



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Justice moves to hold up ABC-ITT wedding. p27  
Magnuson presses cigarette advertising issue. p34  
TV movies are clobbering the 'second season'. p60  
Washington & Lee out in duPont awards tiff. p74

*Carl B. Ylvisaker Library  
St. Paul, Minn.  
1/25/67*

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Courtesy of Union Carbide Corporation

**reminds them  
to buy your product**

He'll drive safely and carefree this morning because SPOT RADIO in his car reminded him to buy this product.

RADIO DIVISION

**EDWARD PETRY & CO., INC.**

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BILLY LIAR



A NIGHT TO REMEMBER



GHIDRAH



DESERT PATROL



TIME OF INDIFF

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TITLES: "Billy Liar," "Time of Indifference," "Ghidrah, the Three-Headed Monster," "Desert Patrol," "The Three Musketeers," "Open City," "Alphaville," "Male Hunt," "Seduced and Abandoned," "Children of Paradise," "Shoot the Piano Player," "Agent 8½," (currently ABC-TV Network) "A Night To Remember," (currently CBS-TV Network) and others of equal quality.

FOR INFORMATION, CONTACT: ELLIOTT ABRAMS, Vice-President, Television  
 241 East 34th Street, New York, New York 10016 (212) MU 3-6300

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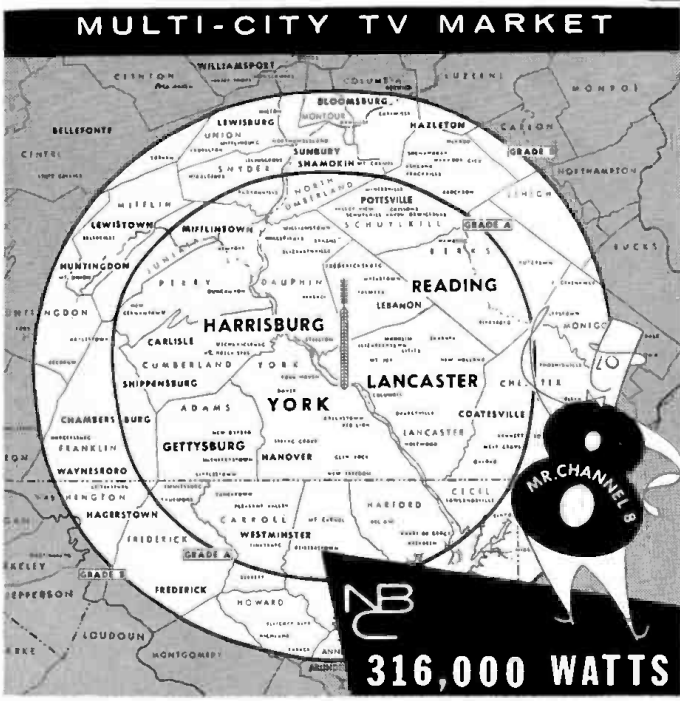
WGAL-TV • WGAL-TV  
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**When you are in the  
 drug business,**



**WGAL-TV delivers  
 its market to you**



**\$127,801,000 drug store sales**—With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 23%\* color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar. \*Based on Oct.-Nov. 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

**WGAL-TV**  
**LANCASTER, PA.**

Representative: The MEEKER Company, Inc.  
 New York • Chicago • Los Angeles • San Francisco

**Steinman Television Stations • Clair McCollough, Pres.**  
**WGAL-TV** Lancaster-Harrisburg-York, Pa. • **KOAT-TV** Albuquerque, N.M.  
**WTEV** New Bedford-Fall River, Mass./Providence, R.I. • **KVOA-TV** Tucson, Ariz.

## Price of admission

Networks may be importuned to ante up some of money for national political conventions next year if major parties hold conventions in same city. Each of three TV networks stands to save about \$250,000 if both Democratic and GOP conventions are in same place, eliminating necessity of moving equipment and personnel. Full-color coverage by all networks for first time would add to 1968 expense, particularly if move to second city is involved.

*Networks would not help underwrite convention costs directly but rather would deal with city fathers bidding for events. Heretofore cities have bid up to \$600,000 plus fringes for each convention; might go higher if network "contributions" are forthcoming. Political parties obviously would favor arrangement since they're legally precluded now from selling space in souvenir convention books that in past have been loaded with corporate advertising having no relationship to intrinsic advertising worth.*

## Charter for 'public' TV

That carefully guarded report of Carnegie Commission on Educational Television will at last be released this week. Though no details have yet leaked, word is that commission will recommend creation of Corporation for Public Television as overall authority in noncommercial TV. Would there be some resemblance to Britain's noncommercial BBC? That interesting question will be answered this week. Presumably CPTV would get heavy support from federal funds.

*Some commission members had wanted to include in Carnegie report recommended prohibition against now-common practice of ETV's giving air credits to commercial enterprises that underwrite ETV programs. But majority balked, preferring to leave that sort of decision to CPTV after it is formed.*

## Counting commercials

FCC this week may start laying down guidelines for administering new policy on commercial limitations. Scheduled for discussion are cases of five Florida AM stations, each proposing 20 minutes of commercial time per hour, two minutes more than benchmark figure commission used in questionnaire obtaining information on li-

# CLOSED CIRCUIT®

censees' commercial policies. FCC staff will request commission views on statements Florida stations made to justify excess, as guide to administering policy in future. Thus far, TV stations, which are required to explain policies providing for more than 16 minutes, are not involved.

*One station whose proposal is under scrutiny is Mutual Broadcasting System affiliate, and notes it must count network spots on network news programs as commercial matter even though it receives no compensation. Others say they are small-town operations, and that local merchants need them, that they would have to lower quality of programing if forced to cut back on commercial time, or that they face stiff competition from large station in market.*

## Monitoring machine

Movement is under way to set up industry-wide corporation to operate \$1.5 million project to keep track of TV commercial proof-of-performance, billing, payment of talent, etc. It's called Agencies - Media - Performers - Sponsors (AMPS) because leaders hope to get broad base of support—including financial support—from these groups.

*Project was initiated by Screen Actors Guild, through research study by Robert Bragarnick Associates, after SAG became concerned over "inaccurate" talent payments by advertising agencies. Now agency and sponsor representatives have taken lead in development. Plans call for nationwide monitoring plus computer-based program to check scheduling and playing of commercials against billing. Pilot project currently is under way, and updated proposal, in writing, is expected to be released in mid-February.*

## Payola probe

At least two New York City independent radio stations were subject of FCC's "closed hearing" investigation of purported payola to disc jockeys and programing personnel designed in one fashion or another to stimulate plugging of particular records. As was case in Los Angeles and San Francisco last year, investigations are being conducted under direction of FCC's chief examiner, James D.

Cunningham. Mr. Cunningham was in New York last week, but identities of stations and of personnel involved were not revealed.

## New home of duPonts

Columbia University, which administers famed Pulitzer Prizes, may take on similar duties for Alfred I. duPont awards for radio and television. Florida National Bank, trustee of duPont awards foundation, has split with Washington and Lee University which administered duPonts for 16 years (see page 74), and has been shopping around for another university. Trustee officials were meeting with Dean Edward Barrett of Columbia School of Journalism last week. All that seems missing is approval of Columbia board of trustees.

## Piece of the action

Anticipating possible financial rewards in climbing on fast-rolling educational-TV bandwagon Jerrold Sandler, director of educational radio division, National Association of Educational Broadcasters, has commissioned nationwide survey of educational radio stations. Survey, calculated to win better financing for more than 300 educational radio stations across country, attempts to define services, audience and overall value of specialized area.

*Herman W. Land Associates, New York, commissioned for study, hopes to demonstrate educational radio's service to minorities. Researchers, doing personal and telephone interviews, expect to contact every station in field. Among questions on 25-page questionnaire: "How is your station financed?"*

## Radio music

Is break in sight in three-year-old music-rates impasse between radio stations and American Society of Composers, Authors and Publishers? There were reports last week that, although not confirmed, indicated negotiations had been undertaken by ASCAP and stations, looking toward possible agreement on new rate formula for radio use of ASCAP music. If agreement is reached—and there have been attempts to reach one before—rate-making lawsuit in progress since early 1964 would be terminated.



©Delphi Assoc. Inc., MCMLXIV

A cloud of evil robot eagles is swooping down on your city. They are electronically controlled by vicious villains trying to take over the world. What, oh what, do you do?

Call on Gigantor, the world's mightiest robot! This jet-propelled knight-of-shining-armor makes mincemeat out of evil eagles.

Smashes armies of invading space monsters. Saves your city from villainy . . . and, incidentally, wreaks havoc on your competition!

"GIGANTOR" is a real go-getter . . . running away with kid-show ratings in such key markets as New York, Los Angeles and Chicago. This action-packed half-hour series has

just the mixture of crimebusting and science fiction that today's kids are looking for. Control Gigantor and you control your market! "GIGANTOR!"

Why don't you go get him!

Call, wire or write for

**GIGANTOR**  
52 1/2-hr adventure cartoons

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# WEEK IN BRIEF

ABC and ITT are stunned by Justice Department's 11th-hour request to FCC to reopen merger case and hold hearing with Justice being allowed to participate. Merger critics hail last-minute action. See . . .

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## Broadcasting

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# IN BOSTON OUR NUMBERS UP!

## TO NO. 1

WHAT EVERY MEDIA BUYER SHOULD KNOW ABOUT THE NUMBER ONE TV STATION IN BOSTON: A R B NOVEMBER 1966 "SWEEP" BOOK SHOWS\* . . . WNAC-TV LEADING BOSTON MARKET SIGN-ON TO SIGN-OFF IN TOTAL HOMES AND ADULTS 18-49!

	WNAC-TV	STATION B	STATION C
TOTAL HOMES (¼ Hr. Average)	144,200	139,500	129,400
ADULTS 18-49 (¼ Hr. Average)	111,000	102,600	88,900

\*estimates provided by ARB are subject to qualifications issued by this service. Copies of such qualifications available on request.

NOW YOU'VE GOT OUR NUMBER . . . CALL IT CO 6-0800

## WNAC-TV

21 BROOKLINE AVE., BOSTON, MASS. 02215



RKO GENERAL BROADCASTING, National Sales

**CHICAGO**  
Tribune Tower  
527-5300

**LOS ANGELES**  
129 N. Vermont Ave.  
387-4238

**NEW YORK**  
1440 Broadway  
LOngacre 4-8000

**SAN FRANCISCO**  
415 Bush Street  
YUkon 2-9200

BOWMAR LOWRANCE & ASSOCIATES

**ATLANTA**  
710 Peachtree St., N.E.  
TRinity 6-6776

**DALLAS**  
4466 First Nat'l. Bank Bldg.  
Riverside 2-8206



## Ceiling is lifted on radio time standards

### BUT MUST JUSTIFY EXCEEDING 18-MINUTE LEVEL

National Association of Broadcasters radio code took top off 18 minutes-per-hour commercial ceiling last week and did not put on new limit. Action, which will be put before parent radio board for ratification this week (see page 42), would allow stations to exceed present limit of 18 commercial minutes per hour for "special circumstances" and for "good cause."

Code board's recommendation came late in meeting in Los Angeles. No new ceiling on time standards was set because code board wanted to keep them flexible.

Original proposal, submitted by Howard Bell, director of code authority, would have placed 20-minute top on standards—again for short periods and only under special circumstances.

Bell proposal was developed after code authority felt it was being boxed in by FCC, which had said commission would accept over 18 minutes of commercial time if broadcaster could show good reason. On this subject Mr. Bell had recently met with FCC Chairman

Rosel Hyde (CLOSED CIRCUIT, Jan. 16) and was told FCC will want good reason before granting exemptions.

Mr. Bell said code board's recommendation should not be construed as opening doors to across-board increases in commercial time. It does not mean "letting down of the barriers," he said.

Proposed language reads: "The amount of time to be used for advertising should not exceed 18 minutes within any clock hour. The code authority, however, for good cause may approve advertising exceeding the above time standard for special circumstances."

In discussion of personal product advertising, code board did not make any recommendations, but left to Mr. Bell decision whether cautionary statement should be required on such advertising. Federal Trade Commission three weeks ago charged American Home Products' Preparation H hemorrhoid remedy is not cure as advertised, although FTC acknowledged it does have some therapeutic value (BROADCASTING, Jan. 16, 9).

## Tinker leaving NBC; is returning to West Coast

Grant Tinker, second in command at NBC in programing area, is resigning from network to return to West Coast. Disclosure of Mr. Tinker's decision was made late Friday (Jan. 20), NBC spokesmen noting that Mr. Tinker desired to return to West Coast and that he was expected to leave network at time that was mutually agreeable. Mr. Tinker is expected to continue with network for another month, possibly two, it was said.

Mr. Tinker had been agency programmer (Benton & Bowles and McCann-Erickson), returned to NBC (where he had begun in 1950) in late 1961 in programing and in August 1962 was sent to West Coast where he became programing vice president for NBC there. In June 1966, he was appointed vice president in charge of programs in New York, reporting to Mort Werner, vice president in charge of programs and talent. Mr. Tinker said Friday he hopes to be engaged in production capacity in Hollywood.

## Dragon toy for La Choy

La Choy Food Products, Archbold, Ohio, end of month starts biggest advertising-merchandising campaign in firm's 47-year history tied to dragon toy created by Muppets Inc., New York.

Color TV spots and radio spots in all major markets will be used plus co-sponsorship of *Girl From U.N.C.L.E.* on NBC-TV starting Jan. 31. Campbell-Mithun, Chicago, is agency.

## MNA's give CBS leg up on Super Bowl viewers

Latest ratings scorecard on Super Bowl telecast, available in Multiple-Market Nielsen report Friday (Jan. 20), put NBC-TV two rating points behind CBS-TV, as compared to seven points difference in national Arbitron averages (see page 64).

MNA's gave CBS-TV 20.8 rating, 38 share to NBC-TV's 18.7 rating, 34 share. Daytime MNA's, covering 27 major markets, indicated CBS-TV had 53% and NBC-TV 47% of total homes tuned to 4-7 p.m. telecast. Pre-game

(3:30-4 p.m.) and post-game (7-7:30 p.m.), each a two-network pickup, showed CBS-TV with 20.0 rating, NBC-TV with 10.4 rating on first and CBS-TV with 15.1 rating and NBC-TV with 13.3 rating on second.

In 2:30-3:30 p.m. period preceding Super Bowl, CBS-TV with Harlem Globetrotters basketball special had 22.0 rating, and NBC-TV with roundtable football special had 8.4 rating.

## Signs 10-year soccer deal

Soccer is world's biggest spectator sport outside U. S. and will be popular here too with proper exposure, Ben Berentson, vice president-general manager, WGN-TV Chicago, said Friday (Jan. 20), in announcing 10-year contract with Chicago Spurs of National Soccer League. Both home and away games will be aired starting in April.

## Show hand, ITT-ABC ask antitrust chief

ABC and International Telephone & Telegraph Corp. have asked Justice Department to supply them with information it says it relied on in requesting FCC to reconsider order approving their merger (see page 27).

ABC and ITT, in letter delivered to department's antitrust division Friday (Jan. 20), asked that requested data be supplied by close of business Tuesday, since they intend to file opposition to request for reconsideration by Thursday.

Commission order became effective Friday. But parties told commission they would not consummate merger before Feb. 2. Commission spokesman said it's "anticipated" that agency will be able to consider request for reconsideration in intervening period.

Companies, in letter addressed to

## ABC stock inches up

ABC stock, which fell 14¾ points to 79 Thursday on news that merger with ITT might be delayed (see page 27), rallied slightly Friday (Jan. 20) to finish week's trading at 80. ITT stock closed Friday at 80½. Previous day it had gained 1½ to 80½.

antitrust division chief Donald F. Turner, specifically requested documents obtained from third parties and relied on to support assertions that merger removes ITT as possible competitor of existing networks, both as broadcaster and as operator of extensive CATV networks, and that it might eliminate ITT as independent source of new technology.

They also asked for documents underlying claim that ABC's need for funds was not motivating factor for merger and that ITT expects to withdraw sums from ABC rather than contribute to its growth.

Companies asked Mr. Turner to describe all information in his possession used to support claims but which is not in documentary form. They also asked him to specify whether information was obtained before or after Dec. 20. That is date on which Mr. Turner wrote commission stating that anticompetitive consequences might flow from proposed merger.

Justice Department's action requesting reconsideration of merger, meanwhile, continued to draw reaction. Representative Silvio Conte (R-Mass.) wired FCC Chairman Rosel H. Hyde urging commission to grant hearing that department has requested. He said favorable action on petition is "essential to restore public confidence in commission's discharge of [its] responsibilities. . . ."

Representative Conte has asked House Small Business Committee, of which he is member, to investigate commission's handling of case.

American Civil Liberties Union commended Justice Department's move to delay merger but without taking position on merits of case.

## Count all-channel sets only

Television rating surveys for UHF television stations to be comparative should cover only all-channel homes in market, Sterling C. (Red) Quinlan, president-general manager, WFLD(TV) Chicago, said Friday (Jan. 20) in announcing station has ordered special all-channel studies from A. C. Nielsen

Co. and American Research Bureau.

He reported WFLD in special all-channel survey of Jan. 18 all-star hockey game in color from Montreal came up with 11 rating, 13 share and 139,000 homes.

Study was based on 74% completion of 674 calls to all-channel homes during game. WFLD also showed up in new regular Nielsen there (see page 50).

## GWB acquires Sunset lot from Paramount Pictures

Contract for purchase by Golden West Broadcasters of Paramount Pictures' Sunset studio in Hollywood has been signed.

Purchase price was reportedly between \$6 million and \$7 million. Agreement was reached after extensive negotiations between two companies (BROADCASTING, Dec. 12, 1966).

Unaffected by deal is Paramount's main studio on Marathon Street, Hollywood, which will continue to be hub of company's motion picture and TV production.

KTLA(TV) Los Angeles, owned by Golden West, is at Sunset studio property. Golden West also has rented one of seven sound studios on lot for last several years. Other studios are used for television production on rental basis.

Golden West plans to consolidate all its activities at 10-acre Sunset lot, which includes large office building. It will move KMPC there, as well as headquarters of group operation, which includes KSFO San Francisco, KEX Portland, Ore., and KVI Seattle.

Other Golden West divisions: Major Market Radio (station representative), Golden West Baseball Co. (California Angels), Airwatch-Sigalert Inc., and GWB Advertising and Promotion.

Principal Golden West stockholder, Gene Autry, is major stockholder in KOOL-AM-FM-TV Phoenix and KOLD-AM-FM-TV Tucson, both Arizona.

## Takes full sponsorship

Xerox Corp., Rochester, N. Y., through Papert, Koenig & Lois Inc., New York, will fully sponsor CBS-TV's eight-week *Children's Film Festival* series starting Feb. 5 (Sundays, 4-5 p.m.).

## Buys third of 'Guys'

Sylvania Electric Products Inc. announced Friday (Jan. 20) it has signed for one-third sponsorship of *Guys and Dolls* on ABC-TV on Feb. 8 (8-11

p.m.), Sylvania's participation in motion picture, in addition to full sponsorship of future TV specials, is part of new advertising image that Tatham-Laird & Kudner has created for General Telephone and Electronics Corp.'s "Family of Companies" (Sylvania is GT&E subsidiary).

Earlier last week, GT&E announced it has set advertising budget of \$18 million for 1967, of which more than \$3 million is expected to be allocated for television.

## Filmex forms Tapex

Filmex Inc., New York, has formed new division, Tapex Inc., to produce video tape commercials, according to announcement today (Jan. 23) by Robert I. Bergmann, Filmex president.

Herb Horton, producer-director with MGM-Videotape Center from 1962 to 1966, has been appointed vice president and director of Tapex Inc. Tapex is using latest electronic equipment, including Plumbicon color cameras and high speed recorders, to produce taped commercials, according to Mr. Bergmann. New company, he said, already has produced spots for Coca-Cola (Sprite) and Agency for International Development.

## Taps new agency

Pioneer Savings and Loan Association, Los Angeles, which last week dropped Compton Advertising Inc., appointed Friday (Jan. 20) newly-formed agency, Kabaker-Gregory Inc., to take over its \$500,000 advertising account.

Pioneer uses television and radio along with outdoor and transit advertising. Principals of new agency are Alvin Kabaker, for 10 years senior vice president and general manager of Compton's western division, and Frank Gregory, account executive for Compton last three years.

## John Runyon dies

John W. Runyon, 79, chairman of Times Herald Printing Co. and president-publisher of *Dallas Times Herald* (KRLD-AM-FM-TV) died early Friday (Jan. 20) following brief illness. He is survived by his widow and one son, John William. Funeral services were to be held Monday.

Mr. Runyon was both publisher and broadcaster and attended many national and regional broadcasting conventions. He had been with Times Herald organization for 55 years, beginning as display advertising collector. He was a substantial stockholder in Times Herald corporation.

## Goldin going to BU

H. H. Goldin, executive secretary of Carnegie Commission on Educational TV and former economics chief of FCC's Broadcast Bureau, becomes associate professor of Schools of Public Communications at Boston University next month. Carnegie Commission completes its work this week with release of its report (CLOSED CIRCUIT, page 5).



**He was just another ad manager until he found out about the CBS Owned radio stations.**

And they came through, like they always do, with true listener involvement.  
And that makes a better showcase for commercials than the best background music ever recorded.  
Maybe you'd better find out about audience involvement radio too.

**THE CBS OWNED RADIO STATIONS**  
*Audience Involvement Radio*

WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco.  
Represented by CBS Radio Spot Sales.

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HOMES...  
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19% MORE WOMEN...  
26.6% MORE ADULTS  
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stations combined



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# Jerrold solid- state catv equipment

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GO FIRST-CLASS WITH THE LEADER.

# JERROLD

CATV Systems Division  
JERROLD ELECTRONICS  
CORPORATION  
401 Walnut St.  
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OVER 15 YEARS' CATV EXPERIENCE

## DATEBOOK

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

■Indicates first or revised listing.

### JANUARY

Jan. 23—Business meeting, Illinois-Indiana Cable TV Association, Ramada Inn, Terre Haute, Ind.

Jan. 23-27—National Association of Broadcasters joint board meeting, Continental Hilton, Mexico City.

Jan. 24-26—22d Georgia Radio-TV Institute sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Representative Horace Kornegay (D-N. C.); Fred Friendly, professor of journalism, Columbia University; Roger Peterson, ABC News, New York; Admiral Wallace McDonald, chief of Naval Operations, and Mrs. Krin Crawford Holzhauser, president-elect of American Women in Radio and Television, University of Georgia, Athens.

■Jan 24-March 7—Exhibition of the advertising and graphics of the corporate advertising department of Metromedia Inc. sponsored by The Composing Room Inc. Gallery 303, New York.

Jan. 25—Deadline extended for U.S. entries in the American TV Commercials Festival. Competition is open to all commercials introduced during 1966, and judging will be by 10 regional panels of advertising executives. Entry forms are available from the festival office, 6 West 57 Street, New York 10019.

Jan. 25 — Board of directors meeting, Institute of Broadcast Financial Management, Americana hotel, New York.

Jan. 26—First annual dinner dance of Pacific Pioneer Broadcasters, featuring installation of officers, Beverly Hilton hotel, Beverly Hills, Calif.

