs beamed to Europe from U. S. via Telstar. He left BBC in 1964 to freelance.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 16 through Dec. 21 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—Day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

NEW CALL LETTERS ASSIGNED

Anchorage — Willis R. Harpel, Assigned KHAR-TV.

New AM stations

APPLICATION

Lebanon, Mo.—Risner Broadcasting Inc. 1080 kc, 250 w, DA, D. P.O. address: Box 125, Osage Beach, Mo. 65065. Estimated construction cost $18,793; first year operating cost $30,000; revenue $35,000. Principals: James Risner, Ella Risner (49.8% each), Larry J. Risner, Judith A. Risner (each 0.2%). Risners own KRMS-AM-FM Osage Beach, Mo., and are also applicants for FM in Lebanon. Ann. Dec. 17.

NEW CALL LETTERS ASSIGNED

Sullivan, Mo.—Meremac Valley Broadcasting Co. Assigned KTUI.

Lemmon, S. D.—Lemmon Broadcasting Co. Assigned KBJM.

Existing AM stations

APPLICATIONS

KRDS Tolleson, Ariz.—E. O. Smith. Seeks CP to increase daytime power from 250 w to 10 kw, change from DA-1 to DA-2, install new trans. Ann. Dec. 17.

KREL Corona, Calif.—Major Market Stations Inc. Seeks CP to increase daytime power from 1 kw to 5 kw, change from DA-N to DA-2, make changes in ant. system, and install new trans. Ann. Dec. 17.

■ WUSM Havelock, N. C. — Friendship Broadcasters Inc. Seeks CP to change frequency from 1330 kc to 1130 kc; make changes in ground system. Ann. Dec. 17.

■ WISM Madison, Wis.—Heart O'Wisconsin Broadcasters Inc. Seeks CP to increase nighttime power from 1 kw to 5 kw; make changes in nighttime DA system; change studio location to same as trans. Ann. Dec. 17.

New FM stations

ACTIONS BY FCC

Mesa, Ariz.—Maricopa County Broadcasters Inc. Granted CP for new FM on 93.3 mc, channel 227, 100 kw. Ant. height above average terrain 1,649 ft. P.O. address Box 1510, Mesa. Estimated construction cost $81,324; first year operating cost $36,000; revenue $48,000. Principals: Lee Ackerman (65.5%), Sheldon Engel (20%) and Tad Hankey (14.5%). Maricopa County owns KALF Mesa. Action Dec. 16.

Darlington, S. C. — Mid-Carolina Broadcasting Co. Granted CP for new FM on 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 210 ft. P.O. address: P.O. Box 124, Salisbury, N. C. Estimated construction cost $7,430. Principals: C. H. Wentz (32.5%), E. L. Sherman (22.83%), Harry L. Welch (24.67%). Principals own WSAT Salisbury and WTIK Durham, both North Carolina. Action Dec. 16.

APPLICATIONS

Lebanon, Mo. — Risner Broadcasting Inc. 103.7 mc, channel 279, 25.5 kw. Ant. height above average terrain 251 ft. P.O. address: Box 125, Osage Beach, Mo. 65065. Estimated construction cost $29,890; first year operating cost $12,000; revenue $17,000. Principals: (see AM application for Lebanon, above.)

Fallon, Nev.—Lester W. Pearce & Katherine E. Pearce db/as Lahonton Valley Broadcasting Co. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 248 ft. P.O. address: West Star Route, Fallon 89406. Estimated construction cost $10,970; first year operating cost $10,500; revenue $15,000. Principals: joint partnership of Mr. & Mrs. Pearce. Pearce's own KVLV Fallon. Ann. Dec. 16.

Oshkosh, Wis.—Wisconsin State University. 88.1 mc, channel 201, 13 w. Ant. height above average terrain 121 ft. P.O. address: c/o Robert L. Snyder, Wisconsin State University, Oshkosh, Wis. Estimated construction cost $6,315; first year operating cost $5,000. Station will be controlled by Board of Regents of State Universities of Wisconsin. Ann. Dec. 16.

NEW CALL LETTERS ASSIGNED

Anchorage — Willis R. Harpel. Assigned KHAR-FM.

Jonesboro, Ark. — Radio Jonesboro Inc. Assigned KNEA-FM.

Pacific Grove, Calif.—Johnston Broadcasting Co. Assigned KMBY-FM.

Redlands, Calif.—University of Redlands. Assigned *KUOR-FM.

Rocky Ford, Colo.—Rocky Ford Investment Corp. Assigned KAVI-FM.

Plymouth, Ind. — Community Service Broadcasters. Assigned WTCA-FM.

Dodge City, Kan.—Dodge City Broadcasting Co. Assigned KGNO-FM.

Emporia, Kan. — Bluestem Broadcasting Co. Assigned KVOE-FM.

Lake Charles, La.—Victor Radio Co. Assigned KIKS-FM.

Ruston, La.—Ruston Broadcasting Co. Assigned KRUS-FM.

Pittsfield, Mass.—Greylock Broadcasting Co. Assigned WBRK-FM.

Hancock, Mich.—Copper County Broadcasting Co. Assigned WMPL-FM.

Johnstown, N. Y. — WIZR Broadcasting Corp. Assigned WIZR-FM.

Clinton, N. C.—WRRZ Radio Co. Assigned WRRZ-FM.

Bismarck, N. D.—Meyer Broadcasting Co. Assigned KFYR-FM.

Ponca City, Okla.—Mash Enterprises Inc. Assigned KLOR-FM.

Aiken, S. C.—Radio WAKN Inc. Assigned WAKN-FM.

Bamberg, S. C.—William V. Whetstone Jr. Assigned WWBD-FM.

Kingstree, S. C.—Santee Broadcasting Co. Assigned WDKD-FM.

Platteville, Wis.—Southwest Wisconsin Co. Assigned WSWW-FM.

Port Washington, Wis. — Great Lakes Broadcasting Corp. Assigned WGLB-FM.

Sturgeon Bay, Wis.—Door County Broadcasting Co. Assigned WDOR-FM.

Ownership changes

ACTIONS BY FCC

WMBO-AM-FM Auburn, N. Y.—Granted transfer of control of licensee corporation, WMBO Inc., from Lithgow Osborne (50.65% before, 33.5% after) to Frederick R-L. Osborne (2.8% before, 19.95% after). Transfer is for stock of Auburn Publishing Co., sole owner of WMBO Inc. Consideration $143,-202.50. Action Dec. 15.

WIVE Ashland, Va.—Granted involuntary assignment of license from United Broadcasters Inc. to H. Franklin Taylor III, trustee in bankruptcy. No financial consideration. Action Dec. 16.

APPLICATIONS

KSLN-TV Salina, Kan. — Mid-America Broadcasting Co. Seeks acquisition of positive control of licensee corporation, Mid-America Broadcasting Co., by James P. Sunderland (50% before, 67% after) through purchase of stock from licensee corporation. No financial consideration; repayment of loans already credited. Ann. Dec. 16.

KFMQ Lincoln, Neb.—Seeks assignment of license from Herbert Burton to KFMQ Inc., owned by S. L. Agnew (60%) and Patricia C. Agnew (40%). Mr. Agnew is regional representative of Aluminum Company of America; Mrs. Agnew is housewife. Consideration $80,000. Ann. Dec. 16.

WNOH Raleigh, N. C.—Seeks transfer of control of licensee corporation from James P. Poston (50% before, none after), John P. Gallagher (20% before, none after) and Elmer B. Young (30% before, none after) to Harris Broadcasting Company, wholly owned by Larry W. Harris. Mr. Harris is Charlotte, N. C., beer distributor, game manufacturer and general investor. Consideration $157,-500. Ann. Dec. 16.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Salvatore Bontempo and Daniel J. Fernicola, db/as Connecticut Coast Broadcasting Co., for new AM to operate on 1530 kc, 10 kw, DA, D, in Bridgeport, Conn. Action Dec. 16.