Jan. 26-28—Annual winter convention and election of officers of South Carolina Broadcasters Association. Speakers include George Smith, chief, FCC Broadcast Bureau, Hotel Wade Hampton, Columbia.

Jan. 26-29—Meeting of the board of directors of the American Women in Radio and Television, Century Plaza hotel, Los Angeles.

Jan. 27—Annual awards dinner of the UPI Broadcasters Association of Massachusetts, Sheraton-Boston hotel, Boston.

Jan. 27-28—Technical conference on color television broadcasting sponsored by the Detroit, Toronto, Rochester (N.Y.) and Chicago sections of the Society of Motion Picture & Television Engineers in cooperation with the University of Michigan, Rackham Memorial Building, Detroit. For further information contact Howard W. Town, NET Inc., 2715 Packard Road, Ann Arbor, Mich.

Jan. 27-29 — Midwinter conference of the Advertising Association of the West, Sahara hotel, Las Vegas.

■Jan. 29-31—Meeting of the Eastern Educational Network, Mayflower hotel, Washington.

Jan. 30-Feb. 2—24th annual convention of the National Religious Broadcasters. Speakers include Paul Comstock, vice president for government affairs of the National Association of Broadcasters, Palmer House, Chicago.

■Jan. 30-Feb. 4—National Cable TV Week.

■Jan 31—Entry deadline for international award and station award, sponsored by National Academy of Television Arts and Sciences. Winners will be announced at the 1966 Emmy Awards in the spring.

### FEBRUARY

Feb. 1—Deadline for 1966 entries, including radio and TV, in the George Folk Memorial

Awards sponsored by the department of journalism, Long Island University. Applicants send letters containing background descriptions. Radio and TV program entries require disk, sound tape or film supplemented when possible with scripts. Material should be submitted to Professor Jacob H. Jaffee, curator of the awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 33d annual Headliner Awards for outstanding achievement in news reporting and writing, news photography, feature writing and pictures, and radio and television reporting sponsored by the National Headliners Club. Awards are included for broadcast editorials and public service by a station or network. For rules, regulations and entry blanks write: Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City 08401.

Feb. 1—Deadline for entries for the 35th annual Sigma Delta Chi Distinguished Service Awards. Entries may be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained by writing to Sigma Delta Chi, 35 E. Wacker Drive, Chicago 60601.

Feb. 1—Deadline for receipt of entries for 1966 Medical Journalism Awards sponsored by the American Medical Association. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn Street, Chicago 60610.

Feb. 1—Meeting, Alabama CATV Association, Guest House, Birmingham.

Feb. 1 — Winter meeting of the South Dakota Broadcasters Association, Holiday Inn, Pierre.

Feb. 1 — Annual meeting of stockholders of Warner Bros. Pictures Inc. to elect five directors and to transact other business, 100 West 10th St., Wilmington, Del.

■Feb. 1—New York Television Academy forum on "television's movie-style marriage." Critics panel includes Cleveland Amory and Judith Crist; Mike Dann, CBS programming senior vice president; producers Martin Ransohoff and David Susskind; and star James Mason. Forum is preceded by special screening of "Hall of Kings," an ABC-TV documentary-drama on Westminster Abbey, New York Hilton hotel, New York.

Feb. 2—Annual winter convention of Michigan Association of Broadcasters, Jack Tar hotel, Lansing.

Feb. 2—Annual winter meeting and election of officers of Wisconsin Broadcasters Association, Park Motor Inn, Madison.

Feb. 2—Annual meeting of the Minnesota AP Broadcasters Association, Minneapolis.

Feb. 3-4—19th annual radio-TV news seminar sponsored by the Northwest Broadcast News Association and the school of journalism and mass communication, University of Minnesota. Speakers include Bruce Dennis, WGN-TV Chicago and president, Radio-Television News Directors Association; Dr. Donald Gillmor, author of "Free Press and Fair Trial;" and Wisconsin attorney general Bronson La Follette, University of Minnesota, Minneapolis.

Feb. 6-7 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau, Vancouver, B.C.

Feb. 6-8—Meeting of National Community Television Association board of directors, Jack Tar hotel, Clearwater, Fla.

■Feb. 6-8—Ninth annual conference on advertising/government relations sponsored by



## Dagwood, if your ratings weren't so high, we'd leave you there.

Poor Bumstead. He's become famous for never doing anything right. Now the ratings are out. How is he going to explain the fact that he's made **BLONDIE** a big success in major markets against major competition?

As a matter of fact, how will the competition explain it?

It looks like Bumstead just plain outsmarted himself this time. In Portland, for instance, **BLONDIE** outdistanced Merv Griffin by almost two-to-one, with a 48 share.

In Greenville-Spartanburg, **BLONDIE** averaged 3,000 more adults than the competing Griffin.

In Chicago, **BLONDIE** proved to be one of the strongest evening shows on WGN, fighting toe-to-toe with top shows like *Daktari*, *Girl from Uncle*, and *Red Skelton*.

In Seattle-Tacoma, **BLONDIE** pulls the top audience of young women (18-34) in her Sunday evening time period.

We're very happy that **BLONDIE** has done so well. But the ratings have only proved what we've been saying all along: **BLONDIE** is a born winner.

Ask your King Features representative how you can live it up with **BLONDIE**.

Source of Rating Information: ARB, November, 1966

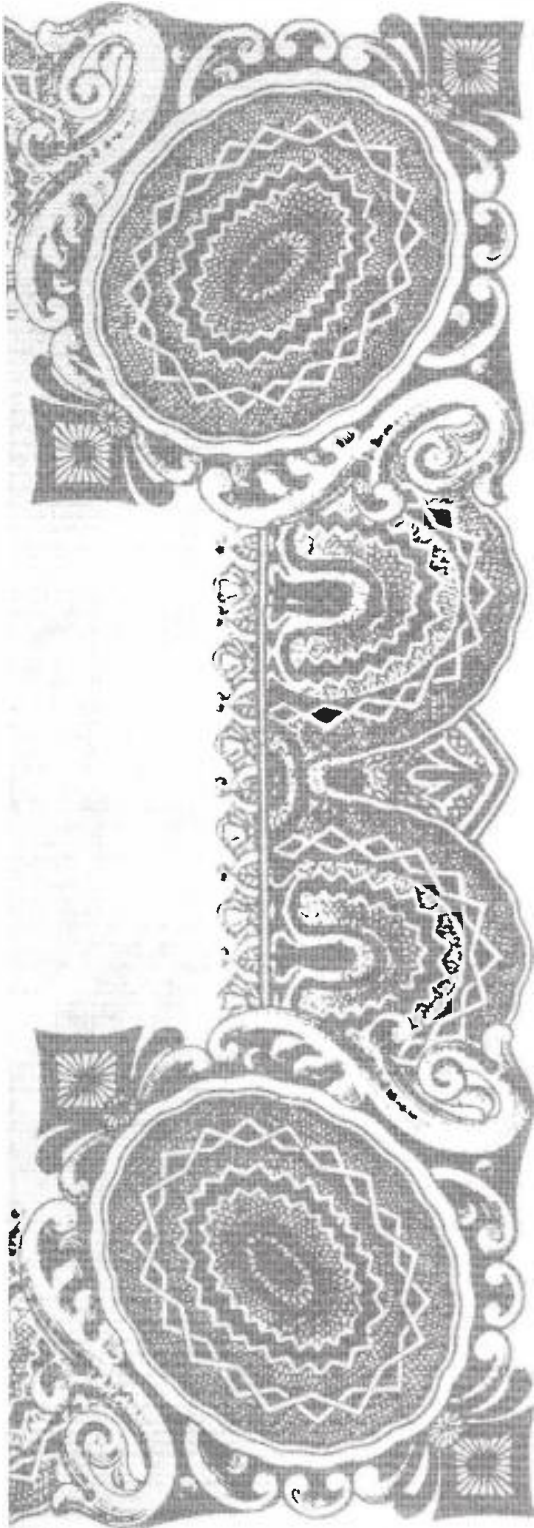
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West: Maurie Gresham 213-769-0232  
East: Ted Rosenberg 212-682-5600



**OF  
AWARDS  
AND  
REWARDS**



In 1966, National Broadcasting Company programs and the people associated with them received 175 awards and citations—more than any other broadcasting company.

It was also more than we had won in any previous year. Naturally, we find this most rewarding.

Equally as gratifying is the fact that these awards to NBC television and radio underscore the diversity of our programming. The year's honors recognized every category on our wide-range schedule, with awards going to NBC's special news and entertainment programs, as well as regularly scheduled news, religious, educational and entertainment series.

We value these tributes. May we add that no matter how many awards we take, we will never take them for granted.



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the American Advertising Federation. Speakers include Secretary of Commerce John Connor; Secretary of the Treasury Henry H. Fowler; W. Averell Harriman, U.S. ambassador-at-large. Shoreham hotel, Washington.

■Feb. 6-10—Program meeting sponsored by CBS Owned Radio Stations, exploring new trend in talk radio. Desi Arnaz Indian Wells hotel, Palm Desert, Calif.

■Feb. 7—Annual meeting of stockholders of Columbia Pictures Corp. Studios of EUE/Screen Gems, New York.

Feb. 10—Luncheon of the Western States Advertising Agencies Association and presentation of association's "Man of the Year" award. Ambassador hotel, Los Angeles.

■Feb. 10—Entry deadline for the 28th annual Overseas Press Club awards for excellence in foreign journalism during 1966. Nominations are sought from individuals, periodicals, wire services and broadcasters. Information and entry blanks should be addressed to Awards Chairman, Overseas Press Club, 54 West 40th Street, New York 10018.

Feb. 13—Mike Award dinner of Broadcast Pioneers and Broadcasters Foundation, honoring WOR New York. Hotel Pierre, New York.

Feb. 13—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

Feb. 15 — Deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Feb. 16—Radio workshop sponsored by the Radio Advertising Bureau and the Association of National Advertisers. St. Regis hotel, New York.

Feb. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Waslewski, National Association of Broadcasters president. White Winrock motel, Albuquerque.

Feb. 17-19—Fifteenth annual meeting of the New England chapter of the American Women in Radio and Television. Hotel Statler-Hilton, Boston.

Feb. 21-23—Twentieth annual conference of the Western Radio and Television Association. Disneyland hotel, Anaheim, Calif.

Feb. 21-22—Meeting of National Association of Broadcasters television code board. Camelback Inn, Scottsdale, Ariz.

Feb. 23—Annual stockholders meeting of Metro-Goldwyn-Mayer. Lowes State Theater, New York.

Feb. 28—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

**MARCH**

March 1-3—Annual National Association of Broadcasters state presidents conference Sheraton-Park hotel, Washington.

■March 2-4—Southern states conference (Region II) of the National Association of Educational Broadcasters. Disneyland hotel, Anaheim, Calif.

■March 5-7—Second national conference on long-range financing of educational television sponsored by the Educational Television Stations division of the National Association of Educational Broadcasters. Statler Hilton hotel, Washington.

March 6-7—Executive committee, National Community Television Association. Madison hotel, Washington.

■March 7—Special hearing on a space satel-

lite system by the Board of Broadcast Governors. Ottawa.

March 9—International Radio and Television Society awards its Gold Medal for 1967 to Robert W. Sarnoff, RCA president, Waldorf-Astoria hotel, New York.

March 9-10—Annual spring convention of Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

■March 13-14—Annual meeting of NBC television affiliates and NBC officials. Beverly Hilton hotel, Beverly Hills, Calif.

■March 15—New deadline for comments in FCC inquiry to amend commission rules to reallocate frequency bands 450.5-451 and 455.5-456 mc to land mobile use in general (other than remote pickup) and to reduce to 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

March 17—Annual spring meeting of Indiana Broadcasters Association. Marriott hotel, Indianapolis.

March 25—Deadline for entries for awards for the best use of radio, television and film productions to make known on-going programs in library radio-television-film public relations, sponsored by the American Library Association. Five awards will be offered: radio spot, radio program, television spot, television program, and film. Rules and entry blanks may be obtained from, and entries should be submitted to: Miss Kathleen Molz, c/o Television Information Office, 745 Fifth Avenue, New York 10022.

■Mar. 27—Deadline for national awards entries from members of National Academy of Television Arts and Sciences and from television producers. Winners will be announced at the 1966 Emmy Awards in the spring.

■March 27—New deadline for reply comments in FCC inquiry to amend commission rules to reallocate frequency bands 450.5-451 and 455.5-456 mc to land-mobile use in general (other than remote pickup) and to reduce to 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

March 31—Deadline for comments in FCC inquiry into possibilities of using radio for the promotion of highway safety. The commission has urged that the comments be tendered on the broadest possible basis.

■Mar. 31—Entry deadline for annual awards competition for outstanding public-service journalistic achievements, sponsored by Deadline Club of New York. Entries may be submitted from daily newspapers, wire services, radio and television stations in the New York metropolitan area. Entry forms and additional details may be obtained from Robert McDevitt, Deadline Club Awards, Arthur Young & Co., 277 Park Avenue, New York 10017.

**APRIL**

April 2-5—Forty-fifth annual convention of National Association of Broadcasters. Conrad Hilton, Chicago.

April 2-5—Annual convention of the Television Film Exhibit organization. Conrad Hilton hotel, Chicago.

■April 3—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

April 7-8—Meeting of the Alabama AP Broadcasters Association. Carriage Inn motor hotel, Huntsville.

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 45th Street, New York 36. Telephone PLaza 7-0695.

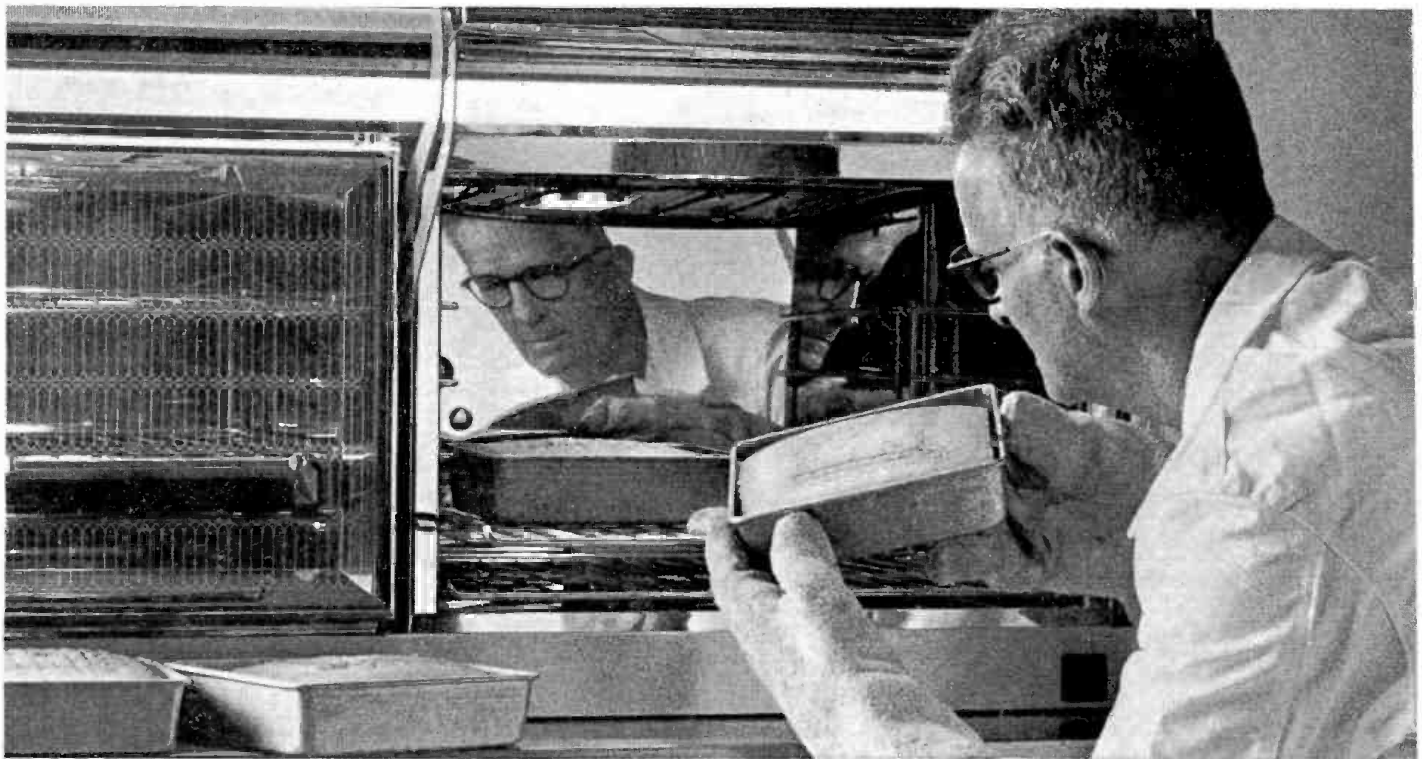
■April 10—Annual meeting of stockholders of Wometco Enterprises Inc. Miami.

■Indicates first or revised listing.





## Youthful chef for the outdoor set now cooks up some answers for GM's Frigidaire



Dawn was breaking over Buckeye Lake in the summer of 1920. Over a campfire the tantalizing aroma of breakfast was in the air. And breakfast was the responsibility of young Lawrence Howdysell, top cook in the troop.

It was at Buckeye Lake that "Howdy" developed his talent for cooking that paid off in later years when he became a range and oven-

tester at the Frigidaire Division of General Motors in Dayton, Ohio.

Now, "Howdy" bakes cakes and broils steaks—he cooks both fast and slow, with heats high and low, to test the performance of Frigidaire ovens and ranges. "Howdy" is one of the housewife's representatives at the factory, searching for anything that might cause complaints in the kitchen.

He started with Frigidaire in 1931 as an inspector of refrigerators, but for the past 13 years has devoted full time to testing ranges.

"Howdy" and men like him play an important part in the development of Frigidaire ranges. We're glad he's cooking for Frigidaire. His experiments in the test kitchens can make any housewife a better cook.

**General Motors is people making better things for you.**





## "I'LL SUE YOU!"

Maybe you thought he was "just bluffing," when he stormed out of your office. But when you are hauled into court in a time-wasting suit, you find he meant it. And if the verdict goes against you, it can cost you thousands. Remember, many juries just don't understand.

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April 15—National convention of the eastern section of the Intercollegiate Broadcasting System. Bronx campus of New York University, New York.

April 15-16—Annual national convention of the western section of the Intercollegiate Broadcasting System. University of California, Berkeley.

April 16-18—Annual meeting, Southern CATV Association. Grove Park Inn, Asheville, N.C.

April 16-18—Meeting of National Educational Television. Statler Hilton hotel, New York.

April 16-25—Fifteenth Cine-Meeting of the International Film, TV-film and Documentary Market (MIFED). Milan, Italy. Information may be obtained from MIFED Largo Domodossola 1 Milano, Italy.

April 18-20—Fifth instructional radio television conference sponsored by the instructional division of the National Association of Education Broadcasters, the Electronics Industries Association and the Educational Media Council. Biltmore hotel, New York.

April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Penn Garden hotel, New York.

April 20—Peabody Awards Luncheon. Hotel Pierre, New York.

April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Maverick hotel, Bend.

April 20-23—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.

April 24-27—32d national convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Hollywood.

### MAY

May 2-3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherril Taylor, vice president for radio of National Association of Broadcasters. University of Missouri, Columbia.

May 3-7—16th annual national convention of the American Women in Radio and Television. Marriott hotel, Atlanta.

May 4-6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, general counsel of National Association of Broadcasters. Ramada Inn, Topeka.

May 5—Annual breakfast of the UPI Broadcasters of Kansas. Ramada Inn, Topeka.

May 6—Distinguished Service Awards Banquet sponsored by Sigma Delta Chi. San Francisco.

May 8-9—Executive committee meeting, National Community Television Association. Madison hotel, Washington.

May 8-10—Annual spring meeting of Kentucky Broadcasters Association. Stauffer's Inn, Louisville.

May 16-19—Annual convention and trade show, National Community Antenna Television Association of Canada. Chantecler hotel, Ste. Adele (Montreal).

May 17-19—Annual spring meeting of Illinois Broadcasters Association. St. Nicholas hotel, Springfield.

May 17-20—Annual spring convention of Montana Broadcasters Association. Finlen hotel, Butte.

May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees. Ottawa.

May 22-26—5th International Television Symposium. Speakers include Federal Councillor R. Gnagi, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Carousel Inn, Cincinnati.

May 25-27—Annual spring meeting of the Pennsylvania News Broadcasters Association. Marriott motor hotel, Philadelphia.

### JUNE

June 8-10—Annual spring meeting of the South Dakota Broadcasters Association. Madison.

June 9-10—Annual spring meeting of North Dakota Broadcasters Association. Edgewater Inn, Detroit Lakes.

June 11-14—Annual summer meeting of Florida Association of Broadcasters. Americana hotel, Miami Beach.

June 11-14—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include Vincent Waslewski, president of National Association of Broadcasters. Rivera hotel, Las Vegas, Nev.

June 12-14—Third International Conference on Communications sponsored by the Institute of Electrical and Electronics Engineers. Minneapolis.

June 13-14—Annual spring meeting of North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

June 14-16—Annual spring meeting and election of officers of Virginia Association of Broadcasters. Marriott Twin Bridges motel, Arlington.

June 17-21—32d annual summer convention and engineering conference of Georgia Association of Broadcasters. Holiday Inn, Callaway Gardens.

June 22-24—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehoboth Beach, Del.

June 24-29—64th annual convention of the Advertising Association of the West. Lafayette hotel, Long Beach, Calif.

June 25-28—Consumer Electronics Show sponsored by the Electronic Industries Association. Americana and New York Hilton hotels, New York.

June 25-29—Annual convention and board of directors meetings, National Community Television Association. Palmer House, Chicago.

June 25-July 1—First radio, television and film festival and seminar sponsored by the public relations section of the American Library Association. San Francisco.

June 30—Entry deadline for Albert Lasker Medical Journalism Awards for articles and broadcasts published or televised in 1966 which pertain to the improvement of health and the prolongation of life through medical research. Entry blanks may be obtained from, and entries must be submitted to, the Albert and Mary Lasker Foundation, 866 United Nations Plaza, Suite 10E, New York 10017.

June 30-July 2—Annual summer meeting of Wisconsin Broadcasters Association. Leatham Smith Lodge, Sturgeon Bay.

### JULY

July 16-18—Annual summer meeting of Idaho Broadcasters Association. Shored Lodge, McCall.

### AUGUST

Aug. 13-17—Second Intersociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

### SEPTEMBER

Sept. 12-16—Annual convention of Radio-Television News Directors Association. Royal York hotel, Toronto.

■Indicates first or revised listing.



The creative excellence of KTUL-TV's color documentary, "The Five Civilized Tribes: An Unfinished Journey" won for KTUL-TV the industry's most coveted distinction, the Edward R. Murrow Award . . . "In recognition of distinguished achievement in television documentary reporting". KTUL-TV's News Director, Jack Morris, and his staff, researched and were in production for seven months to



produce this hour-long, color special documenting the plight of the American Indian. The beauty and authenticity of "The Five Civilized Tribes: An Unfinished Journey" drew praise from governmental officials, Indian leaders and thousands of viewers in the Channel 8 coverage area. KTUL-TV and Griffin-Leake TV, Inc., are grateful for this recognition.