OTHER ACTIONS

■ By memorandum opinion and order in proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV's to operate on channel 19 in Cleveland, review board granted latter's petition for leave to amend its application to reflect new letter of commitment from Society National Bank of Cleveland, conditioned that within 10 days Community shall file proof of its intention to meet requirement that specified shareholders co-sign note to be drawn by bank; and dismissed petition by Broadcast Bureau to reopen record and enlarge issues. By separate action, dismissed as moot motion by Cleveland Broadcasting Inc. to set date for oral argument and scheduled oral argument for Jan. 25, 1966. Action Dec. 21.

■ By memorandum opinion and order review board held in abeyance for thirty days further consideration of joint petition by Capital Broadcasting Corp. and Capital News Inc. for approval of agreement in proceeding on their applications for new FM in Frankfort, Ky., and afforded petitioners opportunity to furnish further information regarding financial arrangements for SCA leases. Member Slone dissented with statement. Action Dec. 16.

■ By memorandum opinion and order in proceeding on applications of American Homes Stations Inc. and Orlando Radio & Televsion Broadcasting Corp. for new FM's to operate on channel 286 in Orlando, Fla., review board (1) granted their joint petition for approval of agreement to extent that former would reimburse Orlando Radio $4,263 for out-of-pocket expenses incurred in prosecution of its application in return for its withdrawal; (2) dismissed, but with prejudice Orlando's application; (3) granted American's application; and (4) terminated proceeding. Member Nelson not participating. Action Dec. 16.

■ By memorandum opinion and order in proceeding on applications of Chapman Radio and Television Co. and Anniston Broadcasting Co. for new TV's to operate on channel 40 in Anniston, Ala., review board (1) granted their joint petition for approval of revised agreement whereby latter would reimburse Chapman $250 for expenses incurred in prosecution of its application in return for its withdrawal; (2) dismissed Chapman's application; (3) granted Anniston's application (4) dismissed as moot motion by Anniston to dismiss Chapman application; and (5) terminated proceeding. Member Berkemeyer dissented to Anniston grant without hearing on "Suburban" issue; Member Slone concurred with statement. Action Dec. 16.

■ In proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting, Inc. (KYSS), Missoula, both Montana, review board granted KYSS motion to extend time to Jan. 21, 1966, to file exceptions to review board initial decision. Action Dec. 16.

■ Review board scheduled oral argument for Jan. 20, 1966, in proceeding on AM application of Norristown Broadcasting Co. (WNAR), Norristown, Pa. Action Dec. 16.

■ Review board granted joint petition by Webster County Broadcasting Co. and Holmes County Broadcasting Co. (WXTN) for approval of agreement whereby Webster's application for new AM in Eupora, Miss. would be dismissed; dismissed latter's application; granted Holmes County application to change facilities of WXTN Lexington, from 1150 kc, 500 w, D, to 1000 kc, 5 kw, D; condition; and terminated proceeding. Action Dec. 16.

■ By memorandum opinion and order, commission granted application for review by Chambersburg Broadcasting Co. to limited extent of pointing out distinctions between its proposal and that considered in Thomas County Broadcasting Co. decision, but otherwise denied review of Aug. 18 decision by review board which denied its application to increase power of WCHA Chambersburg, Pa., on 800 kc, D, from 1 kw to 5 kw. Commissioner Bartley concurred in result and issued statement; commissioners Lee and Loevinger voted to grant review for reasons stated in dissent of review board member Kessler. Action Dec. 15.

■ By memorandum opinion and order, commission denied petitions by Harry Wallerstein, receiver in bankruptcy for Television Co. of America Inc. and Robert W. Hughes and Alex Gold, transferors, for reconsideration, rehearing and to reopen record in dockets 15006 et al.; also denied motion by Hughes and Gold for extension of time to respond to Broadcast Bureau's opposition. Commissioner Hyde abstained from voting; Commissioner Lee dissented and issued statement; Commissioner Cox not participating.

On July 28 commission adopted decision in that proceeding which (1) denied Wallerstein application for renewal of license of KSHO-TV (channel 13) Las Vegas; (2) dismissed applications for assignment of license from Wallerstein to Television Co. of America, and transfer of control of Nevada Broadcasters' Fund Inc. (holding company of Television Co. of America) from Reed R. Maxfield, Carl A. Hulbert, Robert W. Hughes and Alex Gold to Arthur Powell Williams, and (3) directed Wallerstein to cease operation of KSHO-TV on September 26, 1965, or until 60 days after final disposition of any petitions or appeals. Appeal by Williams is pending before court. (Applications were placed in hearing because of indicated unauthorized transfers of control, failure to file required related information and making erroneous reports.) Action Dec. 15.

■ Commission, with commissioner Bartley issuing dissenting statement and commissioner Cox issuing concurring statement, granted application by Metromedia Inc. for renewal of license of its TV station KTTV, channel 11, Los Angeles. Action Dec. 17.

■ Commission granted one-year license renewals to following stations: KBWD Brownwood, Tex.; KCOH Houston; KIRT Mission, Tex.; KLIN Lincoln, Neb.; WIL-AM-FM St. Louis.

Commissioners Hyde, Bartley and Loevinger voted for regular three-year renewals.

Licensees are being advised that short-term renewals were because of substantial departures from their proposed commercial policies. Action Dec. 15.

■ By memorandum opinion and order, commission designated for hearing application of B&K Broadcasting Co. for new AM to operate on 1240 kc, 250 w, U, in Selinsgrove, Pa.; made PAL Broadcasters Inc. (WBAX) Wilkes-Barre, which filed opposing petition, party to proceeding. Action Dec. 15.

■ By letter, commission waived Sect. 1.569 of rules and accepted for filing application of Great Southern Broadcasting Co. for new daytime AM to operate on 1190 kc, 250 w, in Donelson, Tenn. Action Dec. 15.

■ Village of Trenton, Trenton, Neb.—Granted CP for new VHF TV translator station on channel 4 to rebroadcast programs of station KLOE-TV Goodland, Kan., subject to outcome of proceedings in Docket 15971. Denied objections by Bi-States Co. (KHPL-TV), Hayes Center. Commissioner Cox concurred in grant but would have attached nonduplication condition. Action Dec. 15.

■ Central Broadcasting Corp., Madison, Tenn., Second Thursday Corp., Nashville —Designated for consolidated hearing applications for new FM's to operate on channel 225 (92.9 mc): Central with ERP 25 kw, ant. height 171 ft., and Second Thursday with ERP 100 kw, ant. height 338 ft. Action Dec. 15.

■ Mountain View Junior Chamber of Commerce, Mountain View, Mo.—Granted CP for new VHF TV translator station on channel 9 to rebroadcast programs of KTVI (channel 2), St. Louis; subject to outcome of proceedings in Docket 15971. Action Dec. 15.

■ KHOL-FM, Bi-States Co., Kearney-Holdrege, Neb.—Granted change of operation on channel 255 (98.9 mc), from ERP 57 kw, ant. height 440 ft., to ERP 40 kw, ant. height 1,010 ft., and change station location to Kearney. Commissioner Cox dissented. Action Dec. 15.

Routine roundup

ACTIONS ON MOTIONS

By Commission

■ Commission on Dec. 15 granted petition by Midwest Radio-Television Inc. (WCCO-TV), Minneapolis, and Twin City Area Educational Corp. (*KTCA-TV, *KCTI-TV), St. Paul, Minn., to further extend time from Dec. 14 toDec. 21 to file reply comments in matter of amendment of Parts 1, 17 and 73 to provide for establishment and use of ant. farm areas.

By Office of Opinions and Review

■ Dismissed as moot joint petition by Victor Muscat and Harry Wallerstein for limited deferral of final action on petitions

(*Continued on page* 72)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—$2.00 minimum • HELP WANTED 30¢ per word—$2.00 minimum.
- DISPLAY ads $25.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space.* (26 X rate—$22.50, 52 X rate—$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, $1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Major market chain operation—best facility in excellent radio market. Opportunity for right man with proven record of management experience. Should earn $30,000-$40,000 per year with salary and bonus arrangement. Also stock option. Send complete resume and recent photograph to Box M-36, BROADCASTING.

Manager-salesman-newsman for branch studio, midwest. Good credit and personal record required. Creative, aggressive worker will earn big commission checks. Box M-195, BROADCASTING.

A young aggressive station manager needed to take over the reins of an established, profitable operation. Should be 35 or under. Must have a solid background in radio sales and promotion. Prefer man with family responsibilities. Base salary negotiable. Excellent incentive plan based on results. Future unlimited for a producer. Send complete resume to Box M-206, BROADCASTING.

Manager strong on sales for 5 kw daytimer in overcrowded western market (million population). If you can run tight operation, start at $1000 a month with generous cut of profits, here is a permanent opportunity. Box M-218, BROADCASTING.

Ohio small market daytimer needs working manager now! Salary plus percentage of net profit. Box M-235, BROADCASTING.

Manager strong on sales . . . excellent pay . . . immediate opening for Ellenville, N. Y. . . . Send replies to J. Z. Elkin, 6 Hickory St., Ellenville, N. Y.

Station manager. Young, aggressive program background. Sales ability. Small New England city. Call 212-Oxford 5-4459. Mrs. Attenborough, 500 Fifth Avenue, Room 5225, New York.

Sales

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.

Salesman with management potential. Well-capitalized adult station rich northeast market. Owner of high repute. Work with pros and plenty of dollars. Build billing rapidly and advance to area or station mgt. Top draw. Write fully, inc. billing history to President, Box M-5, BROADCASTING.

Leading good-music AM-FM station in major southwest market seeks top-notch salesman with sales management experience. Right man can earn up to $30,000. Box M-29, BROADCASTING.

Needed immediately—Qualified Sales manager. Excellent base plus strong incentive. Northeast—within two hundred miles New York City. Box M-138, BROADCASTING.

Aggressive Florida top 40 operation seeks salesman with sales management potential. Excellent opportunity for a sharp young man who sells ideas. Box M-146, BROADCASTING.

Texas C&W needs "tiger" in top market. Group operation. Excellent advancement possibilities. Salary, commission, extra benefits. Send resume to Box M-157, BROADCASTING.

Midwestern, non-metropolitan station offers top opportunity for creative, aggressive salesman. Draw against 20% commission. Guarantee and active accounts to start. Box M-164, BROADCASTING.

Sales—(Cont'd)

Experienced radio salesman. We want a promotable man on his way up. We offer group operation, above average earnings, retirement program, insurance and a pleasant community in which to live. Upper midwest. Need is immediate. Box M-179, BROADCASTING.

Permanent sales position for an experienced, stable man who would like to live in a beautiful, growing city—gateway to Kings and Sequoia National Parks; mild, dry climate; best of school facilities including college. Must have proven record and character that will bear investigation. KONG-AM & FM, Visalia, California.

Need stable radio salesman interested in permanent employment in good community. Send full details, salary and snapshot to Manager, KSWS, Roswell, New Mexico.

Small operation . . . finally good enough to get better! Vast expansion . . . need: Top-notch, management-potential-sales manager . . . three salesmen-saleswomen . . . one capable of sales managership . . . directional engineer . . . copywriter . . . top 40 jock. Staff additions, not replacements! Prima-donnas . . . floaters . . . has-beens apply elsewhere. Experienced professionals-comers . . . with checkable resumes contact . . . immediately: Dan Libeg, KSNN, Pocatello, Idaho.

We're growing and have an unusual opportunity for another salesman. Mexico, chosen All-American-City 1954 is one of the most progressive business communities in the nation; the fire-brick and saddle horse capitol of the world. KXEO, is in a modern building, has new equipment, 3 radio equipped news cruisers and a current staff of 10. If you would like to become part of a growing station, live in an active small city and have an income as great as your talent and imagination can provide contact Jim Lipsey, Sales Manager, KXEO, Mexico, Missouri.

Experienced AM radio salesman to handle local, regional, agency accounts in Worcester, Mass. Adult format, high local acceptance, exceptional opportunity. Send resume and references to: WNEB, 405 Main Street, Worcester, Massachusetts.

Fine opportunity in sales in midwest small market station. Call Manager 816-259-3232.

Help Wanted—Announcers

Immediate opening for experienced staff announcer. Family man with minimum 10 years experience. Salary commensurate with ability. Send resume and tape. Box M-35, BROADCASTING.

Wanted: morning man for Ohio station in thriving market of 35,000. Some experience necessary. Will also do some news—a fine opportunity for a personality on the way up—start at $100 weekly. Send tape and resume to Box M-134, BROADCASTING.

Religious programing station seeking announcer, program man. Midwestern FM expanding. Applicant must be conservative Christian, family man, prefer older man. Experienced. Write Box M-144, BROADCASTING.

Middle of road—NBC station in Penna. needs jockey and production man . . . Now! Box M-149, BROADCASTING.

Adult, humorous, first class license and experience may qualify you for Chicago-land station, morning show, starting January 1. Send tape and resume to Box M-174, BROADCASTING.

Announcer with mature, pleasant voice for south Texas network station. Do not send tape. Box M-202, BROADCASTING.

Announcers—(cont'd)

Announcer with experience for progressive group operated western Pennsylvania station. Forward tape, resume and photo. Box M-205, BROADCASTING.

Southern number one needs to hear from professional deejay-production man, send resume, picture, unedited aircheck, production tape. Great opportunity for good radio men. Write Box M-222, BROADCASTING.

Aggressive northern Virginia radio station looking for 2 experienced announcers. One should be a combo man with 1st phone. No maintenance required. Plenty of chance for advancement: this is a multiple ownership operation. If you bring enthusiasm to radio we're interested. Are you? These are immediate openings. Rush tape and resume to Box M-234, BROADCASTING.

Montana middle of the road station has immediate opening for 1st phone announcer excellent working conditions with opportunity to advance. For details call collect KOJM, Havre, Montana, 406-265-7841, Stan Stephens.

Morning man for popular music station with a hold on the market. Must have mature voice, tight production. Position available immediately. Good pay and benefits. Ideal working conditions in a friendly central Kansas city. Send tape, resume, picture and salary requirements to: KSAL, Box 180, Salina, Kansas.

Morning man . . . with good mature voice . . . combined with a good knowledge of music and your my PD . . . Send tape . . . resume . . . photo to KVBR, Brainerd, Minnesota, c/o General Manager. The money is right.

Uncle Sam has created an opening in our announcing staff. We're seeking a man with at least 5 years experience, over 25 years old and married. We're looking for a friendly enthusiastic voice that can do a sincere selling job with a commercial. Top pay is available for right man. For information about station and city see ad under Sales Help Wanted. Jim Lipsey, KXEO, Mexico, Missouri.

Expanding top-40 needs three jocks. (Prefer with first). Showmanship must!! Stan Grams, WCLS, Columbia, Georgia. 404-327-3648.

1st phone announcer. We have newly remodeled daytime station, all new equipment, in the best little area in the world. Call or write WCRM—Clare, Mich. 386-9907.

Announcer needed . . . send tape and resume to radio station WCVI, Connellsville, Pennsylvania.

WDBL AM-FM, Springfield, Tennessee, has immediate opening for qualified announcer. Some top 40, mostly adult music. Contact John Adkins.

Immediate opening for an experienced announcer to handle our morning shift. Adult format. This is a permanent position offering excellent working conditions and opportunity for advancement. Salary commensurate with experience. Please forward a resume, tape and if possible a recent photograph to: J. W. Poole, Manager, WFLS Radio, Fredericksburg, Va.

Immediate opening for dj to handle evening top 40 show. Must have first phone. No maintenance. Send tape and resume to Gene Kinn, WFOB, Box 589, Fostoria, Ohio. 44830.

FOR SALE—Equipment—(Cont'd)

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

350 ft. uniform cross-section Windcharger tower. For information write Box M-139, BROADCASTING.