Part of the team that made it possible: Photographer Harold (Red) Statum, right; and Scriptwriter Bob Gregory, left.

## "The Five Civilized Tribes" - Edward R. Murrow award winner



KTUL-TV  TULSA  A Griffin-Leake TV Station



## "It's good business to help colleges"

"The greatness of America stems importantly from our many fine educational institutions, and industry is critically dependent on their graduates.

"The du Pont Company hires a large number of college graduates each year. As these employees gain business knowledge and experience, they supply tomorrow's need for managers and leaders of our Company.

"In 1966 we will grant \$2,200,000 to 213 colleges and universities in all parts of the nation to help them educate leaders of the future. This represents the largest grant in the 48-year history of the du Pont Company's Aid-to-Education program."

**Lamont du Pont Copeland, President,  
E. I. du Pont de Nemours & Co. (Inc.)**

A major problem in the education of students is rising costs. If companies wish to insure the availability of college talent, they must help support colleges with financial aid.



**SPECIAL TO CORPORATE OFFICERS**—A new booklet of particular interest if your company has not yet established an aid-to-education program. Write for: "How to Aid Education—and Yourself", Box 36, Times Square Station, New York, N. Y. 10036

## COLLEGE IS BUSINESS' BEST FRIEND

Published as a public service in cooperation with The Advertising Council and the Council for Financial Aid to Education



## OPEN MIKE ®

### Support for plaque

EDITOR: I heartily subscribe to your recommendation that somewhere in the new NAB headquarters building there be a plaque dedicated to Harold Hough, "Dean of American Broadcasters."

As you say, his wisdom and wit were brought to bear in every early crisis the industry faced, from its birth pains through the days of adolescence and early adulthood. The present crowd enjoy the inheritance he and a handful of broadcast pioneers bequeathed them.

It was my privilege to work with him closely in the early days of NAB's first formation under a paid professional staff, and earlier from WSM Nashville in the days of the Clear Channel Broadcasting Service. He was, indeed, a special person and his special kind of place is irreplaceable.—*Edward M. Kirby, director of public relations, United Service Organizations Inc., New York.*

(BROADCASTING's Jan. 9 issue carried Mr. Hough's obituary and an editorial urging suitable commemoration by the NAB.)

### Report vouched for

EDITOR: A bouquet of flowers should go to the Foundation for Character Education, Boston, for their report on children's programs (BROADCASTING, Jan. 9).

Unfortunately, their findings are all too true. For years I have tried to interest TV stations in a "doing-type program," but they all say it won't pay. Does every program have to make money? Even if it has thousands of viewers?

Children are part of the public today and buyers of tomorrow.—*Bill Cook, Sanford, N.C.*

### Hot off the presses

EDITOR: I am told by the Pennsylvania Association of Broadcasters that your YEARBOOK is published in January of each year and the purpose of this letter is to ask that you send me the 1967 issue when it is available.—*Richard Omohundro, public relations director, Pennsylvania Bankers Association, Harrisburg, Pa.*

EDITOR: Would you please send me the 1967 edition of the BROADCASTING YEARBOOK when it is available—*George Schott, communications specialist, Merck & Co., Rahway, N. J.*

(Copies are now being shipped. Orders for copies, at \$5 each, will be processed promptly if addressed to Circulation Department, BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.)

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BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcasting Advertising\* was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
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## This Little Piggy Went To Market...



And now it's causing big problems for advertisers, agencies and TV stations.

Currently, an increasingly large number of all Spot TV minutes take the form of piggybacks. The biggest users are the multiple product advertisers who spend over 60 per cent of all Spot TV dollars. Today, many of them are having second thoughts. They're finding that the forced marriage of two products into a single announcement makes for less-than-ideal advertising campaigns.

### Some of the Drawbacks

The joined brands often have incompatible requirements of campaign strategy, market selection, budget size, seasonal emphasis and type of audience. Efficiency is further reduced by the complicated job of putting piggybacks together and keeping track of them as mates. Brand managers of products using piggyback campaigns often are handicapped in controlling their own brands. And advertising agencies are finding the coordination of piggyback commercials time-consuming, cumbersome and costly.

The solution to the piggyback problem,

Katz Television suggests, is to substitute individual 30-second announcements for piggyback minutes. During the transitional period, while advertisers are making necessary adjustments, we suggest that stations continue to offer advertisers the option of buying minutes for combined brands.

### Some of the Advantages

A separate 30-second rate will return Spot TV's flexibility to advertisers. It will give all advertisers, big and small, new opportunities to use Spot television. Each brand of a multiple product advertiser will be able to run its own Spot campaign without the encumbrance of a shot-gun marriage. Advertisers, without a number of brands to pair up in one commercial, will have a broader opportunity to use Spot TV. Advertising agencies will be relieved of the servicing problems created by piggybacks.

### Unavoidable Problems

*Any such change in industry practice is bound to raise different problems in different markets for both advertisers and stations. But Katz Television believes these problems can be worked out market by market, station by station. Any initial difficulties will be more than offset by the increased opportunities, flexibility and efficiency 30-second announcements offer advertisers.*

It is our conviction that the entire industry will benefit if TV's little piggies were to leave the market and stay home. We know that many advertisers, agencies and stations agree.



**Katz Television**

Station Representatives

666 Fifth Avenue / New York, New York 10019

# MONDAY MEMO

from HERBERT ZELTNER, Needham, Harper & Steers, New York

## Time, gentlemen

The general limits of commercial time in American broadcasting have been established through custom and formalized in the provisions of the voluntary National Association of Broadcasters' code.

During the golden years of network radio, and for the past 15 years of growth in TV, these guidelines have remained generally unchanged. They appear to be acceptable—at least passively—by the listening or viewing public.

But with growing frequency, the family quarrel in broadcasting and advertising circles over increased levels of "clutter" raises questions about the point at which "nonprogram" intrusions will destroy or minimize the effectiveness of either radio or television.

In television, the problem has boiled up in regard to lengthened station breaks, an added commercial position in selected time periods, and—most recently—as a result of the increased use of shared 30-30 announcements.

But whether commercial time is counted as an amount of elapsed time or as a number of separate and distinct announcements, there is another element which must be taken into account for a truer picture of what the viewer must tolerate as the price of his entertainment.

**Nonprogram Material** ■ This other element contains all the nonprogram content which is clearly not purchased commercial time.

That this other type of intrusion can loom large on the broadcast scene is evident from a special monitoring of three prime-time programs.

The first of these—a recent Sunday night movie on ABC—was scheduled for two hours. The initial subtraction from these 120 minutes of available viewing time is, of course, the 12 minutes available for network advertisers—a total in line with code suggestions. The second withdrawal is for four standard local station breaks, each, in this case, 40 seconds in duration—total: an additional 2 minutes 40 seconds.

At this point, counting purely "sold" time, we have a total of 14 minutes 40 seconds devoted to commercial material or slightly over 12% of total telecast time. As an indication of the degree to which this time is fractioned we note these 14 minutes 40 seconds were made up of 25 different commercial announcements: nine in the first hour; 16 in the second.

But to these totals we must now add

an additional five minutes of non-program material made up of a one-minute "teaser" introduction, four separate network promotion announcements (for a total of 80 seconds) as well as two minutes 40 seconds of credits—most of it containing additional "voice-over" promotion.

Thus the noncommercial clutter elements add another 4% to the loss from program time and—possibly more important—another assortment of potentially distracting elements.

**Not Wanted** ■ In this way we see that close to 20 minutes of a two-hour telecast are made up of elements we assume the viewer did not specifically want, and that something less than 75% of this time was attributable to revenue-producing advertising.

Let us turn to a typical one-hour program, *Big Valley*, again on ABC in prime time. With 60 minutes available for the telecast, six minutes were sold for network advertising—the standard level—and an additional one minute 10 seconds used for local announcements during two station breaks. There were also an additional two minutes five seconds of added clutter: opening titles and credits (one minute); two network promotion announcements (15 seconds), and closing credits with voice-over promotion (50 seconds).

Thus for the one-hour program we have over nine minutes taken from programing for a variety of other material.

The 30-minute program monitored was *Family Affair* on CBS. Within this half-hour, four minutes were utilized for commercial announcements—three network and one local. This full-minute local break, while not typical, is in use by stations at certain times in the prime-time segment.

Be that as it may, an additional minute 20 seconds (introduction, 30 seconds; closing credits, 50 seconds) must be subtracted to determine the true amount of time available for programing. In this case, only 24 minutes and 40 seconds, or 83% of the time, was clearly programing.

We are not suggesting from these few specifics that we may have reached the point of "clutter" saturation. After all, economic pressures are intense. We are also dealing with a remarkably tolerant and passive individual in the TV viewer who has not seen fit to launch a meaningful boycott of the medium at any point during the successive encroachments made on his time in recent years.

But we are suggesting two thoughts for consideration:

■ A critical assessment by network and station management of the "non-sold" clutter units. Could a judicious paring of credits, promos and other announcements help to clean up scheduling without impairing revenues?

■ The development of a truly definitive study—possibly with broad sponsorship by broadcasters and the advertising business—on the subject of viewer reactions toward various scheduling practices. Not so much a polling of opinion on whether people "like" commercials, but how much they tolerate and retain from different types and amounts of scheduling. A provocative possibility here would be a comparison of our present technique of scattered scheduling with the European practice of lumping many commercials—theater style—at one point in the evening.

When we come right down to it, we simply don't know enough about the mechanics of clutter to know when and what to shout about. Some meaningful research certainly looks in order.



Herbert Zeltner, senior vice president-director of marketing services, New York division of Needham, Harper & Steers, is responsible for media, merchandising and research. He joined Needham, Harper & Steers in 1966 after previous service with Procter & Gamble (1952-56) and Lennen & Newell (1956-66). Mr. Zeltner's point of view expressed on this page was being given public circulation last week through Needham, Harper & Steers' marketing services newsletter.



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# PERSPECTIVE

## \* Imitators please copy (if they dare)

Back in 1958, the editors of BROADCASTING produced what was generally acknowledged to be the first meaningful year-end issue ever produced in our business paper field. The secret was that it wasn't a year-ender at all, but appeared in February.

We called it **Perspective** because it did more than deal in glittering generalities reviewing the old and guessing the new as a thumb-sucking exercise. It was a hard-nosed, factual and statistical analysis of what happened in television and radio advertising and marketing in the preceding year—months ahead of the official figures—(we've never been more than a percentage point off). And it was a projection of the year ahead based on a confidential survey and on the expertise of the best brain-stormers in broadcasting and advertising.

Each year since 1958, we have produced our **Perspective** in February, improving with experience. Each year there have been imitators, using variations of our theme, but with not even a feeble attempt to provide the substance, based on months of intensive research and diligent reporting by BROADCASTING's staff of experts in Washington, New York, Chicago and Los Angeles.

**Perspective '67** is now in intensive preparation—has been for weeks. It will be the centerpiece of our issue of Feb. 27. Not a special issue, but a regular issue of special interest to everybody who is anybody in the buying of time, programs, services and gear used in the business of broadcasting.

**Perspective '67**—all 33,000 copies of it—is a must for the broadcaster interested in getting his identity and his availabilities across to the buyers, national and regional, not as a one-shot but as many times as they need to know what happened, where in the year before and what the hot spots are in 1967 A.D.

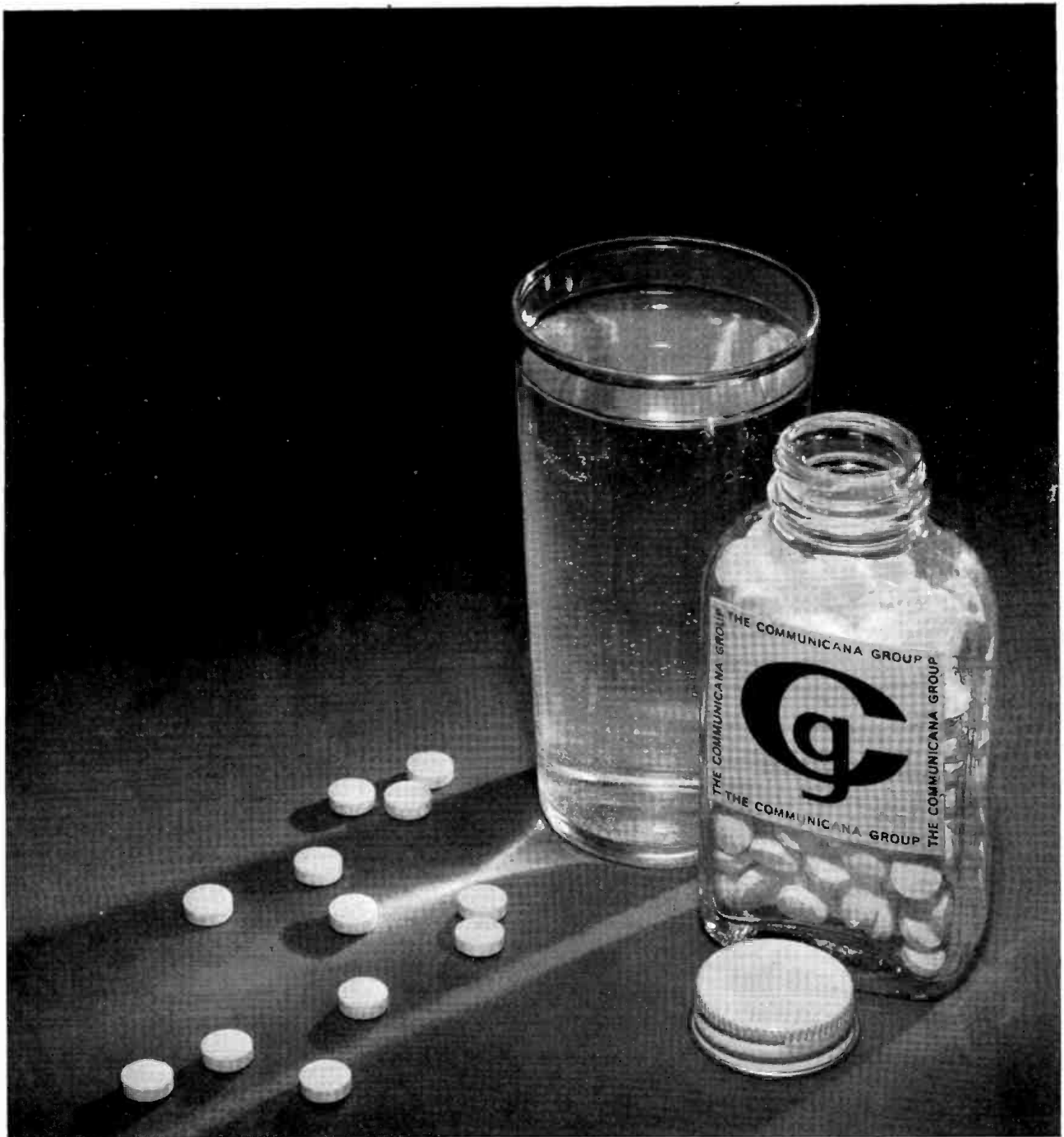


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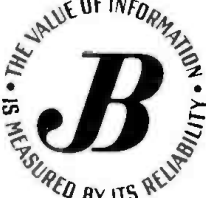
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# Justice move stops the wedding

With ITT and ABC waiting in the wings FCC must decide whether to grant full hearing at which antitrust aspects of merger would be considered

ABC and the International Telephone & Telegraph Corp., whose merger appeared a foregone conclusion last week, are digging in for a grim—but, they hope, fast—battle to keep their plans from coming unglued.

A one-minute-to-midnight crisis blew up around the merger last week when the Justice Department, which has been studying the case for a year, asked the commission to reopen the case and to hold a hearing in which the department would be permitted to participate. It asked that the hearing be held within 60 days.

Justice contended that the commission, which acted on a 4-to-3 vote on Dec. 21, 1966, had failed to consider adequately the anticompetitive aspects of the merger, at least in part because it did not hold an evidentiary hearing. Justice also said its own investigation had uncovered evidence which is not in the commission's record of the case.

**Last-Minute Move** ■ The department filed its papers with the commission shortly before 5 p.m. Wednesday, two days before the order approving the merger was to become effective, and about a week before the parties were to have consummated the merger transaction—the largest ever to come before the commission.

ABC and ITT officials were stunned by the department's action. But they said they will "vigorously" oppose the department's request for reconsideration of the case. And they laid down a proposed timetable of procedural steps that would permit commission action on Justice's petition in a couple of weeks.

The companies informed the commission Thursday that they will respond to Justice's petition by Jan. 26. And they expressed the hope that Justice will be asked to reply to their filing within four days.

They also said that they would not attempt to complete the merger before the close of business on Feb. 2. This announcement, sent to both the commission and Justice, was intended to

eliminate the need for prompt commission action on a Justice Department application for stay of the order approving the merger. (The joint announcement superseded one ABC had issued a few hours earlier in which it said it intended to complete the merger "at the earliest possible moment unless legally prohibited from doing so"—an announcement which had jarred commission officials.)

**Critics Pleased** ■ The department's action cheered a number of members of Congress who have criticized the commission's handling of the case and who have called for a full evidentiary hearing on the merger (see page 30). Specifically at issue are the transfers of ABC's 17 AM, FM and TV stations to

an enlarged ITT in which ABC would be a wholly owned subsidiary.

But there were few knowledgeable people in Washington last week ready to wager on what action the commission will take. As a practical matter, it would be difficult for the commission to ignore the Justice request, particularly in view of the rising congressional interest in the case.

Justice, furthermore, evidently feels strongly about the case. It pointed out that if the commission denies its petition it could file suit in court to nullify the merger on anticompetitive grounds—but avoided saying it would take that option. It might also ask the U.S. Court of Appeals to overrule the commission and send the case back for a hearing.

The four members of the commission majority that approved the merger—Chairman Rosel H. Hyde and Commissioners Lee Loevinger, Robert E. Lee and James J. Wadsworth—appeared exceptionally firm in their views on the case.

The parties can be expected to try to keep those views firm. ITT and ABC issued statements last week offering a possible preview of the positions they will take before the commission. ITT charged that areas outlined by the Justice Department were "immaterial and inconsequential" and said the conclusions drawn were "speculative and neither imminent nor realistic."

**Long-Known Position** ■ ITT also noted that the companies more than a year ago had announced their intention to merge, that the commission had held a hearing on the proposal after gathering voluminous information from them.

ITT also twitted the department for its apparent tardiness in expressing itself on the case. The company noted that the proposed merger had been announced more than a year ago and that the commission had held a public hearing which was opened to all interested parties.

"Despite this opportunity," ITT said, "no significant opposition to the merger

## ABC stock off 14 points

The price of ABC common stock tumbled 14¾ points to 79 last Thursday (Jan. 19) in immediate reaction to the Justice Department's move to delay the company's merger with International Telephone & Telegraph Corp. ABC had closed the previous day at 93¾, up 1½ in anticipation of what seemed to be imminent conclusion of the merger agreement.

Trading in ABC was halted twice Thursday as the specialist on the stock was unable to match a heavy influx of orders. The market in ABC was not opened until 2:56 p.m. when two blocks of 20,000 and 8,000 shares were traded at price of 77. In a final trade, a 14,000-share block changed hands at 79 points.

ITT common stock closed at 80½ Thursday, up 1½ points for the day.

## A word from the Department of—what?

IT is hard to believe that the Department of Justice was acting wholly on its own initiative when it asked the FCC last week to reopen the ABC-ITT case. That the department would wait so long to apply for entry as a participant suggests that it was pushed into an action that it had been unwilling to take when earlier invitations were extended.

For the time being, however, the motivation of the department may only be conjectured, and indeed it is secondary in importance to the effects that could flow from the kind of procedure that the department has proposed. What Justice is attempting here is a short-cut to enforcement of its current antitrust philosophy, without going through the difficult course of prosecution in the courts under the antitrust laws. If this short-cut leads to Justice's desired ends, it could easily become the road to nowhere for any large company that seeks to

enter broadcasting through the acquisition of existing properties.

The Justice Department has based its petition to the FCC entirely upon what it regards as potential injuries to competition in broadcasting. It implies that, if admitted to the case, it will attempt to persuade the FCC to deny the merger on the grounds that the anticompetitive effects would be against the public interest.

Undeniably, the FCC has broad powers to grant or refuse broadcast licenses according to its appraisal of the public's interest in the outcome. It may even have the legal power to do what Justice asks. But in this case it is being urged to reverse its own decision that the public interest would be served by a union of ABC and ITT. And it is being urged to change directions on a very narrow interpretation of the nation's antitrust policy.

### JUSTICE MOVE STOPS THE WEDDING continued

was raised. The Department of Justice neither asked for delay of these hearings nor appeared at them."

ABC said it has acted in good faith with all interested government parties and has fully answered all relevant questions. It said the department's submission adds no new material and raises no questions that should affect the merger.

The petition for reconsideration did nothing to ease relations between Justice and the commission which have become strained as a result of the case. Although Chairman Hyde had received word early in the week that the department would file a document in the case before the Friday deadline, other commission officials expressed shock and dismay at the department's action.

They felt that the department was "awfully late," in view of the fact that the commission had been urging it to make its views known for months. The commission had hoped that the department would participate in the oral argument held on the merger in September.

**Earlier Letter** ■ The department never indicated its views until the commission was on the verge of acting, last month. At that time, Donald F. Turner, chief of the antitrust division, wrote the commission warning of the "anticompetitive possibilities" that might flow from the merger but indicating also that the department did not plan any court action to block the transaction.

Furthermore, the language of the petition for reconsideration was cutting in its criticism of the procedures the commission used—and the reasoning it employed—in reaching its decision. The

department said the commission ignored "sound economic principles" and failed to consider anticompetitive aspects—this to a majority which, in Commissioner Loevinger, included a former chief of the antitrust division.

The department's action was particularly surprising in view of the letter last month. The commission regarded it, in effect, as clearance, and acted the following day (BROADCASTING, Dec. 26, 1966). But Justice Department spokesmen at the time expressed annoyance with what they termed the commission's fast action, and said the department's investigation was continuing.

The department's petition, which was signed by Mr. Turner, said the letter was intended only as "the briefest summary of the issues" and not "a full statement of the relevant facts" developed by the department's investigation.

**Difference of Opinion** ■ The commission, in its order, said it had considered the points raised in Mr. Turner's letter, and had concluded that the merger would enhance rather than lessen competition. But the department's petition contended that the commission did not support that view in its opinion—and that it did not weigh "competitive dangers against the merger's alleged benefits."

The department said the commission ignored three points raised in the letter "which appear to be the most significant" of six mentioned—"the possible elimination of ITT as a potential competitor in network broadcasting; possible elimination of ITT as an operator of numerous and extensive CATV systems which might eventually be capable

of competing with conventional network broadcasting; and possible elimination of ITT as an independent source of basic technological development which could lead to new systems of communication which might multiply channels of access to the public and provide the basis for new entrants into network broadcasting."

The department said its concern resulted in part from its own investigation. It did not elaborate on the new material it said it has accumulated, but said that it indicates ITT has been "interested in entering into the broadcasting business in the United States, and into telecommunications fields competitive with and related to broadcasting." It mentioned possible station and CATV acquisitions.

**Earlier Denial** ■ Mr. Turner made similar points in his Dec. 20 letter to the commission. Marcus Cohn, counsel for ITT, filed a response at the time denying that the company had ever entertained the thoughts attributed to it by Mr. Turner.

The department's petition also contained another major allegation contained in the letter—that ITT looks on ABC as a source of revenue. One of the commission's major arguments in approving the merger was that ITT would provide the funds ABC needs to become competitive with CBS and NBC.

But, the department said: "The documents reflecting consideration of this transaction by the management of the two companies do not suggest that this was a significant factor leading to their merger decision. Moreover, rather than planning to invest large amounts in the capital improvement of ABC, ITT appears to have expected ABC to produce a large cash flow which would be available for use outside the broadcasting

Now antitrust law is very complicated—so complicated that the Justice Department itself, the government agency that is most expert in the subject, loses a good many cases that it prosecutes. Neither by design nor practice is the FCC competent to sit as a court in the trial of an antitrust matter. And that may be the very reason for the Justice Department's selection of the FCC as the forum for attacking the merger of ABC & ITT.

By Justice's own admission, the department has been investigating the merger for more than a year. By now it ought to know whether it has a case that would stand up in the orderly procedure of a federal court trial. If it thought it had one, it could have filed in federal court an appropriate suit to enjoin the merger.

There is every indication, however, that Justice would prefer to queer this deal without risking embarrassment in court. Last Nov. 3 Donald Turner, the antitrust chief, asked the FCC to defer action on the merger until the department could complete investigation. Mr. Turner

said the investigation "indicates a sufficient possibility of significant anticompetitive effects to indicate that substantial antitrust questions are presented." On Dec. 20, Mr. Turner advised the FCC that there were anticompetitive problems that the FCC ought to consider, but he said his department had failed to turn up evidence conclusive enough to justify the filing of an antitrust suit. Last week's petition to the FCC suggests no accumulation of new evidence.

It will take uncommon courage for the four-man majority of the FCC that approved the merger last month to stick by its position, but stick by it it must. The essentials of the case before the FCC have in no way been changed by the Justice Department's earlier letters or its petition of last week. Justice's own actions have been only a hindrance to the commission's disposition of the matter.

If Justice truly believes that the merger violates the antitrust laws, it can test its belief in the forum that the law provides, the federal court system.

industry."

Throughout its 14-page petition the department was critical of the commission's reasoning. It acknowledged that the commission need not determine whether the proposed merger is legal under the antitrust laws but said reasonable effort must be made to determine the scope and magnitude of its possible adverse competitive effects.

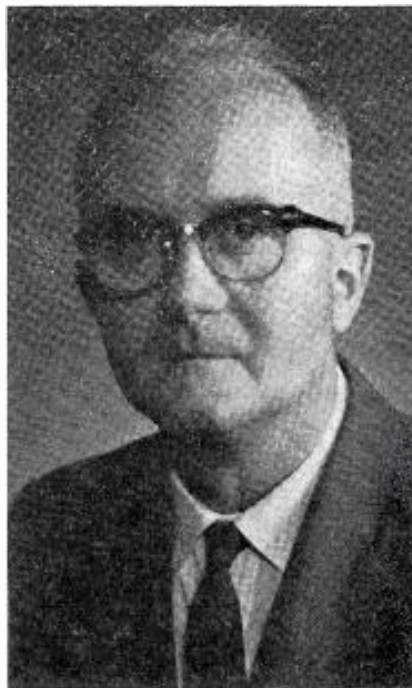
And the standards applied by the commission in assessing competitive factors, it added, "appear to be deficient in a number of respects." The department noted that while the commission found that the merger won't increase concentration of broadcast holdings, "it does not follow, as the commission concluded, that 'the structure of broadcasting will be the same after this merger as it was before it . . .'"

**More Criticism** ■ The department also criticized the commission for relying on assurances the parties gave of ABC's future independence as a basis for dismissing the possibility that the union of the network's broadcasting activities with ITT's operations as a common carrier might affect the positions ABC might support before the commission. "Sound economic principles . . . require that the prediction of competitive effects be based on industry structure rather than on past behavior or assurance of future conduct," the department said.

Justice made the same point in posing the question most often raised by congressional critics of the merger—the possibly adverse effect it would have on the independence of ABC's news operation. ITT and ABC officials have repeatedly pledged that the integrity of the network's news operation would be maintained. But Justice said

the commission should reexamine that matter in the light of industry structure rather than the promises made.

In urging the commission to hold a full hearing in the case, Justice said the procedure thus far followed isn't suffi-



Donald F. Turner

cient to permit an informed judgment of all the issues bearing on the public interest. The department noted that the record consists basically of the applicants' submissions and the transcript of the two-day oral hearing.

**Points to "Duty"** ■ The department

said that the Communications Act requires a full hearing "if a substantial issue of fact is presented," and added: "We respectfully submit that in a matter of such great public importance—involving as it does the largest merger in the history of the broadcasting industry—the commission has a duty not merely to take the record as it finds it but rather to act affirmatively so that the record is truly informative on all known aspects of the public interest."

The department said it's evident now—even if it wasn't previously—that the procedure wasn't adequate. "There was no adversary party to the proceeding actively asserting the public interest in effective competition," the department said. "Important issues remain unresolved, and the commission's record, as it now stands, does not permit them to be resolved in an informed manner."

The department also sought to answer the criticisms that members of Congress as well as of the commission have been leveling at it for its slowness in making known its views. Essentially, Justice said the job of collecting and analyzing information in connection with the unprecedented transaction was too great to be done any sooner. In fact, Justice said its investigation isn't completed yet.

**Unknown Necessity** ■ It said it did not seek to intervene in the September hearing because it had not completed its investigation "and because prior to the commission's decision it was not clear that such intervention was necessary to inform the commission that the proposed merger involved the possibility of serious anticompetitive effects."

The department also said it had believed the letter from the antitrust division last month would be sufficient to

demonstrate that there were important issues that needed consideration "on a reopened and expanded record."

The department said it began its investigation in December 1965, "within days of the announcement of the proposed merger." It received information from the parties through April 1966, and its representatives interviewed "persons in the relevant lines of commerce" through March and April.

The department's staff analyzed during the summer "the extensive information" that had been accumulated, but hadn't completed the task by the time of the September hearing. The department examined the record of that proceeding and, it said, concluded that it still didn't have enough information.

Accordingly, the department requested additional information from ITT in No-

vember 1966 "and interviewed additional third parties." The department was still collecting information from ITT in December when Chairman Hyde disclosed that action was imminent.

The assistant attorney general's letter of Dec. 20, 1966, "setting forth a summary analysis of the results of the division's analysis of the results of the of the division's investigation to date, promptly followed." But so did the commission's decision. Meanwhile, the department's investigation, the petition said, is continuing.

"While we have been aware of, and are sympathetic with, the commission's wish to dispose of the pending applications promptly," the department said, "we have found no shortcuts in probing the competitive aspects of a merger of such size and complexity."

## Justice pleases critics on Hill

Nelson, Morse, Hart lead

cheering section; one

lone voice in dissent

The request by the Justice Department that the FCC reconsider its approval of the proposed merger of International Telephone & Telegraph Corp. and American Broadcasting Companies Inc. brought immediate backing from the members of Congress

### Map of the rocky road to merger: What lies ahead?

A little over a year ago, ABC and the International Telephone & Telegraph Corp. announced plans to merge. It would be the largest merger ever in broadcasting, and the principals realized the road to final consummation might be mined with all kinds of legal boobytraps.

But they proceeded, warily, and the farther they travelled toward their goal, the more confident they had reason to be that they would arrive safely. Then, last week, two days before the commission order approving the merger was to become effective, a mine exploded. But whether the Justice Department's petition to reopen the case has killed the merger or merely bruised it remains to be seen.

What follows are highlights on the journey to merger:

- December 1965. ABC and ITT announce intention to merge.

- February 1966. Boards of directors of the two companies approve plans for merger.

- April 1966. Applications for transfer of ABC's 17 AM, FM and TV stations to ITT are filed with FCC.

- April 1966. Stockholders of both companies approve the merger. (At both meetings, stockholders were told that the Justice Department had not yet commented on the proposed merger.)

- July 1966. Commission votes 4-to-2 to request additional information from parties. Action indicates that commission will not re-

quire parties to undergo formal hearing. (Parties provided requested information in four days).

- August 1966. Commission sets merger for novel oral argument, in which principals and their representatives would be questioned by commissioners themselves. Date set is Sept. 19.

- Sept. 19, 20, 1966. Harold S. Geneen, chairman and president of ITT, and Leonard Goldenson, president of ABC, are subjected to intensive grilling in two days of oral hearing.

- Sept. 22, 1966. First indication that trouble lies ahead for merger proposal. Two days after oral argument, Senator Gaylord Nelson (D-Wis.), chairman of Senate Monopoly Subcommittee, urges commission to hold full public hearing and "detailed examination" before acting on case. In following weeks, several other senators and congressmen echo his call. Many express fear ABC's news operation would be influenced by ITT's worldwide business operations.

- November 1966. Justice Department's antitrust division, which has been studying case since December, asks commission to defer action until its staff completes investigation. Donald F. Turner, chief of the division, says the study already made indicates "a sufficient possibility of anticompetitive effects to indicate that substantial antitrust questions are presented."

- November 1966. Commissioners

Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson—all of whom were to oppose the merger when it came to a vote—asked ITT to supply voluminous information on its foreign holdings.

- November 1966. ITT files answers to questions—and is asked some more, by Commissioners Cox and Johnson. Commissioners indicate concern over possible conflict of interest between ABC news operation and ITT's foreign business interests.

- Dec. 20, 1966. Commission receives letter from Justice Department's antitrust division stating that although the proposed merger poses possibilities of anticompetitive consequences, the department finds those possibilities so speculative that it doesn't contemplate an effort to block the transaction.

- Dec. 21, 1966. Commission votes 4-to-3 to approve merger—and is immediately subjected to criticism from members of Congress for "hasty" action. Hearings are threatened in Senate and House.

- Jan. 18. Justice Department files petition for reconsideration of merger decision asking commission to hold hearing and seeking permission to participate in it.

The future is still obscured by the smoke from the explosion of the Justice Department's mine. But, with ABC and ITT pressing for early action on the department's request, the future may be revealed within a matter of weeks.



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Source: \*Hooper, November-December, 1966.

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

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who had been critical of the deal and the commission's handling of the case.

The lone dissent from the chorus of cheers was a hesitant comment from a new member of the Senate Commerce Committee who was questioned in a television interview.

Senators Gaylord Nelson (D-Wis.), Wayne Morse (D-Ore.) and Philip A. Hart (D-Mich.) and Representative Silvio O. Conte (R-Mass.), who had previously criticized the FCC's action in approving the merger, all expressed their pleasure with the Justice Department action.

The first reaction came from Senator Nelson, chairman of the Monopoly Subcommittee of the Small Business Committee, the original congressional critic of the merger. "It is scandalous when the Justice Department has to intervene to protect the public interest against the actions of a public agency," he said. He said that earlier pleas to delay approval had been ridden over rough-shod by the FCC majority.

He also said the Justice Department's request should be granted forthwith and that the full public hearing he had requested earlier should be granted. "If these things are not done," he added, "the President ought to ask for some resignations from the FCC."

**Morse Comments** ■ Also citing the Justice Department letter was Senator Morse, another active objector to the action. He called it "a welcome recognition of the damage the FCC has done to itself and to the public interest by its handling of this case." On the floor of the Senate, he reiterated the comments made in the letter to the FCC by Assistant Attorney General Donald F. Turner. He also went further into the international entanglements of ITT and the effect they might have on ABC news operations. He noted many persons on the board of ITT's principal foreign subsidiaries are highly placed officers of their governments and that the firm would be loath to allow ABC to broadcast damaging news or comments about situations in those countries.

"The FCC saw fit not to look into these questions. It failed to observe the law; it failed to protect the public," Senator Morse said. He also pointed out the charges made by a former ITT officer that the firm had ordered him to make political contributions and said: "I do not suppose the FCC made any effort to learn what the Justice Department may or may not have done to investigate the possibility of violations of the law in connection with campaign contributions." The department had earlier told Senator Morse that it had not been able to substantiate the former ITT officer's charges.

Senator Hart, chairman of the Anti-

trust and Monopoly Subcommittee of the Judiciary Committee, said he was confident the FCC would comply with the Justice Department request and that he therefore had no immediate plans to investigate the merger. He added that he did not see how the commission could remain indifferent to the petition.

From the House side came the reaction from Representative Conte, whose request for a congressional investigation of the merger had brought an affirmative reply from the House Small Business Committee chairman who said he would ask his committee to take the matter up. "The action of the Justice Department confirms the apprehensions I have expressed regarding this merger and the method of its approval," he said. "The procedures employed by the commission . . . were

highly suspect and roundly scored by the dissenting commissioners in their decision of Dec. 21. The public interest has not been served; it has been flagrantly violated." He also said the department's action underscored the responsibility of Congress to investigate the questions raised by the Justice Department petition.

One senator, however, was apprehensive about the Justice Department action. Senator Frank Moss (D-Utah), who recently was appointed to a post on the Commerce Committee, commented on the Metromedia program *Opinion: Washington* that he was disturbed by the department's reversal. He said the department "has backtracked and wants to take another bite of the apple" after its original qualified waiver of any antitrust implications in the merger.

## ITT statement on Justice move

Points to voluminous record as its defense against the charge made in department's petition

International Telephone & Telegraph Corp. on Thursday, Jan. 19, issued the following statement concerning the action of the Department of Justice in attempting to delay the merger of ITT with American Broadcasting Companies Inc.:

"International Telephone & Telegraph Corp. will vigorously oppose the attempt of the Department of Justice to reopen the Federal Communications Commission proceeding.

"ITT regards yesterday's action by the Department of Justice before the commission as wholly inconsistent with the conclusion of its letter of Dec. 20 to the commission in which it stated that though it saw the possibility that some anticompetitive consequences could conceivably flow from the merger it saw no present reason to bar the merger.

"The areas enumerated were, in our opinion, immaterial and inconsequential and we agree with the department, based upon our own plans, that the conclusions drawn were speculative and neither imminent nor realistic.

"Specifically, the Department of Justice letter of Dec. 20 to the commission said: 'The possibilities of such anticompetitive consequences seem sufficiently speculative that we are not presently contemplating an action under the antitrust laws to enjoin consummation of the merger.'

"Yesterday's petition was only a reiteration of these same speculative consequences that the department raised with the commission one month ago

before it issued its order authorizing the merger.

"The commission did not rule until after it received the Department of Justice letter of Dec. 20.

"The intention to merge was announced by both companies more than a year ago. Voluminous information about both companies was supplied both voluntarily and on specific request to the FCC which has conducted a continuing investigation during all that time.

"The commission held public hearings which were publicized in advance along with invitations to all interested parties to attend.

"Despite this opportunity, no significant opposition to the merger was raised. The Department of Justice neither asked for a delay of these hearings nor appeared at them.

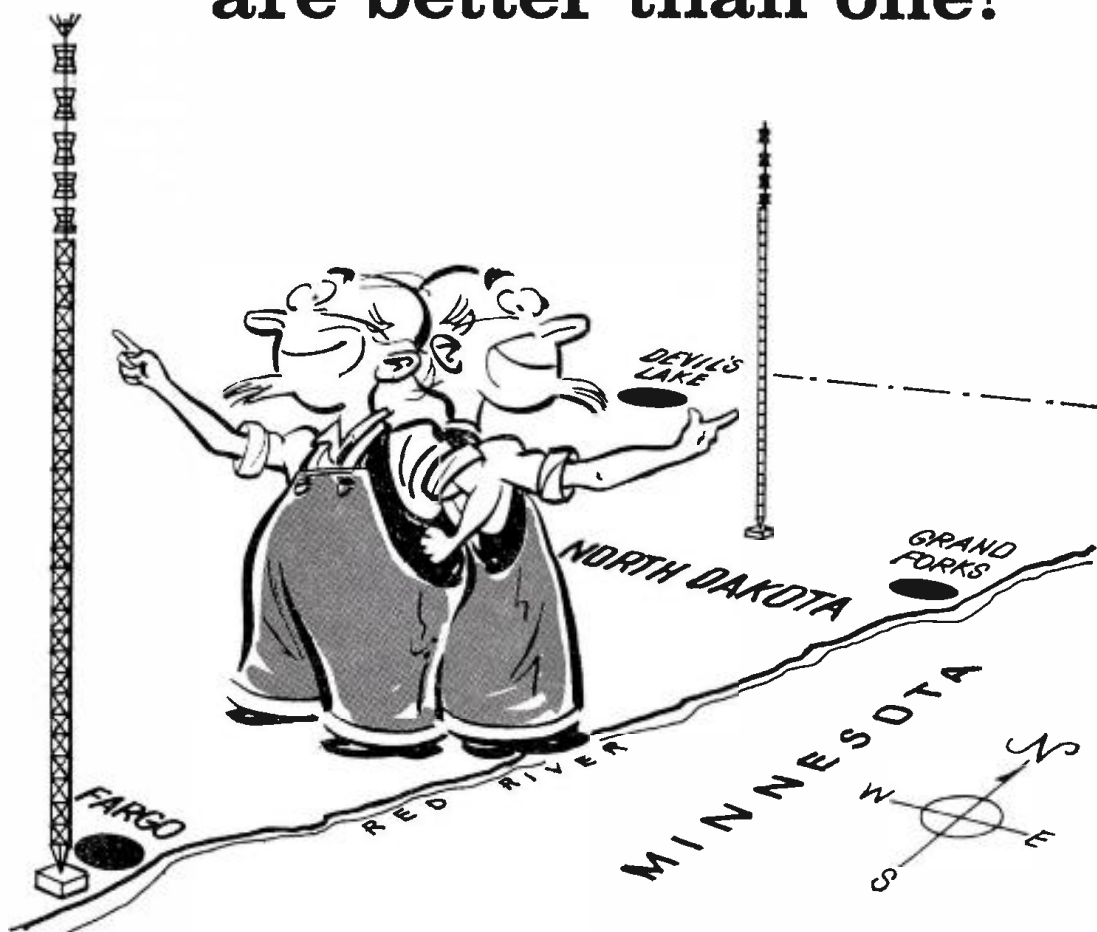
"It is quite clear from the commission's opinion that all of the facts and considerations raised by the Department of Justice were the subject of careful consideration by the commission in approving the merger.

"We are advised by legal counsel that the proposed merger will not be in violation of the antitrust laws. Instead, as the commission has found in its opinion, the merger 'promises unquestionable public benefits' and will 'enhance rather than lessen competition in the field of communications'.

"Therefore, on the basis of the record we will request the commission to reject the Department of Justice's petition."



# Two heads..er, TOWERS... are better than one!



**N**OW WDAZ at Devils Lake is on the air *with* WDAY-TV — two towers totalling 2,667 feet in height instead of WDAY-TV's 1,206 feet alone — covering 35,370 *new, extra, unduplicated* homes — bringing NBC to the Northern Red River Valley — putting a City Grade picture into Grand Forks, North Dakota's No. 2 market — making our Hayseed an *extra* head and shoulders above any and all "competition"

out here, by covering the ENTIRE Red River Valley!

Actually, this means a lot more than just 31% (35,370) more new, extra, unduplicated Grade B homes. It means that thousands of *other* fringe-area families, whom we've hitherto reached with only a medium-grade signal, are now getting *the best picture available*, from WDAY-TV.

Ask your PGW Colonel to brief you!

## WDAY-TV + WDAZ-TV

THE "HEAVENLY TWINS"

Covering All of Eastern N.D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.



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

# Combustible issue flares again

Magnuson wants tar-nicotine notices in cigarette ads and public-service programs about hazards of smoking

The old expression about smoke preceding fire rang true last week as Senator Warren G. Magnuson (D-Wash.), striking out in a new role in consumer affairs, offered cigarette advertisers the far-reaching dilemma of giving up television advertising or in effect sponsoring an attack on smoking.



Sen. Magnuson

The comments, which followed by less than a week previous statements from several sources on the controversial subject, were also supported by a new member of the Senate Commerce Committee.

Senator Magnuson, the influential chairman of the Commerce Committee and also of the new Consumer Subcommittee, in making his maiden speech in the latter capacity also announced for the second time in a week (BROADCASTING, Jan. 16) that he would reintroduce a bill to require the reporting of tar and nicotine contents on all cigarette packages and in advertising. Just the week before, this measure had received the endorsement of the Secretary

of Health, Education and Welfare.

There was no indication, however, that Senator Magnuson would ask that explicit warnings of health hazards be required in cigarette advertising.

In an anticipated message that also included a renewed effort for long-pending truth-in-lending legislation, Senator Magnuson aimed a thrust at the industry that in 1965 spent an estimated \$170 million in television advertising.

Arguing that the recently enacted legislation requiring a cautioning statement on cigarette packages had little effect on sales, which continued to set new records, he said the smoker and the young potential smoker must be informed of the possible health hazard involved.

**Law Seen Inadequate** ■ He said that measured by almost any standard the present labeling act, which requires a warning on the package, had been inadequate and that the problem of cigarette advertising, particularly on television, remains. He noted the cigarette and broadcasting industries' efforts to avoid direct appeals to youth and refrain from sponsorship of programs that appeal to young viewers.

"But the sheer volume of cigarette advertising must surely serve to reinforce the smoker's belief that cigarette

smoking cannot be a significant hazard," he said. "Until such a time as a safe cigarette is developed and proved, I firmly believe that the industry has two agonizing choices: It must either give up television advertising or work with the networks to provide public-service time for smoking and health education, so that there will be some counterbalance in this matter." He added that he hoped this could be done voluntarily.

In addition, he said, we must take advantage of what is known about the relative safety of competing cigarettes by requiring the contents of nicotine and tars to be displayed on packages and added to all advertising. "All we suggest is that the smoker have an opportunity to compare one cigarette with another; and if he preferred the cigarette with the largest amount of tar and nicotine because he liked the 'taste'—a word that is used a great deal—that would be his business. But he should be entitled to know," he said.

Senator Magnuson's stand was backed strongly later by one of the recent additions to the Commerce Committee. Senator Frank E. Moss (D-Utah), who also will be a member of the Consumer Subcommittee and the Communications Subcommittee, appearing on the Metro-media program *Opinion: Washington*, added that the time may come when Congress would have to consider strong measures to counteract TV cigarette commercials.

**Equal Time Suggested** ■ He suggested equal time for messages warning of the hazards associated with smoking or treating cigarette commercials the way beer commercials are by prohibiting the use of the product during a TV ad. The latter suggestion has been brought up before, but the equal-time proposal was seen as new.

He also backed Senator Magnuson's advocacy of truth-in-lending legislation and said the Consumer Subcommittee would concern itself with all areas of pressure advertising.