For sale: RCA type 311-AB frequency monitor, not approved for remote control operation, ready for immediate shipment, price $200.00, WXVA, Charles Town, W. Va., 304-725-7055, Mr. Moler.

Flying Saucer. Used three months, made investment then switched to C&W programing. Will sell for $1,500 including trailer. Original cost $2,300. Excellent promotion money maker. WESC, Greenville, S. C.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box 8723, Sacramento, California, 95822, 916-421-2070.

We will rebuild and warrant your ITA FM exciter to latest specifications which exceed any other unit. $325. Wilkinson Electronics, 1937 W. MacDade Blvd., Woodlyn, Pa. 215-874-5236.

ITA parts, 24 hour technical assistance and service. Call or write Wilkinson Electronics, 1937 W. MacDade Blvd., Woodlyn, Pa. 215-874-5236.

New ITA FM 10 DMG subcarrier generators. Zero crosstalk. Formerly $995 now $695. Wilkinson Electronics, 1937 W. MacDade Blvd., Woodlyn, Pa. 215-874-5236.

Rebuild ITA 10 watt FM exciters, warranted as new to meet latest specifications, $325 with trade-in or $695 straight sale. Wilkinson Electronics, 1937 W. MacDade Blvd., Woodlyn, Pa. 215-874-5236.

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30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. $2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . . $5.00. Write for free "Broadcast Comedy" Catalog, Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

DEEJAYS! 4,600 classified gag-lines, $4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Approved Program-log forms — $7.50/M. Sample, Weinstein-Gowen, 79 Caleb St., Portland, Me.

Technical manuscripts! Excellent! Deejays, newsman, copywriters, PDs! Free details. Consultant, 678 Medford, Patchogue, New York 11772.

Need help? 3,000 Super dooper, Hooper scooper one-liners exclusive in your market. Free sample. Lyn Publications, 1516½ Sunset Plaza Dr., Hollywood, Calif.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles. New Orleans, Louisiana.

INSTRUCTIONS—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road. Dallas. Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4. Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35. Texas.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis. Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 5, March 16. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW. Washington 1. D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only $295. Rooms $6-$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Jan. 3—Feb. 7—Mar. 14—Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

F.C.C. First Phone—plus—250 hours theory & practical application. Jan. 10—5 weeks $300. Rooms $10.00 a week. On campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. Next class Jan. 18. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Wierton, W. Va.

First phone license in 10 weeks. $395.00. 350 hours lab, transmitter and theory instruction. Atlanta School of Broadcasting, 52 Eleventh St. Ne., Atlanta, Georgia. New Classes January 10.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted

Sales

SALESMEN

We have two established territories available, Mid-West and South. We prefer experienced men currently calling on radio management, or who have experience in radio or TV syndicated program sales. Product line that we produce and market very well accepted throughout United States. Excellent commissions which will establish a minimum earnings of $20,000 for the first year. Send resume in confidence to: *Creative Marketing & Communications Corp., 6914 Miami Road, Cincinnati, Ohio 45227 Att: H. B. Levine.*

Sales—(Cont'd)

EXPERIENCED SALESMAN

can make a healthy five-figure income in this medium market served by our five kw. Active account list can be yours if you are qualified. No high pressure . . . Just persistant calling and service. It is not a 40 hour week position. You'll receive a substantial guarantee but you won't need it if you are a qualified salesman. Send photo, resume and include character, credit and bank references. .to

Box M-213, Broadcasting

WORKING LOCAL SALES MANAGER

For NYC area network station. $12M base, $20M potential. Send complete resume to:

Box M-230, Broadcasting

News

WANTED—Newsman

5 KW independent in major midwest market needs—versatile newsman with sparkling delivery. Writing, digging and typing a must. Shift also requires the ability for a modern format record show. Top money for fully qualified man. Send news and music tapes with resume and references to:

Box M-165, Broadcasting

NEWSMAN

Have an opening for highly qualified Newsman to head up NEWS Department for our five KW serving a medium market. Degree in Journalism preferred but will consider experience. Position offers security. It is not a 40 hour week position. Send photo, resume, tape and include character, credit and bank references to

Box M-214, Broadcasting

Can you read the news with flair, feeling, and drama?

If so, I'd like to be in touch with you immediately.

Gordon McLendon
2008 Jackson St.
Dallas, Texas

Help Wanted News—(Cont'd)

Experienced News Man

to conduct audience participation telephone program in Northeast. Degree preferred. Forward complete background information to:

Box M-231, Broadcasting

Situations Wanted

Announcers

AVAILABLE NOW

Modern format personality presently employed in top 20 market. Excellent references. Tape and resume on request.

Box M-208, Broadcasting

TELEVISION—Help Wanted

Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of RCA VHF and UHF television transmitters or color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden 8, N. J.

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RADIO CORPORATION OF AMERICA

FOR SALE—Equipment

STAND-BY POWER
3 KW to 100 KW

Reconditioned government generators. Gasoline and diesel powered. For lowest prices and details write:

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Pittsburgh, Pa. 15219

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GEMINI STYLE

Receive, and use up-to-the-minute weather maps—right on camera—for authentic TV Weather Reporting.

1 Official weather maps come to your studio direct from the U.S. Weather Bureau's Facsimile Network—on the same Alden Electronic equipment they use, and as seen on CBS and NBC Gemini 6 & 7 TV Coverage.

2 Viewer impact mounts when you use Alden APT Recorders to show them colorful Automatic Picture Transmissions—as they are being sent—direct from orbiting weather satellites or other airborne camera/photo scanners.

Alden Electronic Facimile Equipment is in use nationwide by the U.S. Weather Bureau, TV stations, and Universities; and worldwide by governments and other meteorological groups. Lease plans available. Write or call: Irving R. Tatro, Manager Meteorological Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Westboro, Mass. 01581 Tel. 617-366-4467.

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Station Inquiries invited

CONFIDENTIAL NEGOTIATIONS

Placement within 30 days if you are qualified. Nationwide Radio & TV. Need Announcers, Salesmen, 1st Ticket combo and engineer, PD's, etc. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY
1610 Potomac Ave., Pittsburgh, Pa. 15216
Phone 412-563-3330 day or evening

527 Madison Avenue, New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

INSTRUCTIONS

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Production & Directing
DON MARTIN SCHOOL OF RADIO & TV
1653 N. Cherokee HO 2-3218
Hollywood, Calif. 90028

WANTED TO BUY

Stations

AM Radio Station wanted in West or Southwest area. Please give all particulars in first correspondence to Manuel Robbins, Attorney, 39 South LaSalle Street, Chicago, Illinois.

(Continued from page 67)

for reconsideration in proceeding on applications for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas. Action Dec. 17.

■ Ordered that so much of commission's Nov. 3 memorandum opinion and order which consolidated three proceedings in which Fitzgerald C. Smith is common principal for limited purpose of taking testimony on common issue character qualifications of Smith (Southington, Conn., docket 15871; Lebanon, Pa.-Catonsville, Md., dockets 15835 et al., and Sag Harbor-East Hampton, N. Y. dockets 16033-4), is no longer applicable to Lebanon-Catonsville proceeding. (Cedar Broadcasters has since amended its application to withdraw Smith as principal.) Action Dec. 17.

By Chief Hearing Examiner James D. Cunningham

■ Continued Dec. 20 prehearing conference to Jan. 5, 1966, in proceeding on AM applications of WMGS Inc. (WMGS), and Ohio Radio Inc., Bowling Green, Ohio. Action Dec. 20.

■ Designated examiner Chester F. Naumowicz Jr. to preside at hearings in proceeding on application of Seven League Productions Inc. for renewal of license of WIII Homestead and South Dade Broadcasting Co. and Redlands Broadcasting Co. for new AM's in Homestead, Fla.; scheduled prehearing conference for Jan. 7, 1966, and hearing for Feb. 16, 1966. Action Dec. 15.