These Capitol Hill statements came just a few days after an exchange on the subject between the head of the American Cancer Society and the director of the National Association of Broadcasters' Code Authority (BROADCASTING, Jan 16). Cancer Society president Ashbel C. Williams the week before had said the present restrictions requiring a health warning on packages alone are inadequate and said the government might eventually ban TV cigarette commercials entirely. Such statements were branded as "unrealistic" and "discriminatory" by Howard Bell, NAB code director, who said the TV cigarette commercial ban in Britain had had little effect on smoking.

## TV network billings: Jan.-Nov. '66

Net time and program billings by day parts and by network  
(Source: TVB/LNA-BAR)  
(add 000)

	November			January-November		
	1965	1966	% Chg.	1965	1966	% Chg.
Daytime	\$ 48,059.8	\$ 55,483.2	+15.4	\$ 352,548.2	\$ 428,959.5	+21.7
Mon.-Fri.	29,417.3	34,907.9	+18.7	246,449.4	301,316.2	+22.3
Sat.-Sun.	18,642.5	20,575.3	+10.4	106,098.8	127,643.3	+20.3
Nighttime	86,410.3	90,774.5	+ 5.1	775,643.6	837,728.4	+ 8.0
Total	\$134,470.1	\$146,257.7	+ 8.8	\$1,128,191.8	\$1,266,687.9	+12.3

	ABC	CBS	NBC	Total
Jan.	\$34,097.8	\$45,317.2	\$43,132.5	\$122,547.5
Feb.	32,090.8	39,737.7	37,216.4	109,044.9
March	35,165.5	45,911.3	41,835.4	122,912.2
April	32,974.5	41,023.8	39,317.3	113,315.6
May	27,484.6	39,571.8	35,505.1	102,561.5
June	25,014.8	35,603.5	32,291.9	92,910.2
July	24,320.0	32,108.9	30,500.8	86,929.7
Aug.	24,734.8	34,608.8	28,685.4	88,029.0
*Sept.	34,802.0	50,594.7	41,164.6	126,561.3
*Oct.	41,842.9	61,623.3	52,152.1	155,618.3
Nov.	39,778.6	60,799.1	45,680.0	146,257.7

\*September and October figures adjusted as of Jan. 13, 1967.



**78 ACTION-PACKED  
HOUR PROGRAMS!  
17 IN COLOR!**

**NOW AVAILABLE FROM  
20th CENTURY-FOX TV  
AFTER THREE YEARS  
ON THE ABC-TV NETWORK!**

**ALREADY BOUGHT BY:**

WPIX	NEW YORK, N.Y.
KCOP	LOS ANGELES
WIBF	PHILADELPHIA
KPTV	PORTLAND, ORE.
CKLW-TV	DETROIT
KTVT	FT. WORTH
WNEP-TV	SCRANTON
KVOS-TV	BELLINGHAM
WTCN-TV	MINNEAPOLIS
KTNT-TV	TACOMA
KGMB	HONOLULU



Also in Color—**Matches 'n Mates**—New 1st Run Strip Game Show!

# An aid to understanding ratings

## NAB publishes a dictionary of terms used in broadcast ratings research

It may not be a cure-all to the problem of understanding and properly using ratings, but the National Association of Broadcasters has come up with standard definitions used in broadcast research, and the document has widespread industry approval.

"Standard Definitions of Broadcast Research Terms" is the first codification of such terms and is considered by some as being the first step toward developing specific technical standards for rating services.

The definitions were developed by the Committee on Local Television Audience Measurement, a technical advisory group to the NAB research committee. In preparation since the fall of 1965, the major work was done by Gerald J. Glasser, professor of business statistics at New York University and consultant to COLTAM (CLOSED CIRCUIT, June 27, 1966).

Howard Mandel, NAB vice president for research, noted that the project was carried out as part of the NAB's regular research program. He called the 56-page volume published last week "the first edition" of a booklet that "will be reviewed periodically" to re-

fect changes in the industry and will be "amplified or revised" in future editions.

The definitions have been adopted by the Broadcast Rating Council and incorporated into BRC's minimum standards for broadcasting rating research, which accredited rating services follow. In addition, the Advertising Research Foundation's technical committee reviewed the definitions and called the booklet a "significant contribution to the industry."

No Drastic Change ■ Mr. Mandel said the standard definitions would not "drastically affect the rating services" and noted that the definitions would not be binding until the rating services have a chance to revise the copy they use in their rating booklets. A spokesman for the American Research Bureau said last week he thought ARB's



Mr. Mandel

changeover would take place in about three or four months.

Officials of A. C. Nielsen Co., The Pulse, C. E. Hooper and ARB said they had not seen the definitions in final form, but they generally endorsed the idea of uniformity. The definitions were shown to the rating services earlier for their suggestions.

The booklet is divided into four sections: statistical measures of broadcast audience, describing types of audience measurement; statistical populations and sample selection, describing terms relating sampling procedures; survey methods, operations and procedures, relating to collection and processing of data, and accuracy and reliability of survey results, covering meaningfulness and quality of reported measurements.

A major concern in preparing the definitions, Mr. Mandel noted, was to remember that most of the people who use ratings in general are not statisticians. With this in mind, the definitions were geared to "nontechnical levels," he added.

The booklet will go out next month to members of NAB, the American Association of Advertising Agencies, the Station Representatives Association, to affiliates of the BRC, to the Radio Advertising Bureau, the Television Bureau of Advertising and to educators. ARF also will distribute copies to its members.

## Radio and TV find new employes for Collins

Collins Radio Co. is a big maker of equipment for broadcast stations (as well as aviation and government) so why shouldn't it become a big booster of radio and TV as sales media too?

It has—in a successful broadcast campaign to find new employes for its plants at Cedar Rapids, Iowa, using local stations there.

The tight labor market has been plaguing manufacturers all over the nation but Collins found that local radio-TV could find new employes without raiding the staffs of other companies.

The broadcast media have been used along with newspapers but radio-TV were credited by Collins with targeting the new prospects—those who never before considered work in industry—most effectively. Radio-TV actually created a new labor market where none existed, Collins said. The prime target: housewives.

In mid-1966 Collins was the largest employer in Cedar Rapids and one of the largest in the state, regularly using more than 11,000 men and women. About that time the tight labor market really began to pinch, and Collins had to seek new manpower sources.

Prior to trying radio and TV, Collins related, the company had relied entirely on newspaper advertising. "By going to the broadcasting media we were hoping it would result in an element of surprise," according to Elmer Stambaugh, industrial relations director for Collins in Cedar Rapids, "and it worked."

Collins started using local radio in early August last year and two weeks later it added local TV schedules. The company said it found that radio and TV complemented one another "and produced results rapidly."

Collins used both 30-second and minute spots in both radio and TV and "was able to create a new labor

force of more than 1,000 people in slightly over three months," the firm reported. Over 90% were housewives. The schedule included women's programs, news, late movies and even farm programs to invite farmers to come to work for Collins "now that the crops are in."

"We watched the results of the campaign very carefully," Mr. Stambaugh said, "because we didn't want to get more people than we could handle. That's where we found radio and television to be most effective. We could turn our recruiting program on and off."

The broadcast advertising also helped Collins develop a better awareness within the community of what it is and what it does, he noted. The technique will be used again Mr. Stambaugh said, particularly where the company finds it necessary to create a labor market during a period of rapid buildup in employment.

## Pabst takes Yankees at reduced price

The New York Yankees, occupants of 10th place in the American League last summer, reduced the price of its TV-radio rights from \$3.5 million to \$3.3 million last week, and signed a two-year TV contract with the Pabst Brewing Co., Milwaukee, for one-quarter sponsorship of its games on WPIX (TV) New York. Kenyon & Eckhardt, New York, is Pabst's agency.

The contract with Pabst, covering the 1967 and 1968 seasons, was announced jointly by James C. Windham, president of the brewery, and Michael Burke, Yankee president appointed by CBS, which owns the baseball club (BROADCASTING, Sept. 26, 1966).

Neither official would disclose what effect the price cutback had on the Pabst deal. But since Pabst pays less, so do two other sponsors already signed with the Yankees—Tidewater Oil Co., Los Angeles, (Grey Advertising, New York) one-quarter radio-TV sponsor, and General Cigar Co., New York, (Young & Rubicam, New York) one-quarter TV.

Late in 1966, P. Ballantine & Sons, Newark, N. J., announced termination of its 20-year association as sponsor of the Yankee games on WPIX(TV) and WCBS New York (BROADCASTING, Oct. 3, 1966).

The Yankees now have one-quarter TV sponsorship unsold, and on WHN New York, which will provide radio coverage this season, three-quarters unsold. Tidewater is the only radio sponsor signed.

The Yankees also package a network of 42 radio outlets. Sponsors buying part of the radio package are General Cigar and Atlantic Refining Co.

## Code stand on liquor outdated, agency says

Is the National Association of Broadcasters Code Authority ban against hard liquor advertising out of date? One St. Louis agency thinks so and devotes a fourth of its monthly newsletter to a discussion of the changing attitudes on banning liquor spots. It looks to FM stations "as first to lower barriers."

Krupnick & Associates Inc., calls the ban "outdated, unrealistic" and says no industry is more carefully self-regulated than the liquor interests. It notes that the Distilled Spirits Institute, which polices all media, "has sided with NAB."

The crack in the broadcaster's armor, Krupnick charges, is the growing acceptance of liquor advertising by the "2,300 non-NAB radio stations." It says

the first "major break" came when WQXR New York accepted spots for Muirhead's and Schenley late in 1964 "despite NAB, DSI pleas." A year later, it added, KKHJ San Francisco "aired first West Coast liquor advertising in late-night slot, contending programming attracted mature, sophisticated audience."

FM's interest in liquor advertising, Krupnick feels, will come because most "have primarily adult audiences, and are looking for new revenue." It notes that few are NAB members. (NAB has 1,055 FM members; NAB code has 409 FM members).

An NAB code spokesman said last week that he couldn't foresee any change in the code authority's traditional position of banning liquor ads.

## CBS-TV Stations Div. sets record in '66

The CBS Television Stations Division reported last week that sales in 1966 reached a record high with a net sales increase of 7% over 1965.

Merle S. Jones, president, indicated all units of the division contributed to the increase with the five CBS-owned TV stations showing an 8% rise in sales and the national sales organization registering an 11% gain over 1965. CBS Films' domestic sales rose by 50.7% reaching the highest dollar volume in its 16-year history, Mr. Jones noted.

## Rep firms set to consolidate

### H-R Television, H-R Representatives will absorb Advertising Time Sales, take over station lists

The consolidation of Advertising Time Sales Inc. into H-R effective Feb. 1, was announced last week. Involved in the representation change-over are seven TV stations and five radio stations currently represented by ATS.

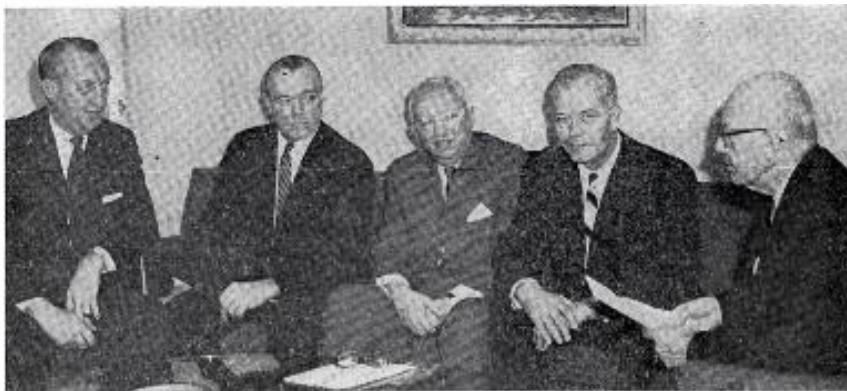
Thomas B. Campbell, ATS president, and Art Elliot, executive vice president, will join H-R Television Inc. in executive posts. It was announced that other key ATS executive, sales and research personnel would be absorbed into H-R Television or H-R Representatives Inc., the radio operation.

The television stations to be represented by H-R as a result of the consolidation are KRLD-TV Dallas-Fort Worth; KZTV(TV) Corpus Christi, Tex.; KHQA-TV Hannibal, Mo.-Quincy, Ill.; KEYC-TV Mankato, Minn.; KGLO-TV Mason City, Iowa; WPSD-TV Paducah, Ky. and KTHV(TV) Little Rock, Ark.

In radio, H-R Representatives will handle KRLD Dallas; KSIX Corpus Christi; KGLO Mason City, Iowa; WTAD Quincy, Ill., and WATE Knoxville, Tenn.

ATS originally was formed from the station list of the Branham Co., a newspaper representative firm which added a broadcast division in 1936. In July 1961, the broadcast division was spun off from Branham under new ownership and management and became Advertising Time Sales.

H-R, which will celebrate its 17th anniversary on Feb. 15, has grown from a six-man staff with two offices to an organization with more than 200 employes and 12 offices. Frank M. Headley is H-R board chairman. Edward P. Shurick is president of H-R Television Inc., and Dwight S. Reed is president of H-R Representatives Inc.



Discussing ramifications of the consolidation of Advertising Time Sales Inc. into H-R are (L to R) Edward P. Shurick, president, H-R Television; Arthur Elliot, executive vice president,

ATS; Lewis S. Greenberg, a trustee of ATS and president of The Branham Co.; T. B. Campbell, president, ATS, and Frank M. Headley, board chairman and treasurer of H-R.

**In a league by**



Most families (59%) watched the Green Bay Packers win the Super Bowl on the CBS Television Network,

CTN audience estimate based on National Arbitron Ratings subject to qualifications on request.

**themselves!**



which next season will again broadcast all NFL games and provide exclusive coverage of the 1968 Super Bowl.

# WNEW says radio's golden era is right now

WNEW New York, long a symbol of affluence on the American radio scene, says it gathered in more revenues in 1966 than any other station has done in a single year in the history of the western hemisphere. Unless someone else claims billings of \$8.5 million, the worldly or half-worldly claim of WNEW must stand.

To reach the \$8.5-million mark in 1966 WNEW had to increase billings 20% over 1965 and the fact that it did so, according to its management, bodes well not only for WNEW but for radio in general.

The station pays top dollar for talent and top dollar for salesmen. Its disc jockey William B. Williams makes a salary reported in excess of \$100,000; its team of morning men make about \$225,000 between them. And its seven salesmen, working on a 6% commission, are believed to have had average salaries of over \$48,000 last year.

WNEW, despite its billing dominance, can't claim highest over-all ratings in New York (WOR is conceded that pinnacle) but it does have research showing that it's number one in audience falling within the 25-49 age group and that's where it counts, says Robert MOUNTY, vice president and director of sales.

How? ■ "We don't say 'excuse me'

when we run a commercial; we treat it with tender loving care," says Mr. MOUNTY and he thinks this attitude went a long way toward attracting



Mr. Mounty  
No excuses

the some 550 sponsors who used WNEW in 1966. The station's basic sell is its adult audience, that attractive 25-to-49 category that it refers to as "the get set," those responsible for the major share of consumer-goods buying.

What accounts for WNEW's rapid sales climb? A number of factors, according to Mr. MOUNTY, among them a 15% audience increase over the last two years. He can tick off others: more aggressive selling, selling on the basis of segmented audience rather than over-all audience and a willingness by agencies to accept this approach, soaring costs of TV that have led some sponsors into radio. In addition, claims Mr. MOUNTY, six out of eight people in the New York advertising community listen to WNEW and companies testing radio for the first time in New York often use WNEW as a starter.

Harvey Glascock, vice president and general manager of WNEW, says one of the station's secrets is that it has "no blood brothers soundwise." By that he means that no other station in the New York market has quite the same sound or format. WNEW's sound might be described as velvet-smooth announcer tones and no jarring musical knocks. The

## Co-op money easier to get

Retailers to find fund availability increases their TV advertising

Product manufacturers who supply cooperative-advertising money to retailers for their local advertising are part of the reason why stores have been newspaper-oriented so long. The vendors until recently have too often insisted that the money be spent in print.

But the picture is changing and radio and television are going to get more retail advertising. Vendors are going to allow their co-op dollars to go into broadcast more freely because retail buyers with purchasing muscle have been asking for it.

That is the story told in many varied ways at the 15th annual national Retail

Advertising Conference in Chicago Jan. 14-15. Speakers at the RAC also noted that manufacturers more and more are providing quality television film clips as well as radio materials for local use, but the basic emphasis continues to be newspapers. The successful use of television by Knapp's of Lansing, Mich., was related to the RAC by the store's director, Donovan A. Eastin, and by Howard Abrahams, vice president of Television Bureau of Advertising (BROADCASTING, Jan. 16).

A strong retail radio success story was related by Leon Recob, sales promotion director of Allied Stores' Herpolsheimer's, Grand Rapids, Mich., and Victor E. Lundberg of Lundberg, Thompson & Associates, a Grand Rapids agency that specializes in retail broadcast advertising nationally. Creative commercials and saturation buying so as to dominate the air as usually done in newspapers were key points they stressed.

Two years ago, Mr. Recob said Herpolsheimer's took some dollars from print and began using radio imaginatively with the result that by the end of the first year the store had moved into

"a nice profit situation" and improved employe morale. Some TV was added the second year.

The result, he said, "is that the store which has a 97-year history, is in a better position now as to net profit, morale and community acceptance."

Mr. Recob said: "Advertising is an investment. You've got to spend dollars to get dollars back."

## Rep appointments . . .

- KDNC-AM-FM Spokane, Wash.: C. Otis Rawalt, New York.
- KVON Napa, Calif.: Bernard Howard & Co., Los Angeles.
- KZON Santa Maria, Calif.: Mal Ewing, Hollywood, and Advertising Sales West, San Francisco.
- WENZ Highland Springs, Va.: Bernard Howard & Co., New York.

## Business briefly . . .

Florists' Telegraph Delivery Association, through Post-Keyes-Gardner, both Detroit, will sponsor *Emlyn Williams: The Magic of Charles Dickens* on CBS-



popular music played by the station runs as far as the Loving Spoonful but stops short of Bob Dylan.

In climbing to its record sales volume in 1966, WNEW had business from 24 52-week advertisers, and enjoyed generally longer spot flights by its other customers. The station said that in its slowest month in 1966 it did better than 50% of the business it did in its busiest month.

**Who Bought What?** ■ WNEW offered a breakdown of its 1966 billing by product category and the percentage increase for each: Food and grocery represented 22% of over-all billing and was up 15% over 1965; tobacco was 11% of the total, up 20%; beer and wine was 10% of the total, up 12½%; automotive accounted for 8%, up 15%; soft drinks brought in 7%, up 10%; transportation accounted for 7%, up 10%; refining, tires, batteries and accessories amounted to 5%, up 20%; entertainment was 5% and even with the previous year; financial was 4½% and even, and health and beauty aids brought in 4% of total, up 50%.

Miscellaneous categories accounted for the balance, 16½%.

Station officials say the business boom isn't slowing down. January sales are expected to be 12% ahead of their 1966 level.

TV Sunday (Jan. 29), 4-5 EST.

**Rich Products Corp.**, through Rich Advertising Co., both Buffalo, N. Y., has set a \$1.5 million budget for its '67 campaign for Coffee Rich, the nondairy creamer. The campaign will break in February, using color TV and print.

**Star-Kist Foods Inc.**, Terminal Island, Calif., a subsidiary of H. J. Heinz Co., through Leo Burnett Co., Chicago, will start an eight-week campaign next month on behalf of its chunk tuna brand. The promotion will rely heavily on spot and network television. In spot a saturation schedule in 40 markets will be used. On network seven daytime shows on both NBC-TV and ABC-TV and six daytime shows on CBS-TV have been scheduled.

**Volkswagen of America Inc.**, Englewood Cliffs, N. J., through Doyle Dane Bernbach, New York, has purchased sponsorship in four NBC-TV series: *Run for Your Life*, Tuesday and Saturday movies and *I Spy*. **Polaroid Corp.**, Cambridge, Mass., also through DDB, has bought sponsorship in both movie nights and in *Run for Your Life*, *The*

*Girl from U.N.C.L.E.*, *Star Trek*, *The Man from U.N.C.L.E.* and *Please Don't Eat the Daisies*. **Kemper Insurance Group**, through Clinton E. Frank, both Chicago, will participate in *The Andy Williams Show* and *The Virginian*. **Sun-sweet Growers Inc.**, through Long Advertising, both San Jose, Calif., has purchased time in the *Today* show and **American Motors Corp.**, Detroit, through Benton & Bowles, New York, in *Virginian*, *Daniel Boone*, *Star Trek*, *Tarzan*, *Laredo* and *The Frank McGee Report*.

## Agency appointments . . .

■ Golden Press Inc. and Watkins-Strathmore Publishers, divisions of The Western Publishing Co., Racine, Wis., have appointed Geyer, Morey, Ballard, New York, to handle the advertising for its books, toys and playing cards. Campaigns for both divisions are being created for television.

■ Hemisfair '68, the world's fair to be held from April 6 to Oct. 6, 1968, in San Antonio, Tex., has appointed Bernard M. Brooks Advertising, that city. Bernard M. Brooks, president, is account director.

■ G. Heileman Brewing Co., LaCrosse, Wis., has named Klau-Van Pietersom-Dunlap, Milwaukee, as agency for all of its popular-priced brands of beer and near beer. Brands include Kingsbury, Braumeister and Fox Head beers, Gluek Stite malt liquor and Zing. Former agency was Gould, Brown & Bickett, Minneapolis.

■ Keefers Beverage Products, a new division of Pepsi-Cola Bottling Co., Los Angeles, has appointed Brewer/Holzer/Taylor Inc., same city. The same agency handles the parent company account. Keefers features a new line of drink mixers. Spot radio is included in its advertising plans.

■ Pet Inc., St. Louis, has appointed Batz, Hodgson & Heuwoehner Inc., St. Louis, to handle its frozen food division's products, except the Milady's brand line (with Smith/Greenland, New York) effective April 1. Previous agency was Gardner Advertising Co., St. Louis.

## ABC Radio O&O's up 18%

The ABC-owned radio stations achieved an 18% increase in sales in 1966 over 1965, it was announced today (Jan. 23) by Harold L. Neal Jr., president of the division, during the annual meeting of the unit's station managers and executives in Nassau, Bahamas. Mr. Neal noted that for the sixth straight year the division has set sales records.

## Ford will compensate for lost 'Robe' breaks

The Ford Motor Co., which recently announced it will sponsor an uncut and virtually uninterrupted presentation of the motion picture *The Robe* on ABC-TV on Easter Sunday (BROADCASTING, Jan. 9), plans to give make-goods to ABC affiliates for waiving station breaks during the two-and-a-half-hour March 26 telecast.

A spokesman for ABC-TV explained last week that, in return for giving up their break periods in *The Robe*, stations will be given an equivalent amount of time before and after Ford's *The FBI* on the two Sunday evenings preceding *The Robe*. *The FBI* (8-9 p.m.) falls within the period to be occupied by the Easter presentation (8 p.m. to conclusion around 10:30 or perhaps later).

Ford paid approximately \$2.1 million for two showings of *The Robe*, one on Easter Sunday 1967 and the other on Easter Sunday 1968. Ford will interrupt the film only once, for a middle intermission period during which a special commercial will be carried. Other spots will be presented at the beginning of the program. Station breaks are being eliminated for this telecast. The agency for Ford is J. Walter Thompson Co., Detroit and New York.

## DDB's Factor urges more respect for radio

A good advertising idea can be made to work in any medium, especially radio. That's the message the West Coast representative of a leading advertising agency had for the Southern California Broadcasters Association last week.

Addressing the radio group at a luncheon meeting in Hollywood, Ted H. Factor, vice president and general manager of Doyle Dane Bernbach Inc., Los Angeles, pointed out that many advertisers don't give radio the credit it deserves. He talked about the tendency that exists to underestimate radio and the general belief that it's much easier to make a radio commercial than a television commercial.

People are wrong in thinking this way, he emphasized. Radio deserves respect. But always, he explained, radio commercials should be aided by good advertising ideas. Radio advertising can be effective without such help but its task is made considerably more difficult. Mr. Factor suggested that radio will become increasingly more important in the future. He also believes the medium will become even more specialized than it is now.

# A quiet week for NAB down Mexico way

No fireworks expected during week-long meeting of joint boards, but then anything could happen

The agenda looks peaceful enough but that could be deceptively misleading as the National Association of Broadcasters boards meet in Mexico City this week, Monday through Friday (Jan. 23-27), to approve—among other things—a \$2.3 million budget (BROADCASTING, Jan. 16).

Although it is near the bottom of the agenda and is not scheduled to be taken up until Friday's joint board session, the proposed NAB new headquarters building is foremost in many minds. Also due to receive some attention at the radio board session will be the subject of time standards under the NAB code.

The radio code board was meeting in Los Angeles last week and a key item on its agenda was time standards (see page 9). Howard Bell, director of the code authority, was proposing that the code make its 18 minutes of commercial time per hour more flexible, by allowing stations to increase that figure for just cause over short periods (CLOSED CIRCUIT, Jan. 16).

Whether adopted by the radio code board or not, the radio board is expected to bring the subject up at its Thursday meeting.

The NAB meetings will be punctuated with a joint session with the Mexican Association of Broadcasters, which invited the NAB to hold the semi-annual session south of the border.

**Busy Tuesday** ■ Tuesday appears to be the busiest day on the NAB agenda. The joint board will hold a session in the morning. The luncheon will be sponsored by the MAB with bi-lingual remarks being made by officials of both organizations. In the afternoon a joint NAB-MAB session will be held (the U. S.-Mexican AM band agreement will not be brought up, both groups preferring to leave it to government officials) and NAB will hold a reception for the MAB in the evening.

Other events scheduled to take place between the business sessions include: a reception with Mexican President

Gustavo Dias Ordas, probably at the presidential palace; a visit to the Folklórico Ballet, featuring traditional national dances, and a reception at the U. S. embassy.

Today (Jan. 23), the distinguished service award subcommittee meets to choose broadcasting's man of the year, who will receive his award at the NAB convention in Chicago, April 2-5.

The TV board at its meeting on Wednesday has several items to vote on: a language change in the cigarette advertising section of the TV code; appointment of Mike Shapiro, WFAA-TV Dallas-Fort Worth to the TV code board (CLOSED CIRCUIT, Jan. 2), and creation of a small-market TV committee.

**Opposition?** ■ A still unanswered question: will there be continued opposition to the proposed \$2 million NAB home? At the June 1966 meeting the building committee went into the board meeting armed with blueprints, models and arguments in favor of the new edifice, and came out with a mandate from the board to seek three architectural experts and see what they thought of the building.

This mission was carried out late in the year and the general feeling among the building and executive committees was that the trio of experts generally endorsed the proposed concept. A complete report of the architectural experts' comments was sent to all board members several weeks ago.

Clair McCollough, Steinman Stations, Lancaster, Pa., chairman of the building committee, will be in Mexico City to give a status report to the board and to answer any remaining questions. By virtue of the board's June resolution, which said that if no serious objections were presented by the experts the building plans should move ahead, the status report should be pro forma.

**Writer** ■ However, Kenneth Giddens, WKRG-TV Mobile, Ala., the lone building committee member who dissented to the original plans as too common-

place, has recently written to several board members expressing his continued opposition. This feeling reportedly is shared by some board members, who feel the project should literally go "back to the old drawing board." The extent of this opposition and how strong it will be this week is uncertain.

In addition to Mr. McCollough, several other NAB committee chairmen and members will be present in Mexico City. Dwight Martin, WDSU-TV New Orleans, chairman of the Future of Broadcasting Committee, will take up the NAB's position on satellites; Don McGannon, Westinghouse Broadcasting Co., chairman of the research committee, will outline some of the prospective 1967-68 projects; Herb Evans, retired president of Peoples Broadcasting Co., Columbus, Ohio, and longtime NAB representative to the Inter-American Association of Broadcasters, will tell of that organization's efforts.

## A new angle on media diversification

The issue of diversification of the media of mass communications, a long-existent FCC policy in comparative hearing cases, is on the verge of receiving a new twist.

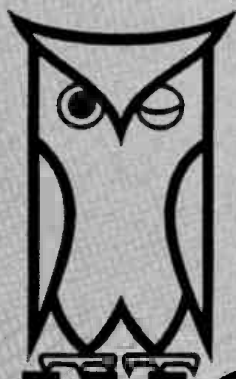
Until recently, the diversification question usually involved an applicant who had interests in other broadcast stations or newspapers. It now is, apparently, a point to be weighed between a fulltime radio station and a daytime radio station in the same community.

The issue arose in the opposing applications for an FM station in Vineland, N. J., between wwzb, the full-timer, and wdvL, the daytimer, both in Vineland. The case was argued last week in the U. S. Court of Appeals for the District of Columbia.

After a comparative hearing, an FCC examiner in 1964 recommended the grant for 92.1 mc to wwzb. The FCC's review board, however, in 1965 reversed the examiner and granted the FM permit to wdvL. It found, among other determinations, that wdvL was to be preferred because it was a daytime-only station, and that with an FM station it could provide a nighttime service in Vineland too. The commission itself affirmed this grant last year.


In appealing to the appellate court, wwzb challenged this finding. It asserted that the diversification issue had never been explored during the comparative hearing. It charged that the

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Everything you've ever heard of before. The basic machine is High Band color (not monochrome). It's designed, tested, and delivered that way. When you get it, it's ready to go! It's an integrated machine—there's no need to find space for a compressor—everything's built-in. Space is also provided for accessories, and all wiring's in place—no downtime

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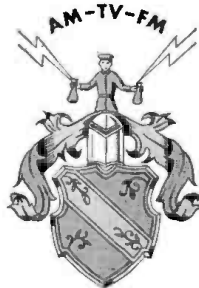


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Kalamazoo

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Grand Rapids

**WWTV**  
Cadillac

**WWUP-TV**  
Sault Ste. Marie

**WJFM**  
Grand Rapids

**WWTV-FM**  
Cadillac

question of diversification had arisen from questions by members of the review board. Theodore Baron, attorney for WWBZ, asked the court to return the case to the commission with instructions to reopen the hearing to hear evidence on the diversification issue.

Benedict A. Cottone, attorney for WDV-L, and Joseph A. Marino, FCC attorney, opposed this move on the ground that diversification was a standard issue in all comparative hearing cases.

The diversification question apparently was brought to the fore by the review board members because just prior to their hearing the argument in the Vineland FM case, the FCC had issued a policy statement on hearing issues. This directive had upgraded to first rank three of the standard comparative hearing issues—diversification, local ownership and integration of ownership and management (BROADCASTING, Aug. 2, 1965).

Hearing the argument were Circuit Judges John A. Danaher, E. Barrett Prettyman and Harold Leventhal.

In other appeals court arguments last week:

▪ A 1966 grant of a new AM radio station in Pennsylvania on 1510 kc to Bi-States Broadcasters was attacked by Saul Miller, who had applied for the same frequency in Kutztown, Pa. At issue was the FCC's denial of the Miller application on the ground that Mr. Miller had misrepresented his financial status. The argument was heard by Circuit Judges Walter M. Bastian, John A. Danaher and Spottswood Robinson. Robert M. Booth Jr. represented Mr. Miller; E. Theodore Mallick, one of the owners of the Annville-Cleona, Pa. station, represented the winning applicant, and William L. Fishman the FCC.

▪ WWIZ Lorain, Ohio, whose license was not renewed by the FCC in 1964, urged reconsideration on the ground of new policy by the commission. The commission found unauthorized transfer of ownership and misrepresentations. WWIZ had lost one appeal before including refusal to review by the U. S. Supreme Court. Last week's argument was heard by Circuit Judges Harold Leventhal, Charles Fahy and Spottswood Robinson. Roscoe Pickett represented WWIZ; Lenore G. Ehrig, the FCC.

## McGannon to head new Westinghouse subsidiary

Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., last week was given additional duties as chairman of a new Westinghouse Electric Co. subsidiary, the Westinghouse Learning Corp.

The new company will engage in a

broad program encompassing the training of government personnel and business and industrial employes, work with schools and colleges and research seeking to determine how people can learn better and faster.

President Donald C. Burnham of Westinghouse Electric, who announced formation of the new company and the appointment of Mr. McGannon to head it at a news conference in New York last Tuesday (Jan. 17), noted that it is an expansion of work Westinghouse has been doing in the field of education and training.

## A complaint about complaint

### FCC urged to change method of handling anonymous protests

The FCC was asked last week to overhaul the system it uses in transmitting to stations complaints from the public—particularly from those members of the public who request and get confidentiality.

WHAM Rochester, N. Y., says the licensees should be explicitly informed as to whether or not responses to the complaints are required. And it adds that the commission should not require replies to complaints from persons it declines to identify unless its own investigation indicates replies are needed.

WHAM made its request in an unusual action in which it asked the commission to review what it regarded as a routine staff action—the transmission of a letter of complaint. The letter was from a WHAM listener who asserted that the station, through an open-mike program, engaged in anti-Negro, anti-Jewish and pro-Catholic propaganda.

**Comment Invited** ▪ The staff, in relaying the complaint, did not say a response was required. It said only that the matter was being referred for whatever comment the station cared to make. And the staff denied the station's request for the complainant's name with the comment that the commission "has reason to believe" the complainant doesn't want his identity disclosed.

WHAM, which characterized the allegations as "false, scurrilous, malicious and libelous," said the procedure followed by the staff is unfair. Since the staff did not state whether a reply is required, WHAM said it is faced with choosing between an expensive investigation it says would be needed to make

a response, and ignoring the complaint and risking a question about it at license-renewal time.

**'Repugnant' Practice** ▪ Furthermore, WHAM said, "reliance upon anonymous accusers is repugnant to our tradition." Not only is fair play involved, the station said, the identity of an accuser is "relevant and material to the assessment of his charges."

WHAM said the commission should adopt procedures under which the staff would not refer any letters of complaint unless an independent investigation indicates that a response is required. Letters of transmittal should remove any doubt that a response is required, WHAM added.

The station says it would not oppose commission consideration of complaints from persons requesting anonymity. But the commission, WHAM said, shouldn't require responses "to the anonymous complaint but to the facts as tentatively determined" by the staff in an independent investigation. WHAM said licensees should not be required to respond to unevaluated charges made solely by a person unwilling to have his identity revealed.

WHAM, which asked that these procedures be followed in its case, said the commission should make public the manner in which it will handle complaints. It said the current practice has "arisen in the absence of clearly announced commission policy."

**System Defended** ▪ Commission sources last week, however, defended the present system. One official, contending that the system leaves no room for uncertainty, said: "If we want a reply to a complaint, we say so. We often request specific information." The complaint about WHAM, an official added, wasn't considered serious enough to require a reply.

However, he also said that since the letter raises questions in an area over which the commission has jurisdiction (the complaint could be read as charging the station with incitement to riot) the station was given an opportunity to comment. "Stations generally appreciate that opportunity," he said.

(There are two other kinds of complaint, neither of which raises the question of whether a response is necessary. One involves patently frivolous letters—"nut letters" they are sometimes called—which are never referred to broadcasters. The other, which raises questions over which the commission has no jurisdiction [a listener may object to the quality of a station's programming] may be sent to the station strictly for its information.)

The same source defended the commission practice of respecting the confidentiality of those complainants who request it. "Members of the public

should be able to complain without having to expose their identities," he said. He thought that to require their exposure might inhibit complaints. He said there have been occasions in which stations have aired attacks on those who complained about them to the commission.

## Word war set off by CATV order

Cox concurs, but Bartley and Loevinger dissent to denial of reconsideration

The FCC issued its formal memorandum opinion and order last week denying requests by CATV systems for reconsideration of the CATV rules it adopted last year. The document included three separate opinions, two dissents by Commissioners Robert T. Bartley and Lee Loevinger and a statement by Commissioner Kenneth A. Cox.

The order covered in detail the announcement earlier this month (BROADCASTING, Jan. 9), but its greatest interest perhaps is the sparring between Commissioners Loevinger and Cox.

Mr. Loevinger charged that last week's opinion asserts commission jurisdiction over CATV "which is self-bestowed and unlimited," fails to meet the issues or the facts "and rests on semantic confusion and superstition," and imposes a freeze "on technological development and economic expansion" in the television field.

In exuberantly abrasive terms, Mr. Loevinger castigated the commission majority for lifting itself by its "own intellectual bootstraps." In another paragraph, Mr. Loevinger continues in this same vein: "Thus the commission has bootstrapped itself into an assertion of jurisdiction over all CATV's without ever squarely defining, analyzing and considering the issues, the legal basis of its jurisdiction and the limitations of the jurisdiction asserted."

**Disregard of Logic** ■ In a scarcely veiled satirical attack on what he called the "ingenuity and disregard of logic than has been demonstrated . . ." Commissioner Loevinger claimed that under its theory of jurisdiction the commission could regulate broadcast networks, tape or film programs, motion-picture theaters and newspapers.

In another section of his dissent, Mr. Loevinger charged that the commission majority uses the term "public interest" loosely, without defining how it

applies to the case, and has imposed a freeze on CATV development by rationalizing as "orderly" the restrictions on CATV in smaller markets (those below the top 100 market).

"The only specific meaning that can be attributed to the phrase 'public interest' as it is used in the commission opinion," Mr. Loevinger stated, "is that it means protecting the private interest of broadcasters by limiting or suppressing any actual or potential competition by CATV."

In effect, he continued, the practical effect of the order establishing separate proceedings for CATV's in the top 100 markets and in other communities is that the commission has "imposed a freeze on CATV development or expansion in all markets, with only a slight procedural differentiation between the top-100 markets and the smaller markets. . . ."

Mr. Loevinger also claimed that the FCC erroneously disposed of the free speech argument by citing broadcast cases premised on spectrum scarcity; CATV does not use the spectrum, he said, and therefore "it makes no legal, technical or logical sense . . ." to apply these to cable transmissions.

Although Commissioner Loevinger voted for last year's Second Report and Order, he did so reluctantly, questioning the FCC's right to assume jurisdiction without congressional sanction.

**Counterattack** ■ Commissioner Cox took Commissioner Loevinger to task for his displeasure with the majority opinion. The commission has not asserted unlimited jurisdiction over CATV, Mr. Cox said; jurisdiction is founded on the Communications Act authorizing the commission to prescribe rules pertaining to the extension of TV signals. Thus, he maintained, it is not "self-bestowed or unlimited."

Further, he added, the commission's rationale for adopting the rules was discussed in last year's report and order, and there is no need to repeat them in the Memorandum Opinion and Order issued on the petitions for reconsideration.

And, he continued, the "public interest" considerations were also spelled out in last year's order, thus again not requiring further detailed analysis.

He challenged Mr. Loevinger's assertion that the rules impose a virtual freeze on CATV expansion. The rules requiring CATV systems to obtain approval for expansion in smaller markets where objections have been filed do not constitute a freeze, he commented.

"Certainly," he said, "common sense indicates that we act expeditiously before establishment of the service, rather than after the fact when our action could be disruptive."

Rebutting Mr. Loevinger's assertion

that the CATV rules infringe free speech, Mr. Cox said that CATV constitutes a part of the pattern of TV distribution, since it uses TV signals as the basis for their operation. "Therefore," he said, "their reasonable regulation to prevent frustration of the congressional scheme for our broadcast service does not violate the First Amendment."

**Bartley's Views** ■ Commissioner Bartley, hewing to the position he had taken originally—that the FCC lacks jurisdiction over CATV—voted to grant the petitions for reconsideration. He said he felt that the copyright court case (United Artists v. Fortnightly Corp.) and the copyright bill under consideration in Congress "portend a significantly changed status for CATV."

"If CATV is made liable for copyright fees on programs," he said, "the argument of unfair competitive advantage in favor of CATV would be removed, and I believe that there would be no need to preclude program origination or, for that matter, to impose artificial barriers protective to broadcasting or any other impediments to the development of CATV in the market place."

In its order refusing to make any major changes in its CATV rules, the commission did, however, revise slightly some of their provisions, principally those involving carriage of a parent TV station and an owned satellite, translators and expansion into new geographic areas by a single CATV system.

## Commission rules on variety of CATV cases

The FCC continued to attack its backlog of CATV work last week, disposing of six cases, with CATV's winning more than they lost.

One of the winners was TV Transmission Inc., owner of a CATV in Superior, Neb., which had asked the commission for an interpretation of the top-100 market rule that requires CATV's to obtain FCC permission in a hearing before carrying signals beyond their grade B contour into any of the top markets.

The commission determined that the community of Superior is not within the grade A contours of any stations in the Lincoln-Hastings-Kearney, Neb., television market (ranked 93d), and therefore that TV Transmission's system in Superior is not subject to the top-100 market hearing requirement. The interpretation, the commission said, took into consideration the fact that Superior is within the grade A contour of KHTL-TV Superior, which is a satellite of KHOL-TV Kearney.

In other CATV matters the commis-

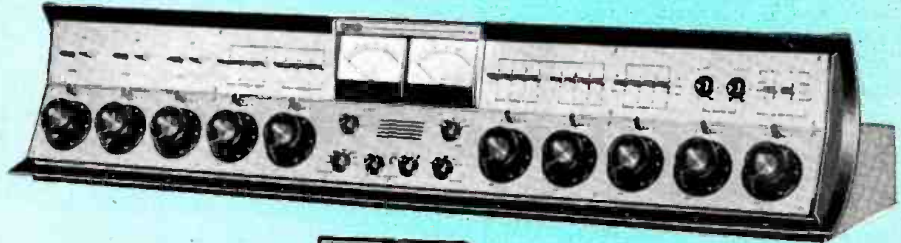


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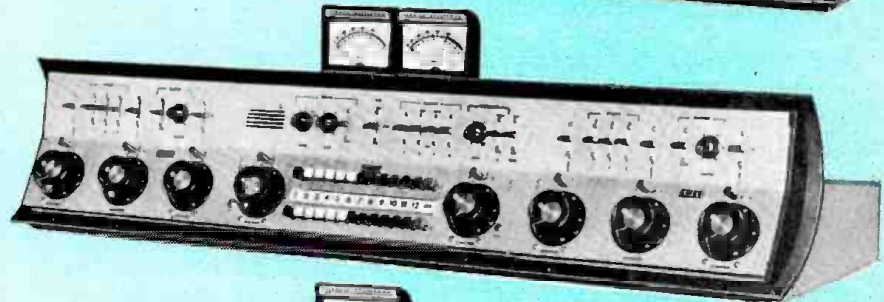
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sion last week:

- Denied a petition filed by Tehachapi TV Cable Co., CATV operator in Tehachapi, Calif., for waiver of the nonduplication rule, and also denied Time-Life Broadcast Inc.'s request for issuance of a cease and desist order against Tehachapi TV.

- Denied a petition filed by KOLD-TV Tucson, Ariz., for stay of a proposal by Tucson Cable TV Co. to begin CATV operations in Tucson.

- Dismissed as moot a request filed by Video Cable System Inc., owner and operator of a CATV in Huntsville, Ala., for temporary waiver of the nonduplication rule.

- Denied requests filed by WMT-TV and KCRG-TV, both Cedar Rapids, Iowa, that the top-100 market rule hearing requirements "be held applicable to the addition of new distant signals" by Dubuque TV-FM Cable Co., operator of a CATV in Dubuque, Iowa.

### WFLD (TV) on Nielsen list

WFLD(TV) Chicago has been trying for a long time to be included in the A. C. Nielsen Co.'s regular surveys of the metropolitan market. The efforts finally clicked, the UHF station said last week, after Nielsen changed

slightly the way it averaged day parts.

WFLD said the newest December report gives it a rating of 1.0 for the 6-10 p.m. period weekly, a share of 1.0 and a total of 18,000 homes, based on UHF penetration of 45% there now. Peaks during the week, especially for basketball, hit a rating of 2.0 and share of 3.0 for 45,000 homes, WFLD said.

### Changing hands . . .

**ANNOUNCED** ▪ *The following station sales were reported last week subject to FCC approval:*

- KLIQ Portland, Ore.: Sold by John F. Malloy and Stanley G. Breyer to Cascade Broadcasting Corp. for \$300,000. Cascade is headed by David M. Jack, who is currently general manager of KLIQ. Mr. Malloy owns KSOL San Francisco; Mr. Breyer is general manager of KSAY, also San Francisco. KLIQ operates daytime only on 1290 kc with 5 kw. Broker: Hamilton-Landis & Associates.

- WROD Daytona Beach, Fla.: Sold by Lee Ruwitch and Gordon Sherman to Otto B. Schoepfle and associates for \$295,000. Sellers also own WMMB-AM-FM Melbourne; Mr. Sherman also owns

WIAX Orlando, both Florida. Buyers own WEOL-AM-FM Elyria-Lorain, Ohio. WROD is on 1340 kc with 1 kw days, 250 w nights.

- KAOH Duluth, Minn.: Sold by Linton D. Hargraves and Robert F. Pool to Donald LeMasurier for \$75,000. Mr. LeMasurier, son of late Dalton A. LeMasurier, founder and until his death president of KDAL-AM-FM-TV Duluth, was most recently sales manager of KDAL. KAOH is 500 w daytimer on 1390 kc.

- WJXN Jackson, Miss.: 50% sold by James T. Ownby to Mrs. Elva Shik and James H. Luper. Mrs. Shik already owns 50% of station and after transfer is approved by FCC will own 75%; Mr. Luper is manager of WJXN and will own 25%. Mr. Ownby continues to own KNDI Honolulu. WJXN is fulltime on 1450 kc with 250 w. Broker: Chapman and Co.

**APPROVED** ▪ *The following transfers of station interests were approved by the FCC last week. (For other commission activities see FOR THE RECORD, page 80).*

- KDEX-AM-FM Dexter, Mo.: Sold by Standard County Broadcasting Co. to Gerald F. Grojean and family for \$125,000. Mr. Grojean is manager of KZYM Cape Girardeau, Mo. KDEX operates daytime only on 1590 kc with 1 kw; KDEX-FM is on 107.3 mc with 27 kw.

- KLIX Twin Falls, Idaho: Sold by William R. Vogel and group to A. R. Spaulding and associates for \$110,000. KLIX is on 1310 kc with 5 kw, 1 kw nights.

- WTTO Toledo, Ohio: Positive control (57%) sold by Eugene R. Myers and associates to Darwin F. Doubrava through issuance of additional stock for \$100,000. WTTO is fulltime on 1520 kc with 1 kw.