By Hearing Examiner Basil P. Cooper

■ In order to expedite hearing in proceeding on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland, Md., scheduled further prehearing conference for Jan. 3, 1966, at which time Potomac Valley TV Co. and other parties will exchange engineering exhibits; and reserved ruling on Potomac Valley's comments pending outcome of Jan. 3 further prehearing conference. Action Dec. 15.

■ Revised procedural dates previously prescribed for month of January in Washington TV channel 50 proceeding, and designated Jan. 11, 1966, for start of evidentiary hearing. Action Dec. 15.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Roy H. Park Broadcasting of Virginia Inc. to reopen record in proceeding on AM application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., for limited purpose of substituting it for Havens and Martin Inc. as party to proceeding, and again closed record in docket 15658. Action Dec. 17.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau to correct in certain respects transcript of record in proceeding on AM application of Triple C Broadcasting Corp. (WLOR), Thomasville, Ga. By separate action, reopened record and scheduled further hearing for Jan. 12, 1966, and directed that parties may, if they so elect, defer filing findings and conclusions to date to be set

FOR SALE

Stations

FLORIDA
SINGLE MARKET STATION

Excellent coverage. Good potential South Florida near Metro markets. $47,500. Terms. Box M-96, Broadcasting.

N. E.	Small	fulltime	120M	terms
Fla.	Small	Gold Coast	65M	30M
Gulf	Medium	Race	136M	terms
South	Metro	Power	300M	terms
Mid-west	Top 50	AM & FM	1MM	29%

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

at conclusion of final hearing session. Action Dec. 16.

By Hearing Examiner Millard F. French

■ Granted petition by Boca Broadcasters Inc. to continue presently scheduled dates for further procedural steps in proceeding on its application for new FM in Pompano Beach, Fla.; Dec. 17 to Dec. 20 for exchange of direct exhibits; Dec. 23 to Dec. 28 for notification of witnesses; Dec. 30 to Jan. 4, 1966 for exchange of rebuttal exhibits; and hearing to remain as scheduled for Jan. 4, 1966. Action Dec. 17.

■ In proceeding on AM applications of Dennis A. and Willard D. Sleighter (WWDS) Everett, and Beacon Broadcasting Concern, Martinsburg, both Pennsylvania, granted motion by former to extend time to file proposed findings and reply findings scheduled for Dec. 15 and 27, respectively, to seven and fourteen days, respectively, after review board acts on WWDS petition to enlarge issues. Action Dec. 15.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Palmetto Broadcasting System Inc. (WAGL), Lancaster, S. C., and WPEG Inc. (WPEG), Winston-Salem, N. C., granted petition by WPEG for waiver of section 1.594 and accepted its certifications of broadcast and publication notices of hearing. Action Dec. 15.

By Hearing Examiner David I. Kraushaar

■ Issued order following Dec. 17 prehearing conference in proceeding on application of Radio Marshall Inc. for new FM in Marshall, Tex., and among other things, continued Jan. 13 hearing to Jan. 19, 1966. Action Dec. 17.

■ Granted motion by Service Electric Cable TV Inc. Bethlehem, Pa., to continue Dec. 20 hearing to Feb. 24, 1966 to be held in Bethlehem, Pa., at place to be announced subsequently, in proceeding on order to Service to show cause why it should not cease and desist from operating its CATV system in manner not permitted by Sect. 15.151 of rules; further ordered that upon proper motion and showing hearing may be continued to earlier date than Feb. 24. Action Dec. 17.

■ Denied petition by Alabama Microwave Inc. for reconsideration of examiner's action of Dec. 2 which dismissed, with prejudice, its applications for additional microwave facilities for its domestic public point-to-point station KJJ57 Capshaw Mountain, Ala., and for new station at Rogersville, Ala. Action Dec. 14.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Twin City Area Educational Television Corp. to extend time to Jan. 7, 1966 to exchange its exhibits in proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), Minneapolis. Action Dec. 17.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Held in abeyance, pending further order, further proceedings on applications of Rowland Broadcasting Co. (WQIK), Jacksonville, Fla., and Williamsburg County Broadcasting Co., Kingstree, S. C.

By Hearing Examiner Herbert Sharfman

■ In Boston TV channel 5 proceeding granted request by WHDH Inc. and Charles River Civic Television Inc. for extension of time to file proposed findings from Dec. 31 to Feb. 28, 1966 for Step II, from Feb. 28 to April 28 for Step III, and from March 31 to May 31 for Step IV. Action Dec. 14.

By Hearing Examiner Elizabeth C. Smith

■ 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, granted latter's petition insofar as it requests dismissal of its application, but dismissed application with prejudice. Action Dec. 16.

■ Granted petition by Superior Broadcasting Corp. to reopen record in proceeding on its application for new TV to operate on channel 61 in Cleveland for limited purpose of admitting its exhibit No. 11 which specifies applicant's compliance with mileage separations under new UHF table, and again closed record in docket 15250. Action Dec. 15.

■ Granted motion by Southwestern Operating Co. (KGNS-TV), Laredo, Tex. to continue Dec. 29 prehearing conference to Jan. 10, 1966 in proceeding on its application et al., in dockets 16306-9. Action Dec. 15.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 22

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,021	23	78	381
FM	1,397	29	202	241
TV-VHF	472[1]	21	20	155[2]
TV-UHF	93[1]	17	78	......

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 22

	VHF	UHF	Total
Commercial	513[3]	188	701[1]
Noncommercial	67	63	130

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,013	1,379	564[1]
CP's on air (new stations)	26	29	37
CP's not on air (new stations)	71	191	94
Total authorized stations	4,110	1,599	695
Applications for new stations (not in hearing)	298	202	89
Applications for new stations (in hearing)	66	43	56
Total applications for new stations	364	245	145
Applications for major changes (not in hearing)	210	52	15
Applications for major changes (in hearing)	36	1	14
Total applications for major changes	246	53	29
Licenses deleted	3	1	0
CP's deleted	0	1	0

[1] Includes two licensed VHF stations and one licensed UHF station off the air.
[2] Breakdown on UHF and VHF applications not available.
[3] Includes three noncommercial stations operating on commercial channels.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of Dec. 17

WAMV-FM East St. Louis, Ill.—Granted CP for change in facilities of Class B FM. ERP from 37 kw to 50 kw; ant. height from 140 ft. to 320 ft.

WCIX-TV South Miami, Fla. — Granted mod. of CP to change trans. location; type trans.; type ant.; and ant. height to 500 ft.

*WCES-TV Wrens, Ga.—Granted mod. of CP to change ERP to 309 kw. vis., 30.9 kw aur.; and make slight change in trans. location.

KGSL-TV St. Louis—Granted mod. of CP to change frequency to channel 24; ERP to 35.5 kw aur.; without prejudice to whatever action commission may consider appropriate as result of proceeding in docket 14229.

KGSC-TV San Jose, Calif.—Granted mod. of CP to change frequency to channel 36; ERP to 36.3 kw vis., and 7.24 kw aur.; and decrease ant. height to 810 ft.; without prejudice to whatever action commission may consider appropriate as result of proceeding in docket 14229.

*KTPS(TV) Tacoma, Wash.—Granted mod. of license to reduce aur. ERP to 3.16 kw.

■ Granted extension of completion dates for following TV stations: KTIV Sioux City, Iowa, to June 17, 1966; *WVIZ-TV Cleveland, to June 17, 1966.

*WUFT(TV) Gainsville, Fla. — Granted mod. of license to reduce aur. ERP to 2.75 kw.

WOMP-AM-FM Bellaire, Ohio — Granted mod. of license to change name of licensee to T/R Inc.

WKAN Kankakee, Ill.—Granted mod. of license to change name of licensee to Mid America Audio-Video Inc.