### COMMUNITY TELEVISION

- Coastal Telescription Service, Half Moon Bay, Montara, Moss Beach and El Granada, Calif.—Sold to Crystal-Brite Television Inc., owned 75% by Morgan Murphy (through *Superior* [Wis.] *Evening Telegram*) and 25% by John J. Smith, for a total consideration in the neighborhood of \$150,000. Mr. Smith originally owned 100% of Coastal Telescription, which serves about 300 subscribers. Mr. Murphy, owns the CATV system in Pacifica, Calif., adjacent to the new Crystal-Brite system. The Pacifica system serves over 2,000 customers.

- All-Channels Cable Television, Sausalito, Calif.—Sold by Jerry Shanks and others to Oregon CATV Inc. Price was

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not disclosed. Oregon CATV operates CATV systems in Oregon, Kansas and Oklahoma. Buyer is owned by the Memorial Drive Trust, employes investment trust of Arthur D. Little Inc. The Saugus system serves about 450 subscribers. Broker: Bill Daniels and Associates.

## WMET-TV plans February beginning

United Broadcasting Co. last week said its new independent television station, WMET-TV Baltimore (ch. 24), will go on the air by the end of February.

Program Coordinator Brian Rehak announced that by April 30, WMET-TV will become Baltimore's exclusive outlet for the Overmyer Network.

The station will concentrate on live local programming. WMET-TV's general manager is J. Herman Sitrick.

The station will operate with a visual power of 17 kw and tower height of 570 ft. above average terrain.

## UHF applicant loses fight on VHF move-in

The fight by a UHF applicant for Fayetteville, N.C., to hold off encroachment of a VHF station's signal into that city from Wilmington, N.C., proved unsuccessful last week when a unanimous three-judge federal appeals court refused to order a hearing.

The court said that the FCC had properly weighed all the facts in deciding last year to grant without hearing the transmitter move of WECT(TV) Wilmington to a site 22 miles inland toward Fayetteville, plus increased antenna height.

The court also found that the FCC also properly decided the request for reconsideration and a hearing sought by Jackson F. Lee, owner of WFAI Fayetteville, and Cumberland Broadcasting Corp., whose president is Mr. Lee. Cumberland had, less than a month after the FCC approved the WECT move, applied for the UHF channel in Fayetteville.

Mr. Lee had asked the commission for a hearing on the WECT application soon after it was filed. He said then that he was preparing an application for channel 40, assigned to Fayetteville, and urged that the FCC maintain its policy of protecting UHF outlets from the impact of outside VHF signals. When Mr. Lee, and Cumberland, asked the commission to reconsider its approval to WECT, the FCC denied Mr. Lee's petition, and dismissed the Cum-

berland petition for lack of standing.

Circuit Judge Charles Fahy, in the court opinion, found support for the commission's reasons for granting the WECT application without a hearing. He also agreed that the FCC's policy to support UHF stations was well established but was "not controlling . . . in all circumstances."

Judge Fahy said the commission "has given adequate reasons for not holding a hearing, and for concluding that grant of the [WECT] application was in the public interest."

Joining Judge Fahy were Judges John A. Danaher and Walter M. Bastian. All are with the U. S. Court of Appeals for the District of Columbia.

## Equal-employment forms simplified

The Equal Employment Opportunity Commission, Washington, has announced some revisions of the data required by the commission about companies' employment of minority-group workers.

The changes are designed to eliminate filing by seasonal operations and for temporary workers as well as providing a simpler form for firms with only one establishment. The commission also

reduced the number of copies to be filed from four to two. The revision also provides for the combining of data among employers and for firms having establishments in more than one location.

The commission will mail the forms to each employer and they are to be returned by March 31.

## Meet on ETV financing set by NAEB for March

The second national conference on long-range financing of educational television stations is scheduled for March 5-7 in Washington.

The Educational Television Stations Division of the National Association of Educational Broadcasters, which announced the conference, said it would permit ETV station managers and representatives of their governing boards to discuss the progress made since the first conference on financing was held in December 1964.

The conferees will also discuss the report of the Carnegie Commission on Educational Television, which is expected to be released this week, as well as proposals filed in the FCC's inquiry involving proposed establishment of privately owned domestic communication satellite systems.

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# Investigation not an obligation

## Commission votes 5-1 against B'nai B'rith stand that stations must verify correctness of broadcast material

The FCC has held that to require licensees to verify the correctness of the material they broadcast would involve a substantial restraint on free speech which government should not impose.

The commission expressed the view in affirming its decision to renew without a hearing the license of a station accused of carrying anti-Semitic programs. The action—taken on a 5-to-1 vote—may set the stage for a court test of whether the commission should attempt to hold licensees to a level of responsibility in their programing.

At issue was the Anti-Defamation League of B'nai B'rith's request that the commission reconsider its action last June in renewing the license of KTYM Inglewood, Calif. ADL said the station carried programs which contained anti-Semitic material. Specifically involved in the case are three Richard Cotten *Conservative Viewpoint* broadcasts aired in 1964.

**Offered Time** ■ The station had offered ADL time for reply after it complained about the Cotten broadcasts. But ADL declined the offer contending that "appeals to racial or religious prejudices, like Communist propaganda or hard-core obscenity, are so fundamentally inconsistent with the public convenience, interest and necessity that they cannot and should not claim a right to be carried on the air."

The commission in denying reconsideration said ADL seeks the termination of the broadcasts to which it objects "through the device of imposing upon the licensee the responsibility to investigate and verify the correctness of the material."

The commission said that approach would "entail a serious and substantial restraint on free speech. It would impose upon the licensee verification requirements which in our judgment could significantly inhibit the presentation of controversial issue programing."

The commission thus appeared to go somewhat beyond the position it took in granting renewal last June. At that time it rejected a request that it pass on whether allegedly slanderous broadcasts are in the public interest. The commission said it couldn't assume that responsibility without becoming a censor.

Last week it said that imposing the burden of verification on licensees would run counter to efforts it has made over the years to promote "the fullest

possible robust debate on public issues."

The commission also noted, however, that the fairness doctrine is of critical importance in its determination to "maximize the opportunity for free discussion of ideas."

The commission may have to defend its position in court. Indications last week were that the ADL would ask the U. S. Court of Appeals to send the case back for a hearing.

ADL would thus be following the route of the United Church of Christ, which succeeded in having the appeals court direct the commission to hold a hearing on the license renewal application of WLBT(TV) Jackson, Miss., after the commission granted the station a one-year license. The station was accused of discriminating against Negroes in its programing and violating the fairness doctrine.

**Support** ■ Counsel for the church as well as the American Jewish Committee filed petitions supporting the ADL's request for reconsideration in the KTYM case.

The lone commission dissenter, Kenneth A. Cox, noting that the station asserted it was in no position to judge the truth or falsity of the material broadcast, said that the commission had "turned its back on the fundamental notion of licensee responsibility" in granting the renewal without a hearing.

He maintained that licensees are not common carriers and must be held responsible for the material they broadcast. "Where there is substantial complaint that a pattern of broadcasts over his station contains false material defaming individuals or groups," he said, "the public interest requires that he make an investigation."

He also disputed the contention that free speech was the issue. He said that damage suits can be brought in case of calculated or reckless falsehoods, even though such suits inhibit free speech. "Clearly the same public policy permits—and indeed, I believe, calls for—commission consideration" at renewal time of a pattern of licensee operation involving "reckless falsehood directed against persons or groups."

Commissioner Loevinger, in a statement concurring with the majority, however, argued that the airwaves must be kept open for all views, "including those we abhor."

He warned that the ADL argument that "appeals to racial or religious prejudice" should be banned from the air could lead to the suppression of all

views of concern to the ADL except those which ADL holds or finds acceptable.

**Bold and Dangerous** ■ "Freedom is a bold and dangerous experiment," he said. "The principle that any man is at liberty to preach any doctrine, no matter how radical or objectionable to others, is perhaps the most dangerous of all doctrines. But we are committed to unqualified acceptance of this doctrine and its danger—and so far the principle of free speech has worked better than any conceivable alternative."

Although the commission affirmed its earlier decision it left open a complaint the ADL filed on Jan. 4 concerning a Dec. 28 broadcast carried on KTYM allegedly attacking five officials of the Institute for American Democracy.

ADL said the station had not complied with the fairness doctrine requirement that it notify the persons being attacked in advance and supply them with a script of the broadcast. The station replied that it had airtailed notifications to the persons involved two days before the broadcast. All the notifications were addressed to IAD headquarters in Washington. However, ADL complains none of the notifications were received.

The commission said it saw no point in protracting the proceeding involving the renewal; it was due to be granted Dec. 1, 1965. However, the commission said that it would take whatever further investigation is needed in connection with the Dec. 28 broadcast.

## Committee choices still up in air

Members of Congress busied themselves with the task of making assignment to committees last week but had failed to take any formal action on the membership of such closely watched groups as the House and Senate Commerce committees.

Neither did the Democratic Committee on Committees come to grips with the thorny issue of whether to restore the seniority of Representative John Bell Williams (D-Miss.), who is seeking the privileges taken away from him when he bolted his party to support Barry Goldwater for the Presidency in 1964. The committee was unable to agree on what to do about Representative Williams, who was knocked to the bottom of the Commerce Committee in seniority by the action of his colleagues two years ago.

He feels the action was binding only for the duration of the 89th Congress and that he should be restored to his place in the hierarchy now. There were



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hints he might be willing to settle for the second spot in seniority, below Chairman Harley O. Staggers (D-W. Va.) whom he originally outranked but who overtook him two years ago as a result of the punishment. This would put him in line for one of the subcommittee chairmanships.

One of the subcommittee chairmanships open on the Commerce unit is the crucial Communications and Power Subcommittee, reportedly reserved for Representative Torbert Macdonald (D-Mass.). However, the seat could go to Representative Williams if he gets the second position in seniority and wants

the slot.

**Skipper Left Berth** ■ Another spot on the committee unofficially has been claimed by freshman Representative Ray Blanton (D-Tenn.), who will assume the seat vacated by Representative William R. Anderson (D-Tenn.), the former skipper of the nuclear submarine Nautilus, when he takes a post on the Rules Committee. One Democratic seat on the group is being left vacant for the time being pending the test of the vote by which Representative James Mackay (D-Ga.) lost his seat.

The Republicans have three seats to

fill as a result of the realignment of the committee from the 22-to-11 Democratic majority of the previous Congress to the 19-to-14 majority which more closely reflects the Republican gains in the House. Representative Donald G. Brozman (R-Colo.), who served in Congress before his defeat two years ago, was reported to have claimed one of the seats.

These assignments await the party meetings that are scheduled for the next few days. The question of whether to restore Representative Williams' seniority will be left to the Democratic caucus, and the subcommittee assignments will be decided when the committee gathers for an organizational meeting later.

In the Senate, the Commerce Committee had yet to announce its subcommittee selections although Senator Frank Moss (D-Utah), a new member, was reported in line for a spot on the Communications Subcommittee vacated by the defeat of former Senator Ross Bass (D-Tenn.). Also of interest will be the composition of the new consumer subcommittee headed by committee chairman Warren G. Magnuson (D-Wash.), who has promised an active campaign in the field of consumer protection.

## Walton Group changes personnel, calls, rep

John B. Walton Jr., owner of the Walton Group of six southwestern radio stations and three television stations has announced expansive changes.

The personnel changes, effective Jan. 15, include the appointment of Robert O. Magruder as director of national sales and promotion of the radio divisions; Bill Clark as director of national sales in the TV division, and Clarence Davis as general manager of KVII-AM-FM Amarillo, Tex. Mr. Magruder was previously general manager of KBAT San Antonio, Tex. and Mr. Clark was with KVII-TV Amarillo, Tex.

Call letter changes were also announced. KCUL Fort Worth became KBUY-AM-FM and KBUY-AM-FM Amarillo, Tex. became KVII-AM-FM (BROADCASTING, Jan. 16, 1967).

The Walton Group has a new rep firm. Vernard, Torbet & McConnell,

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New York, was appointed to represent KERP-AM-TV El Paso, KVII-AM-FM-TV Amarillo, KBUY-AM-FM Fort Worth and KVKM-AM-TV Monahans, all Texas.

Regional offices of the Walton Group will be in the Fidelity Union Life building in Dallas. Other stations in the group are KFIF Tucson, Ariz. and KVOD Albuquerque, N. M.

## NYU plans new school on television and film

New York University last week announced plans for a new Institute of Film and Television, "without walls," to be headed by TV producer Robert Saudek.

Students will spend their first year in intensive preparatory training at the university's School of Fine Arts. Second-year students will spend one semester of advanced training in New York and the second semester in Hollywood in study and apprenticeship at leading film and television studios. For their entire third year, students will work abroad, as apprentices to foreign filmmakers or in one of the leading European film institutes.

Mr. Saudek, who becomes director of the institute, operates Robert Saudek Associates.

## Media reports . . .

**Johnson on air** ■ FCC Commissioner Nicholas Johnson will appear on the WCBS *Radio Looks at Television* program today (Jan. 23), 11-11:30 p.m. The commissioner will be asked to comment on the FCC's authority in the area of TV programming.

**Over the top** ■ Membership in the National Association of Broadcasters inched past the 4,000 mark last week. The bulk of the 4,005 members are the stations: 2,226 AM, up 59 from Jan. 1, 1966; 1,055 FM, up 122; 499 TV, up 39; 218 associates, up 20. Also members are the four radio and three TV networks. Total membership is up 240 from Jan. 1, 1966.

## Vandals break cable, knock KNEW off air

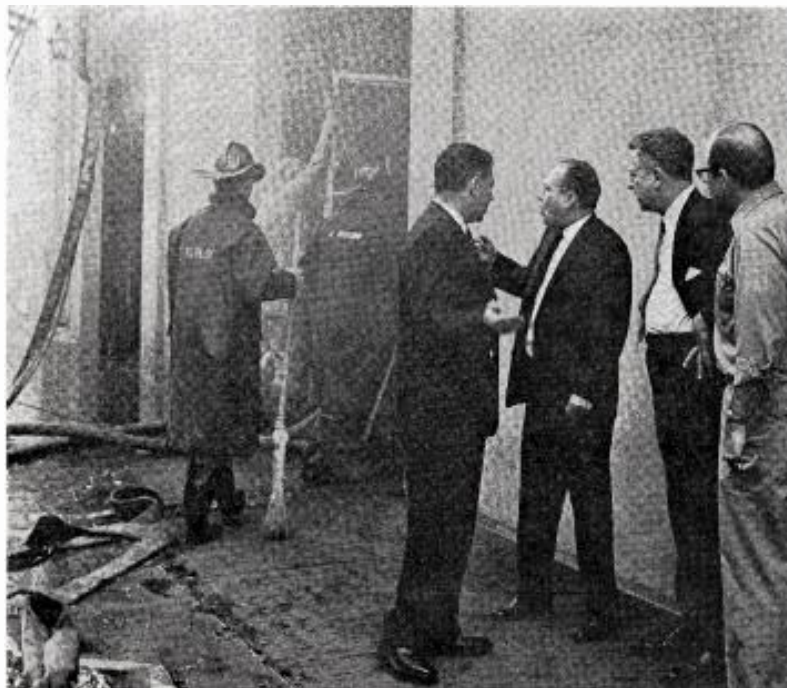
Police and the FBI were seeking late last week the vandal or vandals who severed a cable linking an Oakland, Calif., radio station's studio to its transmitter. Metromedia's KNEW, that city, was cut off the air at 9:15 p.m., Jan. 16 because of the break. About 15 minutes later, it resumed broadcasting recorded music from the transmitter. It returned to its regular

## Fire in studio, station stays on air

A fire in the main studio of WDSU-TV New Orleans last Tuesday (Jan. 17) briefly disrupted procedures but caused no interruption to the station's operation. The blaze, estimated to have caused \$25,000 damage, was quickly brought under control by firemen as studio personnel moved four color cameras

and other equipment to safety. In less than an hour WDSU-TV engineers returned to the smoke-filled video control area to get a regularly scheduled syndicated video-tape program on the air. Cameras later surveyed the damage for viewers.

WDSU-AM-FM, which operates in adjacent studios, was not affected.



With smoke still pouring from the studio, firemen moving about, the 5 p.m. newscast is hurriedly planned by (l to r) Ed Planer, news

director; Lindsey Riddle, vice president and chief engineer; A. Louis Read, president, and Buddy Rizzuto, TV engineer.

schedule 11 hours later after the cable break was repaired.

Station officials have no idea why the vandalism occurred. There is some thought it may have been someone angered at the *Joe Dolan Show*, which was on the air at the time of the break. Mr. Dolan is known for his controversial, opinionated talk show. Varner Paulsen, KNEW vice president and general manager, has offered to pay \$1,000 for information leading to the arrest and conviction of the person, or persons, responsible.

## Metromedia sets up Mail Marketing Group

Metromedia Inc., New York, which entered the direct-mail advertising field last year, has organized a new Mail

Marketing Group division to coordinate and supervise mail and sales-promotion activities of its three mail-marketing subsidiaries—Sampson-Hill Corp., Dickie-Raymond Inc. and O. E. McIntyre Inc.

Representatives from the three firms were appointed division officers: Paul Sampson, president of Sampson-Hill, to serve as executive vice president; George Zahka, executive vice president of Dickie-Raymond, to serve as vice president-administration; and from O. E. McIntyre, Lorence E. Moore, executive vice president and general sales manager, and Alfred R. Johnson, staff vice president, both to act as vice presidents. The four officers will also retain their individual company titles.

Metromedia, major station group owner, also is in television and theatrical motion-picture production and distribution.

## Burden, burden who should bear burden?

Opponents of a proposed TV-tower relocation told the FCC last week they shouldn't be asked to bear the burden of proof in connection with a hearing issue as to whether the applicant can find an alternate site that complies with commission rules.

One of the opponents, the Association of Maximum Service Telecasters, furthermore says the clause imposing the burden "was not legally adopted" by the commission.

AMST made the point in asking that its petition concerning the issue be taken up directly by the commission. Motions dealing with hearing issues are filed with the review board.

At issue is the application of WLCY-TV (ch. 10) Largo, Fla., to move its transmitter to a site 182 miles from the transmitter site of WLBW-TV (ch. 10) Miami; this would be 37 miles less than required by commission rules. The move would permit the station to put a stronger signal over Tampa-St. Petersburg. The commission designated the application for hearing last month (BROADCASTING, Dec. 19, 1966), but it imposed on AMST, WLBW-TV and WSUN-TV St. Petersburg (ch. 38) and Hubbard Broadcasting, Inc., permittee of channel 44, St. Petersburg, the burden of proof as to "whether there is an area within which the applicant could locate its transmitter in conformity with all of the requirements of the commission's rules and provide services to the public equivalent to that proposed in the application."

**Rewrite Asked** ■ The opponents

asked, initially, that the issue be rewritten to eliminate any reference to a site from which WLCY-TV could provide "equivalent protection." WLBW-TV said that the phrase presupposes that a move is justified. AMST said the entire issue could be eliminated as redundant.

But the opponents were particularly concerned about bearing the burden of proof. AMST said that since "WLCY-TV seeks an exception from the rules it is WLCY-TV's burden as the applicant to demonstrate in the first instance good cause for waiver of the rules." AMST said the applicant should be required to prove it cannot use channel 10 either at its present site or any other "that would not result in a new or greater short separation."

"Certainly it is not the respondents' duty to prove that there are reasons for enforcing—or for *not* waiving—one of the commission's most important rules," AMST added.

WSUN-TV and AMST also asked that the commission reconsider its decision placing on the opponents the burden of proof regarding a second issue—the economic impact of the proposed transmitter site relocation on UHF television in the affected area.

**Applicant's Responsibility** ■ WSUN-TV said the commission normally places the burden of proof in connection with that issue on applicants for transmitter-site moves. It said there was no reason for changing policy.

AMST's contention that the hearing order did not legally impose the burden of proof revolves around the fact that two commissioners—Robert T. Bartley and Robert E. Lee—voted to dismiss the application without a hearing. Two of the remaining five—Kenneth A. Cox and James J. Wadsworth—voted to place the burden on all issues on the

applicant.

Thus, AMST said, the ordering clause imposing the burden of proof on the two issues in dispute "was not legally adopted by the required majority vote of the commissioners present and voting."

AMST said Commissioners Lee and Bartley, who opposed the site relocation, apparently didn't focus on the burden-of-proof point. If they had they probably would not have voted to place the burden on the opponents and thereby assure the applicant a lighter burden, AMST said.

But in any case, AMST said, "seven commissioners voted, and there are only three affirmative votes for putting the burden of proof on respondents."

## AMST opposes bite into UHF channels

The Association of Maximum Service Telecasters last week asked the FCC to deny a petition that would amend the commission's rules to permit the use or reallocation of one of the UHF channels in the 73-to-80 band as a facsimile transmission service.

AMST said that adoption of the proposal, submitted in December 1966 by Lawrence H. Metcoff of Telebiblios Inc., Lincolnwood, Ill., would deny "valuable" UHF spectrum space to educational and commercial broadcasters, "thus thwarting the sound development intended for such services by both the Congress and the commission."

Telebiblios has proposed the use of a UHF frequency to provide a "computer record, literature and information retrieval library service" for the medical profession and also for the "transmittal, dissemination, and receiving of educational, professional and vocational information. . . ."

## Theoretical menu set for IEEE meet

Broadcasters hungry for electronics theory will find more than 300 technical papers on subjects ranging from computers to space satellites in sessions at this year's Institute of Electrical and Electronics Engineers convention in New York, March 20-23. There will also be exhibited the latest developments in the electronics field. Technical papers will be presented at sessions held in the Hilton Hotel. The exhibit will be in the Coliseum.

In past years, broadcasters have looked to the engineering exhibit at the National Association of Broadcast-

## Color upsurge underscored in newest EIA report

Color television, FM and home radios in general continued up, black-and-white TV and auto radios, down in distributor sales to retailers for the first 11 months of 1966, according to the Electronic Industries Association.

Color TV was 70%, FM at

28.3% and home radios 5% above the figures for the 1965 period.

Black-and-white TV slid 11.9%, auto radios 7.3% from the sales in the same 1965 period.

Sales, as reported by the marketing-services department of EIA, announced today (Jan. 23):

Period	Television		
	Color	Monochrome	Total
Jan.-Nov. 1966	4,070,949	6,397,196	10,468,145
Jan.-Nov. 1965	2,394,017	7,261,531	9,655,548
Period	Radio		
	Home	(with FM)	Auto
Jan.-Nov. 1966	12,130,854	(3,324,707)	8,449,496
Jan.-Nov. 1965	11,550,668	(2,590,387)	9,110,440



## YOUNGSTOWN

**ONCE-A-WEEK  
7 P.M. TUESDAY**

No. 1 in homes and is station's highest rated 7 P.M. show, all week

TIME	PROGRAM	STATION	RATG	SHARE	HHOMES
7.00 PM	ADDAMS FAMILY	WFNJ	12	26	30.8
	RIFLEMAN	WKBN	20	43	28.4
	6 O'CLOCK MOVIE	WYTV	11	23	23.1
	TOTALS		47		82.3
7.15 PM	ADDAMS FAMILY	WFNJ	12	26	31.2
	RIFLEMAN	WKBN	20	43	28.8
	6 O'CLOCK MOVIE	WYTV	10	21	22.3
	TOTALS		47		82.3

THE OTHER SHOWS: MC HALES, MUNSTERS, PATTY DUKE AND LITTLEST HOBBO.