■ Granted extensions of completion dates for following stations: WETC Wendall-Zebulon, N. C., to June 15, 1966; WFGW Black Mountain, N. C., to Jan. 1, 1966; WMAX Grand Rapids, Mich.. to Jan. 24, 1966; WSTI St. Ignace, Mich., to June 30, 1966; WBPR Bayamon, P. R., to June 2, 1966; WFTN Franklin, N. H., to Apr. 24, 1966; WILS-FM Lansing, Mich., to June 23, 1966; KRML-FM Carmel, Calif., to June 30, 1966; WVSC-FM Somerset, Pa., to June 25, 1966; WBMK-FM West Point, Ga., to Mar. 1, 1966; KLBS-FM Los Banos, Calif., to May 1, 1966; KCIL-FM Houma, La., to Feb. 14, 1966; WLIV-FM Livingston, Tenn., to June 1, 1966; WAPL-FM Appleton, Wis., to Mar. 21, 1966; WVOZ-FM Carolina, P. R., to Mar. 1, 1966; WMBD-FM Peoria, Ill., to Mar. 30, 1966; WXPF-FM Guayama, P. R., to Feb. 28, 1966; and WGTS-FM Takoma Park, Md., to Feb. 10, 1966.

Actions of Dec. 16

WAPL-FM Appleton, Wis.—Granted mod. of CP to change type trans., transmission line, and frequency and modulation monitors.

■ Granted renewal of licenses for following VHF TV translator stations: K04DC, Norton Chamber of Commerce, Norton, Kans.; K08DH, K06CG, Clifton Chamber of Commerce, Clifton, Kan.; K07AE, Clyde Community TV, Clyde, Kan.; and K13EB, City of Bassett, Bassett, Neb.

■ Granted renewal of licenses for following UHF TV translator stations: K78AX, K70CM, K72BK, Nebraska Council for Educational Television Inc., Kearney, Neb.; K72BF, C L & O Translator System Inc., Booker, Darrowuzett, and Follett, Tex.; and K78AT, C L & O Translator System Inc., Canadian, Higgins, and Lipscomb, Tex., and Arnett, Okla.

■ Granted renewal of licenses for following main stations and co-pending auxiliaries: *KBLG (FM) Pocatello, Idaho; KCRV Caruthersville, Mo.; KDEY Boulder, Colo.; KDYL Tooele, Utah; KGRB, West Covina, Calif.; KRDD Roswell, N. M.; KMPX(FM) and SCA, San Francisco; KRSA Salinas, Calif.; *KSDS(FM) San Diego; KTIP, Porterville, Calif.; KVNU, Logan, Utah; *KVTT(FM), Dallas, Tex.; KYMS(FM), Santa Ana, Calif.

Actions of Dec. 15

KGUL Port Lavaca, Tex.—Granted assignment of license to Angelo Broadcasting-Telecasting Inc.; stock exchange.

KFRM Salina, Kan.—Granted involuntary transfer of control to V. M. Thompson Jr., executor of estate of C. B. McNeill. Includes adjunct stations.

KOLN-TV Lincoln, Neb.—Granted CP to change ERP from 316 kw to 302 kw vis., and from 158 kw to 60.3 kw aur.; type ant.; geographical coordinates; increase ant. height to 1,490 ft.; and make engineering changes.

KTVW Tacoma, Wash.—Granted mod. of license to reduce aur. ERP to 31.6 kw and change type trans.

WCBI-TV Columbus, Miss.—Granted mod. of license to reduce aur. ERP to 3.98 kw.

KWTV Oklahoma City—Granted mod. of license to reduce aur. ERP to 33.9 kw (main trans. and ant.).

KDUH-TV Hay Springs, Neb. — Granted mod. of license to reduce aur. ERP to 15 kw and modify aur. trans.

KSWO-TV Lawton, Okla.—Granted mod. of license to reduce aur. ERP to 63.1 kw.

KTVI St. Louis—Granted license covering changes in station (main trans. and ant. and alternate driver).

*KQED(TV) San Francisco—Granted mod. of CP to change type trans.

*WMVT(TV) Milwaukee—Granted mod. of CP to reduce aur. ERP to 21.9 kw DA, and change type trans.

■ Granted extensions of completion dates for following stations: WREM Remsen, N.Y., to May 3, 1966; and KICU-TV Visalia, Calif., to June 15, 1966.

Action of Dec. 14

Central Virginia Educational Television Corp., Lynchburg, Va.—Granted CP for new UHF TV translator station on channel 74 to rebroadcast programs of *WCVE-TV, channel 23, Richmond.

Action of Dec. 13

■ Granted CP to Lassen county superintendent of schools Westwood, Susanville, Greenville, and Chester, Calif., for new UHF TV translator station on channel 78 to rebroadcast programs of *KIXE-TV Redding, Calif.

Action of Dec. 10

■ Remote control permitted for following stations: WPEO, Wister Broadcasting Co., Peoria, Ill.; and KLGN, KLGN Radio Inc., Logan, Utah.

Fines

■ By memorandum opinion and order and notice of apparent liability, commission (1) granted renewal of license of KGKB Inc. for AM station KGKB Tyler, Tex.; (2) granted acquisition of positive control of KGKB by Wallace Barbee; (3) granted assignment of KGKB's license to KDOK Broadcasting Co. (KDOK), Tyler; (4) granted assignment of license of KDOK to Oil Center Broadcasting Co.; (5) dismissed opposing petition by Blackstone Broadcasting Co. (KTBB), Tyler; (6) dismissed as moot application by KDOK Broadcasting Co. for new station in Tyler to operate on KGKB's facilities and (7) held KGKB liable for apparent forfeiture of $2,500 for previously unauthorized acquisition of control of that station by Barbee. KGKB license renewal is conditioned to consummation of its sale to KDOK within 25 days. Commissioners Bartley and Cox concurred in grant but dissented to imposition of forfeiture, latter issuing statement; Commissioner Wadsworth dissented and issued statement.

KGKB has been silent for two years. It is being sold to KDOK Broadcasting Co. for $70,000 and latter, in turn, is selling KDOK to Oil Center Broadcasting Co. (former owner of KGKB) for $85,000. Action Dec. 20.

Rulemakings

PROPOSED

■ Commission invited comments to proposed rulemaking which would raise minimum power for AM broadcast stations from 100 to 250 watts, day and night. For some time commission has discouraged proposals for 100-watt stations because this is regarded as inefficient use of AM frequencies. As result, only about 12 stations now operate with such power, and commission will encourage them to apply for increased power in event proposal is adopted. They are all class IV stations on local channels shared by many stations elsewhere. Action Dec. 15.

DENIED

■ By memorandum opinion and order, commission denied petitions by National Association of Educational Broadcasters and KLIX Corp. for reconsideration of its action of July 7 in adopting rules to permit translators up to 100 watts power to operate on unoccupied VHF and UHF channels in TV table of assignments. Action Dec. 15.

DISMISSED

■ Marysville, Wash.—Commission dismissed petition by Richard V. Dodds to amend table of FM assignments to add channel 280 A to Oak Harbor, Wash. Ann. Dec. 17.

■ KMPL Sikeston, Mo.—Semo Broadcasting Corp. Commission dismissed request for rulemaking proceedings looking toward adding channel 268 to Sikeston and replacing 269 A in Carbondale, Ill., with 240 A. Ann. Dec. 17.

PETITIONS FOR RULEMAKINGS FILED

■ KTVH Hutchinson, Kan.—Wichita-Hutchinson Co. Requests institution of rulemaking proceedings to change assignment of channel 12 from Hutchinson to Wichita, both Kansas, as follows: delete channel 12 from Hutchinson and add to Wichita. Ann. Dec. 17.

■ WNER Live Oak, Fla.—Norman Protsman. Seeks amendment of petition for rulemaking so as to replace class A channel 221 in Live Oak with class C channel 291. Ann. Dec. 17.

■ KHEN Henryetta, Okla.—Henryetta Radio Co. Seeks amendment to petition for rulemaking that commission not only add channel 258c to Henryetta, but also move channel 272a, 102.3 mc, from Henryetta to Eufaula, Okla. Ann. Dec. 17.

New call letters requested

KHOM Turlock, Calif.—Charles Bakke. Requests KOSO.

Morrison, Ill.—Morrison Community High School. Requests WMHS.

Binghamton, N.Y.—State University of New York. Requests WHRW.

Florence, S. C.—Rovan Television Inc. Requests WPDT.

KPAC-TV Port Arthur, Tex.—Texas Goldcoast TV Inc. Requests KJAC(TV).

Bridgeton, N.C.—V.W.B. Inc. Requests WVWB.

Rosenberg, Tex.—D. H. Overmeyer Broadcasting Co. Requests KJDO-TV.

North Platte, Neb.—Nebraska Educational TV Commission. Requests KPNE-TV.

Alliance, Neb.—Nebraska Educational TV Commission. Requests KTNE-TV.

KTEA-FM Midwest City, Okla.—House of Sound Broadcasting Corp. Requests KXLS (FM).

NOTICE

■ Commission extended from Dec. 13, 1965 to Jan. 31, 1966, exemption from rule limiting duplication of AM-FM programing, with respect to stations which have filed requests for exemption or waiver of rule. These stations include those listed in public notices of July 23, 1965 and Oct. 11, 1965 and four other stations which have filed such requests since (KPOL-FM Los Angeles, KOIT-FM San Francisco, and KWIZ-FM Santa Ana, Calif., and WIVK-FM Knoxville, Tenn.). For other FM stations in cities of over 100,000 rule—which limits to 50% time such stations can devote to duplication of commonly owned AM stations in same area—became effective October 15, 1965.

This public notice clarifies public notice issued Dec. 15, 1965. Action Dec. 16.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Dec. 21. 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.

■ Plant City, Fla., Hillsborough CATV Inc., Hillsborough, Fla., has been granted a 20-year franchise.

Decatur, Ill.—Only two of the 15 firms competing for a franchise have agreed to accept the city's terms. The two are General Electric Cablevision Corp., a General Electric subsidiary, and Macon Cable Television Inc., headed by James and Jack Regert, Decatur. The city is asking a 6% fee on gross revenue, $10,000-a-year minimum fee from the first year, extension of service to the entire city within three years.

■ Elizabeth, Ill.—Galena Cable Co., represented by Ralph Hilliard, has been granted a franchise. There would be a $5 monthly service charge for the first set with $1.50 charge for each additional set. The same rates apply for FM radios if there were no television hookup, otherwise no charge for FM.

Cumberland, Md. — Penn-Mar Television Inc., Milton Bernstein president, has applied for a franchise. Under agreement the firm would pay the city 3% of the annual gross revenue.

Charlotte, Mich.—Clearview Television Co. (David L. Hicks, manager of WCER; Willard L. Mikesell, attorney and William C. Lowe, all Charlotte) has applied for a franchise. The company would pay the city 3% of the gross revenue. Installation fee would be $16 and the monthly service charge would be $5.

■ Crosby, Minn.—Mobile Communications Inc. (Pioneer Telephone Co.) has been granted a franchise. Under the agreement the firm will charge an installation fee not to exceed $15 and a monthly service rate not to exceed $5. Construction and installation of facilities is expected to be completed within two years.

Lake City, Minn.—Mobile Communications Inc., established by Pioneer Telephone Co., has applied for a franchise.

Delhi, N. Y.—Cable Service Corp., Delhi, N.Y. (Palmer J. Kennedy), has applied for a franchise.

Conneaut, Ohio—Videosonics Inc., Cleveland (Harold Stern, president) has applied for a franchise. The company offers subscribers 11 channels from Pennsylvania, Ohio and Canada. Installation fee would be $10 with a $5 monthly service fee. The city would receive 3% franchise fee. Conneaut Associates Television Inc., has already applied for a franchise.

Lima, Ohio—Lima's new mayor, Christian Morris, signed the ordinance granting a franchise to Lima Cablevision Inc. Former Mayor Homer Cooper refused to make a decision concerning the ordinance before he left office. City council passed the ordinance several weeks ago. (BROADCASTING, Dec. 13.)

■ Silver Lake, Ohio—Akron Telerama Inc. (group owner) has been awarded a 20-year franchise.

Hanover, Pa.—United Transmission Inc., a subsidiary of United Telephone Co. of Pennsylvania, and Kress Antenna Service, Hanover, have applied for franchises, bringing the total number to five who have applied. The others are: Radio Hanover WHVR, *The Hanover* (Pa.) *Evening Sun* and Susquehanna Broadcasting Co., York.

■ Spring City, Tenn.—General Cable Co., Cleveland, Tenn., has been granted a franchise.

Seattle—*Seattle Post-Intelligencer* has applied for a franchise. The *Seattle Times*, United Community Systems Inc. (KING, KIRO, KOMO, all Seattle) and Telecable Inc. also have applied for a franchise. Northwest Cablevision Co. and Master Television Antenna Service hold franchises in that city.

■ Montgomery, W. Va.—Eugene F. Imbrogno, Montgomery, has been granted a 15-year option to renew nonexclusive franchise. Currently Montgomery TV Association, a nonprofit association, holds a franchise.

Nobody laughs when he sits down to play

AN UPRIGHT piano stands against the wall facing Robert Bandler Sour's desk. It is a practical, if somewhat exotic, business-office adornment. He uses it in auditioning song writers.

The piano is also symbolic. Mr. Sour, the new president of Broadcast Music Inc., has been with the music-licensing organization for almost 26 years, but he has been a song writer much longer than that. He has been a song writer even when doing things that seem far removed from song writing, like being a runner in Wall Street, a construction inspector for a real estate investment company or a member of the New York Curb Exchange.

His identification with music is so complete that it might even be called prenatal; his father, Dr. Bernard Sour, was the physician who presided at the birth of composer Richard Rodgers three years before Bob Sour was born (himself delivered by a friend of his father, a doctor named Bandler, whence comes his middle name). The association doesn't stop there; another infant delivered by Dr. Sour was Sydney M. Kaye, who became a founder and is still board chairman of BMI.

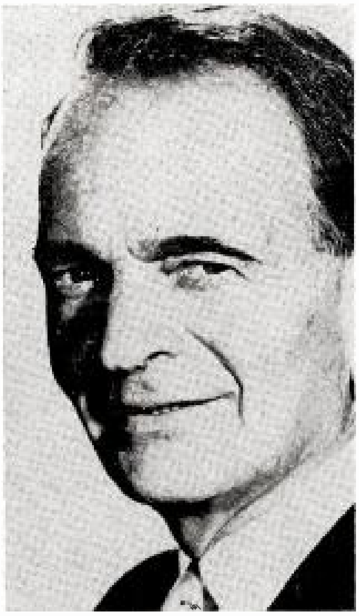
From Pro to Amateur ▪ When he became directly involved in negotiating BMI contracts with music publishers in the 1950's, Bob Sour voluntarily gave up professional song writing. He has had more than 100 songs published, among them one of the all-time hits in popular music, "Body and Soul." He contributed the words to that and, among others, "Walkin' by the River," "We Could Make Such Beautiful Music Together" and "I See a Million People."

"Body and Soul" is licensed by the American Society of Composers, Authors and Publishers, BMI's older and bigger competitor. Thus Mr. Sour has never collected royalties on its performance. He wrote it with Johnny Green, an ASCAP member, and after its publication Messrs. Green and Rodgers proposed him for ASCAP membership. But ASCAP never acted on the nomination, and the composition that could have made him unavailable for the BMI presidency, didn't.

Wall Street Years ▪ Mr. Sour was born Oct. 31, 1905, in New York City. The tigers represented on walls and tables in his office suggest that he went to Princeton, which he did, graduating in 1925. For four years he worked in a variety of jobs with S. W. Straus & Co., New York, a real estate investment bond house run by his great-uncle. On the side he was writing songs, and in the spring before the 1929 stock market crash he gave up the Wall Street job and joined two other aspiring writers, Johnny Green and Eddie Heyman, in a fulltime assault on the music world. The project was not, at the time, remarkably successful, and in 1931 he went back to Wall Street.

Before that, however, Gertrude Lawrence, the musical comedy star, had been importuned to listen to some of the young writers' works. She took four songs and gave them "probably out of pity," Mr. Sour speculates, $1,000 for pre-publication rights and a one-fourth interest in any royalties that might emerge. One of the songs was "Body and Soul."

WEEK'S PROFILE



Robert Bandler Sour—Pres., Broadcast Music Inc.; New York; b. Oct. 31, 1905, New York; BA, Princeton U., Princeton, N. J., 1925; with S. W. Straus Co., New York, real estate bond house, 1925-29; full-time song writer, 1929-31; member, New York Curb Exchange (now American Stock Exchange), 1931-37; associate producer, Federal Theater, 1937-39; with BMI since Feb. 19, 1940, starting as lyric editor; devised writer-affiliation plan; director of publisher relations, 1951; assistant VP, 1952; VP in charge of writer relations (later, writer administration), 1956; pres. since Oct. 19, 1965; writer of more than 100 published songs; governor, Century Country Club, Purchase, N. Y.; member—Princeton Club of New York, National Academy of Television Arts and Sciences, International Radio and Television Society, National Academy of Recording Arts and Sciences, Country Music Assn., m—Geraldine Scofield, Oct. 24, 1940; children—R. Thomas, Peter, Bonnie (Mrs. Arthur Anderson), Jean; hobbies—sailing, golf, travel, making miniature soldiers.

Meanwhile, back in Wall Street, Mr. Sour had acquired a seat on the New York Curb Exchange (now the American Stock Exchange) and was making progress as a part-time writer, placing songs in "New Faces of 1934" and other productions. He sold his seat on the exchange in 1937 and joined the Works Progress Administration's Federal Theater as associate producer of "Sing for Your Supper," a revue that had, but did not necessarily enjoy, several distinctions. One was that cast changes occurred with unsettled frequency because of a WPA rule that any member offered a private job must take it. Mr. Sour recalls that "we were in rehearsal probably longer than any other play ever produced—18 months." The revue opened in 1938 to generally good notices, ran about nine months and closed then only because Congress abolished the WPA.

BMI Career ▪ Mr. Sour has been with BMI since Feb. 19, 1940—19 days after it opened for business. Set up at a time when ASCAP seemed likely to withdraw its music from broadcasting, BMI had the job of creating an alternative source of supply. Mr. Sour was lyric editor; his job was to pick publishable prospects from incoming manuscripts that at least once exceeded 10,000 in one week.

On Oct. 24, 1940, Mr. Sour was married to Geraldine Scofield. He recalls it as being a few months after he made the hit parade for the first time as a BMI writer, with a song called "Practice makes Perfect."

In the 1940's, when writers began seeking direct affiliation with ASCAP, he devised the system that has helped to raise the total of BMI writer affiliates to approximately 11,000 today. He became director of publisher relations in 1951 and assistant vice president in 1952. In 1956 he moved back into the writer field, becoming vice president in charge of writer relations (later called writer administration). He continued in that post until he was named president last October to succeed the late Robert J. Burton.

Wants Increased Rates ▪ Not one to hunt headlines, Mr. Sour recently made them—and seems likely to make more—with BMI's call for higher payments from radio stations for their use of BMI music. He is quietly insistent that BMI, which has never raised its rates, is entitled to one now. Close to half of the music on radio stations is said to come from BMI. What's more, Mr. Sour asserts, this popularity is costing BMI money, because the more BMI music is played, the more its writers and publishers must be paid. As a result, he notes, BMI last year paid out more than it took in, a situation not to be cherished by any former Wall Street man.

McLendon rides again

NOW for the first time the FCC must decide whether a station can be 100% commercial and serve the "public interest, convenience and necessity."

Gordon McLendon, the ebullient Texan whose reputation as an innovator is underwritten by numerous successful broadcast ventures, wants to establish a "want-ad" station through acquisition of KGLA(FM) Los Angeles.

In his unique application, Mr. McLendon attests he has made surveys that prove a need for such a station in the exploding Los Angeles market, where people are constantly on the move.

One has only to feel the heft of the classified sections of the two remaining Los Angeles newspapers to realize there's substance to the McLendon contention. He's willing to pay $400,000 for the FM station (which would become KADS) and gamble on the revolutionary format for a year.

It's sticky and tricky for an FCC majority bent on anti-commercialization. The law merely requires that stations shall serve the public interest. It says nothing about advertising content, other than to permit commercial operation. The McLendon application sets out that it will broadcast no entertainment, educational, musical, agricultural or other categories of programs. It states it will be 100% commercial and then, in narrative form, explains how it proposes to operate the first "want-ad" station.

We cannot see how the FCC can determine, in advance, that operation of a want-ad station 112 hours per week would fail to serve the public interest in a community surfeited with conventional programing from more than 30 AM-FM outlets, aside from 10 TV outlets.

To so determine, before the station has begun the new format, would raise a censorship issue, totally aside from the public interest aspect.

The public will determine whether the McLendon innovation is "in the public interest," assuming FCC approval of the transfer. The public will make the decision by accepting or rejecting the "programing."

If it works, practically every major market in the country will be a candidate for a want-ad station.

As we were saying in 1965...

IN the closing days of 1965 several developments in community antenna television have emphasized the need for a settlement in 1966 of questions about CATV regulation.

In New York City three promising franchises have been awarded to CATV venturers.

In Harrisburg, Pa., a CATV operation has opened the first wired system importing outside stations to a market of significant size already served by four direct signals.

In New York a federal judge has refused to issue a summary judgment declaring CATV liable for infringement of copyrights on programs it picks up without clearance.

While broadcasters argue over the degree of federal control they want for CATV, the wire systems continue to gain ground. Before the FCC comes to a final resolution of its CATV position, many more miles of wire will be strung and many more subscribers connected. If some of the new systems run afoul of restraints the FCC has ultimately in mind, it will be the more difficult for the commission to make a decision. Is the FCC to take away service from citizens who have already become accustomed to it? History suggests otherwise.

As CATV continues to open new markets and add subscribers where it already exists the broadcasters who advocate an FCC assumption of broad jurisdiction over wired TV are losing ground as fast as CATV gains it. Even if the FCC were to expedite the assumption of the controls it has been asked to claim, it would be certain to encounter prolonged court appeals before it could exercise them, if indeed the courts upheld its position. It is more than possible that the hard-line broadcasters have taken the wrong case before the wrong forum.

It has been this magazine's contention all along that CATV's should not be permitted indiscriminately to pick up and sell any broadcasting signal they want to. Surely the broadcasters ought to have the right to say whether their output can be used for someone else's gain and to impose reasonable conditions for such use as they do grant. That right could be established by a simple amendment to existing law that already prohibits rebroadcast by one station of another's programing, without permission.

But it is the Congress, not the FCC, that has the power to amend the law, and it is the Congress to which the broadcasters ought now to be addressing their attentions.

In time CBS may prevail in its suit to establish the application of copyright to the CATV field, but the final disposition of that case may not come for years. Congress is the forum in 1966.

Significant 'first'

TELEVISION's coverage of the splashdowns of Gemini 6 and Gemini 7 a little more than a week ago represented an advance in TV journalism that rivals the development of working communications satellites.

The satellites enabled live television to span oceans and continents. The Gemini 6-7 coverage used portable equipment that linked live cameras at sea with the Early Bird satellite and freed them from the landlocking limitations of traditional microwave and cable services.

The two events demonstrated that the range of live news coverage can be vastly extended, whether the news is on sea or land. The International Telephone & Telegraph Corp., which developed and installed the equipment (and operates eight other units like it), hailed it as making possible, in combination with satellites, short-notice live coverage anywhere in the world. That day may not be here yet, but it's closer than it may have seemed as recently as two weeks ago.

Drawn for BROADCASTING by Sid Hix

"No, no, Max. That isn't what I mean when I tell a cameraman to roll it."