## CHARLESTON-HUNTINGTON

**STRIP-5 P.M.**

Ties Mike Douglas for No. 1 in ratings and share... No. 2 in total homes

TIME AND PROGRAM	STATION	RATG	SHARE	HHOMES
5.00 PM				
MIKE DOUGLAS	WSAZ	13	32	59.0
FAMILY THEATRE	WCMS	15	37	40.4
ADDAMS FAMILY	WHTN	12	29	43.9
TOTALS		41		143.3
5.15 PM				
MIKE DOUGLAS	WSAZ	13	32	61.2
FAMILY THEATRE	WCMS	15	37	40.5
ADDAMS FAMILY	WHTN	13	32	44.6
TOTALS		41		146.3

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## OMAHA

**STRIP-5 P.M.**  
(ALTERNATING WITH MUNSTERS)

No. 1 in ratings, share and homes.

TIME AND PROGRAM	STATION	RATG	SHARE	HHOMES
5.00 PM				
MUNSTERS/ADAMS FNLY	KMTV	14	40	34.3
LEAVE IT TO BEAVER	HOW	10	29	29.3
EARLY SHOW	KETV	10	29	23.3
TOTALS		35		86.9
5.15 PM				
MUNSTERS/ADAMS FNLY	KMTV	14	41	34.5
LEAVE IT TO BEAVER	HOW	10	29	30.0
EARLY SHOW	KETV	10	29	23.3
TOTALS		34		87.8

## LOS ANGELES

**STRIP-6:30 P.M.**  
(FIRST RATING IN LOS ANGELES)

Increases lead-in\* rating by 50%. Tied for No. 1 "indie" station rating

\*Lassie

TIME AND PROGRAM	STATION	RATG	SHARE	HHOMES
6.30 PM				
BIG NEWS	KXNT	19	35	267.1
SIXTH HOUR NEWS	KNRC	8	15	277.9
RAWHIDE	KTLA	4	7	148.0
6 O'CLOCK MOVIE	KABC	7	13	277.0
ADDAMS FAMILY	KHJ	6	11	193.7
DENNIS THE MENACE	KITV	6	11	206.3
PATTY DUKE	KCOF	4	7	132.4
NO QUIERO LAGRIMAS	KPEX	-1		9.4
TOTALS		54		1761.8
6.45 PM				
BIG NEWS	KXNT	19	35	560.5
SIXTH HOUR NEWS	KNBC	8	15	277.9
RAWHIDE	KTLA	4	7	151.5
6 O'CLOCK MOVIE	KABC	7	13	229.7
ADDAMS FAMILY	KHJ	6	11	195.0
DENNIS THE MENACE	KITV	6	11	206.9
PATTY DUKE	KCOF	4	7	134.4
NO QUIERO LAGRIMAS	KPEX	-1		9.4
TOTALS		54		1765.3

\* 6.15 PM  
TIMMY AND LASSIE [KHJ | 4 | 8 | 129.4 |

## ALBANY-SCHENECTADY-TROY

**STRIP-4:30 P.M.**

No. 1 in homes... ties Mike Douglas for No. 1 in ratings and share

TIME AND PROGRAM	STATION	RATG	SHARE	HHOMES
4.30 PM				
ADDAMS FAMILY/POLIT	WRGB	15	36	68.3
POPEYE/STIGES/MARVEL	WTEN+	12	29	45.4
MIKE DOUGLAS	WAST	15	36	47.5
TOTALS		42		161.2

## SPRINGFIELD-HOLYOKE

**STRIP-5 P.M.**  
(ALTERNATING WITH MUNSTERS)

No. 1 program on UHF station in time period.

TIME	PROGRAM	STATION	RATG	SHARE	HHOMES
5.00 PM	ROUTE 66	WHLP+	5	14	9.8
	FNLY/MUNSTERS/PERF	WHYN	9	25	18.0
	BIG 3 THEATRE	WTIC	14	39	27.8
	TOTALS		36		27.8
5.15 PM	ROUTE 66	WHLP+	5	14	10.0
	FNLY/MUNSTERS/PERF	WHYN	10	28	18.3
	BIG 3 THEATRE	WTIC	14	39	28.3
	TOTALS		36		28.3

## DAYTON

**ONCE-A-WEEK  
7 P.M. MONDAY**

No. 1 in homes. Tie for No. 1 in ratings and share

TIME AND PROGRAM	STATION	RATG	SHARE	HHOMES
7.00 PM				
ADDAMS FAMILY	WLWD	22	40	97.4
THE BIG NEWS	WHIO	22	40	80.1
CBS EVENING NEWS	WKFE	-1		.5
TOTALS		55		178.0
7.15 PM				
ADDAMS FAMILY	WLWD	22	40	98.6
THE BIG NEWS	WHIO	22	40	80.3
CBS EVENING NEWS	WKFE	-1		.5
TOTALS		55		179.4

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ers convention, this year to be held in Chicago two weeks after IEEE closes its convention, for latest equipment available in broadcasting and to the IEEE for new information and new developments relating to radio and TV in the wide field of electronics.

## Lani II achieves synchronous orbit

The Communications Satellite Corp. hailed the achievement of a successful orbit last week when it nudged Lani Bird II into its proper position over the equator to become the first Pacific synchronous satellite.

Plans for the commercial inaugurations satellite were underway in a special program linking the U.S. and Japan.

Lani Bird II, which was launched

two weeks ago (BROADCASTING, Jan. 16) was successfully placed into stationary orbit, 22,300 miles above the earth near the International Dateline.

Lani Bird I, launched last October, failed to achieve synchronous orbit when its apogee motor failed to fire the required length of time. Although in lower orbit, it is useful for telephone, television and other communications traffic up to eight hours a day between the U.S. and Hawaii and Japan.

Some of Lani Bird II's circuits are already spoken for by the National Aeronautics and Space Administration for the Apollo program to put a man on the moon, and the Department of Defense for military channels to Hawaii, Philippines, Japan, Australia, and Thailand.

Even as Comsat announced the successful stationing of Lani Bird II, it announced that the launching of a second satellite over the Atlantic Ocean would take place no earlier than Feb. 15.

## Technical topics . . .

**Color processor chosen** ■ KABC-TV Los Angeles has added the Pako Cine/strip 56-EK color processing system to its news operation. It estimates exposed film will be ready for screening 45 minutes after delivery. In order to get the maximum use of the processor, the station installed a walk-in refrigerator to store film at proper temperature, contracted for a special air-conditioning unit, constructed an acid tank room and built dumb-waiters and individual film lockers.

**New color-video modulator** ■ International Nuclear Corp., Nashville, has introduced its TVM2 video modulator for converting ordinary color receivers into station monitors. Priced at \$195, the unit accepts composite monochrome or color signals and feeds them into any TV receiver.

## FINANCIAL REPORTS

### Filmways to acquire Acme Film & Tape

Filmways Inc., television and motion picture production company, which has shown a marked tendency for diversification in recent months, last week entered into an agreement to acquire Acme Film and Videotape Laboratories Inc., Hollywood and New York. Acme specializes in tape-to-film transfers, tape-to-tape duplicating and 16 mm color and black-and-white film processing. Negotiations for the acquisition, expected to be completed within the next several weeks, call for an exchange of Filmways stock (the production company is listed on the American Stock Exchange) for the net assets of Acme.

The acquisition is part of what appears to be Filmways's continuing search

for expansion and diversification. The company has been aggressively planning for diversification into other fields but so far none of a number of possible situations have worked out. Most recently a company plan to build and operate what would have been the world's largest motor sport complex fell through.

Last spring, Acme Film and Videotape Labs changed its name from Acme Film Laboratories as a way of reflecting its increased involvement in color video-tape syndication and dubbing and growing business in tape-to-film transfers. The company recently announced a new process claimed to be capable of transferring color tape to produce color film of broadcast quality. It's being marketed under the name Acme-Chroma.

**Profit Drops** ■ Filmways last week also reported a 19% dip in earnings for three months ended Nov. 30, 1966,

compared to that period a year ago.

Filmways, in association with Bob Stewart Productions, has produced *Eye Guess* for NBC-TV and *The Face is Familiar* for CBS-TV (still under option to the network). Other joint ventures underway are *Celebrity Double Talk* and *Personality Test* for NBC-TV.

Filmways's current network shows: *The Beverly Hillbillies*, *Green Acres* and *Petticoat Junction* on CBS-TV; *The Phyllis Diller Show* on ABC-TV; and the *Eye Guess* daytime show on NBC-TV. Plans call for several new nighttime series: *Doc, Dundee and the Culhane*, and *Lassiter* (BROADCASTING, Dec. 5, 1966).

For the first quarter ended Nov. 30:


	1966	1965
Earnings per share	\$0.34	\$0.42
Net earnings	241,653	286,934
Shares outstanding	709,910	682,127

### Nine-month report shows Taft gains

Taft Broadcasting Co., Cincinnati, has shown a nearly 10% increase in net revenue for the nine months ended Dec. 31, 1966. Net earnings rose 23.4% for the period.

Taft Broadcasting, a group owner, operates WKRC-AM-FM-TV Cincinnati; WBRC-AM-FM-TV Birmingham, Ala.; WKYT-TV Lexington, Ky.; WGR-AM-FM-TV Buffalo, N. Y.; WTVN-AM-FM-TV Columbus, Ohio; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton, Wilkes-Barre, Pa.

The firm's board of directors has declared a quarterly cash dividend of 15 cents a share payable March 14 to



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stockholders of record Feb. 15.

For the nine months ended Dec. 31, 1966:

	1966	1965
Earnings per share	\$1.82	\$1.31
Net revenue	22,844,804	20,629,154
Net income	5,431,907	4,400,926

## Time Inc. revenue near half-billion

Time Inc., parent of Time-Life Broadcast, last week predicted its revenues would be up by 10% for 1966, reaching close to \$500 million.

James A. Linen, president, said per-share earnings were expected to approximate \$5.40 compared to \$4.92 in the previous year.

Net earnings advanced to approximately \$37 million.

Time-Life Broadcast, according to Mr. Linen, accounted for 4% of the company's revenues. That would be \$20 million based on the \$500-million estimated gross.

## Financial reports . . .

- Metromedia Inc., New York, has declared a regular quarterly dividend of 20 cents per share on common stock, payable March 15 to stockholders of record Feb. 21.
- Foote, Cone & Belding Inc., New

## SEC's December report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for December (all common stock unless otherwise indicated):

**ABC Inc.**—Joseph W. Fitzpatrick, holding 28 shares personally, bought 100 shares beneficially held as custodian, giving total of 100.

**Aveco Corp.**—Herman H. Kahn, holding 5,037 shares personally, bought 1,000 shares personally, bought 1,000 shares beneficially held in trust, giving total of 2,000. E. D. Kenna exercised option on 4,334 shares and sold 2,000 shares, giving total of 3,834. James R. Kerr sold 1,000 shares, leaving 31,801. Henry J. Oechler bought 1,000 shares, giving total of 2,900.

**CBS Inc.**—Following exercised stock options: Eugene F. Connolly, 1,193, giving

total of 1,216; Jack B. Purcell, 1,313, giving total of 3,343; John T. Reynolds, 2,207, giving total of 10,833; Geraldine B. Zorbaugh, 822, giving total of 5,349. C. Edwin Drumheller sold 300 shares, leaving 18.

**Cowles Communications**—Robert Tinscher bought 100 shares, giving total of 1,900.

**Desilu Productions Inc.**—Lucille Ball, holding 38,803 shares personally, bought 500 shares on beneficially held account for husband, giving total of 2,443.

**Gross Telecasting**—Raymond W. Miotel, holding 100 shares personally bought 400 shares and sold 100 shares on beneficially held Paine Webber Jackson & Curtis trading account, giving total of 102.

**Scripps-Howard Broadcasting Co.**—Stanley Robert Hagan bought 500 class A shares, giving total of 1,050.

**Seven Arts Productions**—Eliot Hyman bought \$1 million in 6% convertible subordinate debentures, giving total of \$1 million.

**Storer Broadcasting Co.**—Francis W. Sullivan bought 500 shares, giving total of 7,000.

York, has declared a quarterly dividend of 20 cents per share on common stock, payable March 10 to stockholders of record Feb. 17.

- Through an exchange of stock, Universal Major Industries Corp., New York, a home-appliance marketing firm, plans to acquire Monarch Electronics International Inc., North Holly-

wood, Calif., and continue that operation as a subsidiary. Monarch imports, distributes and sells such electronic products as radios, hi-fi equipment, stereos and walkie-talkies. Recently it announced plans to introduce a line of auto stereos, tape recorders, radios, black-and-white TV sets and hi-fi units under the Majestic label.

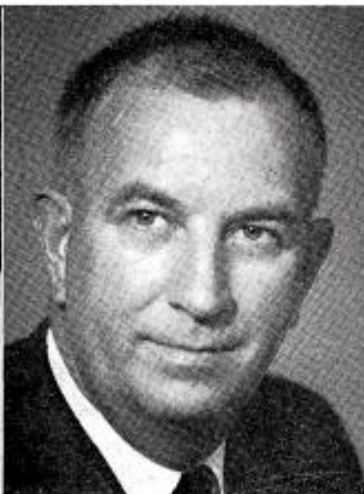
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Advertisement

## NIAGARA TELEVISION LIMITED (CHCH-TV)



Mrs. Kenneth D. Soble



Mr. S. J. Bibby



Mr. A. A. Bruner

The Board of Directors of Niagara Television Limited announces the election of Mrs. Kenneth D. Soble as President.

Mr. S. J. Bibby has been appointed Vice-President and General Manager and Mr. A. A. Bruner has been appointed Vice-President—Corporate Development.

Previously, Mr. Bibby was Assistant General Manager of CHCH-TV and Mr. Bruner was Director of Marketing and Sales.

# Second season loses to movies

New shows against rival feature films find it tough sledding in the ratings

Two new second season offerings of the television networks went up against the movies on Jan. 12 and 13 and in both instances were beaten, although not always badly, in the ratings.

NBC's new *Dragnet* series went in at 9:30-10 p.m., on Thursday, Jan. 12. CBS's movie for the night, "A Summer Place," swept the 9-11 period with an average 24.3 rating in the Arbitrons. In the half-hour against *Dragnet* the movie's rating was 23.7, the NBC-Jack Webb show had 21.0. This pattern held in the Trendexes.

ABC's *Rango* opened on Jan. 13 in its Friday, 9-9:30 p.m. period against a movie ("PT 109") on CBS and *Man from U.N.C.L.E.* on NBC. CBS's movie

took the period in both the Arbitrons and Trendexes.

The movie took the half-hour in both Arbitron (23.4) and Trendex (19.3), *U.N.C.L.E.* was second in Arbitron (15.8), *Rango* was second in Trendex (16.4).

In its second episode of the second season CBS's new *Mr. Terrific* (Monday, 8-8:30) continued to lead its time period. Second episode of NBC's new *Captain Nice* that same night (8:30-9) held about even with premiere ratings, improving its second-place performance in Trendex but dropping to third in Arbitron.

ABC's *The Invaders* (Tuesday, 8:30-9:30 p.m.) continued to score several

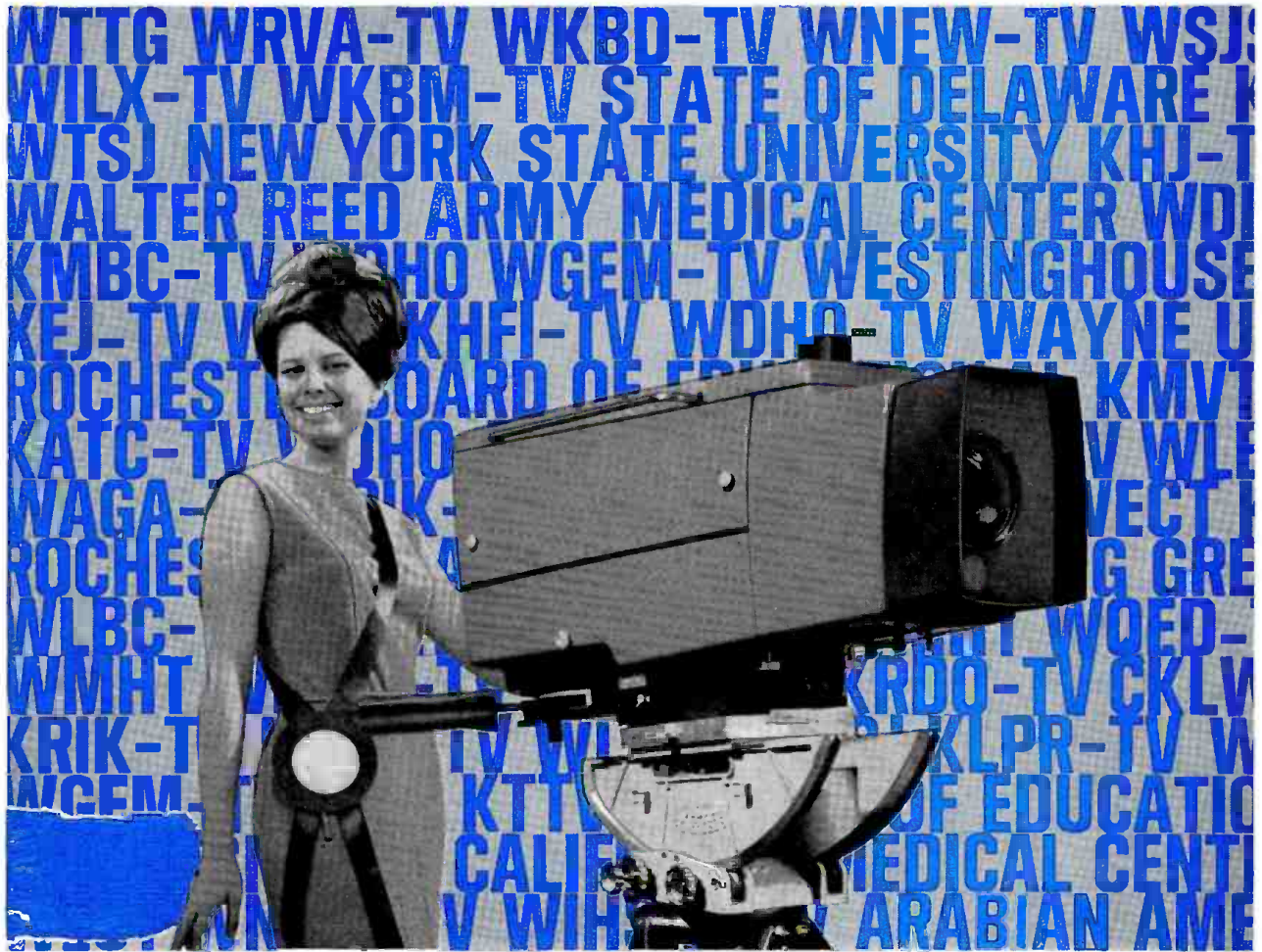
points higher than its lead-in show, *Combat*.

The other mid-season replacement programing that has appeared thus far (ABC's game shows and ABC's Wednesday movie) failed to make the grade against the opposition. The Saturday Night game shows, *Newlywed Game* and *Dating Game*, scored far behind CBS's winner in the 7:30-8:30 period, *Jackie Gleason Show*. A 90-minute *Bob Hope Christmas* special on NBC rang up a 36.3 average rating in the Arbitrons, overwhelming the ABC Wednesday movie ("Flaming Star" with Elvis Presley), which scored a 12.4 average rating in that same 9-10:30 period.

Another new ABC show, *The Avengers*, was to open last Friday (10-11 p.m.), CBS enters its new *Coliseum* series this Thursday (7:30-8:30 p.m.) and the *Smother's Brothers Comedy Hour* on Feb. 5 (Sunday, 9-10 p.m.).

Following are ratings reports made available last week. "S" denotes special and "N" new in the second season.

	Arbitron		Trendex			Arbitron		Trendex	
	Rating	Share	Rating	Share		Rating	Share	Rating	Share
<b>Thursday, Jan. 12</b>									
<b>7:30-8</b>									
ABC Batman	18.0	30	20.7	40.4	ABC Rango (N)	12.6	23	16.4	32.5
CBS Jericho	12.6	21	10.9	21.2	CBS Movie	23.4	42	19.3	38.1
NBC Daniel Boone	20.9	35	11.3	21.9	NBC Man from U.N.C.L.E.	15.8	28	12.7	25.1
<b>8-8:30</b>									
ABC F Troop	17.2	30	17.9	34.9	ABC Phyllis Diller	12.1	21	16.1	30.9
CBS Jericho	13.0	23	10.9	21.1	CBS Movie	30.6	52	22.5	42.9
NBC Daniel Boone	18.6	33	15.0	29.2	NBC T.H.E. Cat	10.5	18	10.0	19.2
<b>8:30-9</b>									
ABC Bewitched	19.2	33	21.0	38.6	<b>10-10:30</b>				
CBS My Three Sons	18.2	31	13.6	25.0	ABC 12 O'Clock High	7.1	14	9.2	18.8
NBC Star Trek	15.3	26	13.2	24.2	CBS Movie	29.9	59	26.2	53.4
<b>9-9:30</b>									
ABC Love On a Rooftop	14.1	23	14.4	25.6	NBC Project 20 (S)	6.9	14	8.2	16.8
CBS Movie	23.1	38	20.5	36.5	<b>10:30-11</b>				
NBC Star Trek	15.6	26	13.2	23.5	ABC 12 O'Clock High	7.0	13	8.4	16.6
<b>9:30-10</b>									
ABC That Girl	11.1	19	11.5	19.2	CBS Movie	32.2	59	29.4	58.4
CBS Movie	23.7	40	23.8	39.6	NBC Project 20 (S)	7.3	13	7.1	14.1
NBC Dragnet (N)	21.0	36	20.1	33.4	<b>Saturday, Jan. 14</b>				
<b>10-10:30</b>									
ABC Stage 67	9.6	17	8.7	14.9	<b>7:30-8</b>				
CBS Movie	24.5	44	23.7	40.7	ABC Dating Game (N)	9.6	18	11.2	21.5
NBC Dean Martin	19.9	35	21.5	37.0	CBS Jackie Gleason	26.0	48	25.4	50.2
<b>10:30-11</b>									
ABC Stage 67	7.7	14	7.1	13.0	NBC Flipper	14.6	27	10.9	21.5
CBS Movie	25.7	47	24.4	44.6	<b>8-8:30</b>				
NBC Dean Martin	19.7	36	21.5	39.3	ABC Newlywed Game (N)	9.8	17	12.4	23.0
<b>Friday, Jan. 13</b>									
<b>7:30-8</b>									
ABC Green Hornet	11.9	23	11.3	25.1	CBS Jackie Gleason	28.2	50	27.1	50.7
CBS Wild, Wild West	18.7	36	13.8	30.8	NBC Please Don't Eat the Daisies	11.3	20	11.2	21.0
NBC Tarzan	16.9	32	10.7	23.9	<b>8:30-9</b>				
<b>8-8:30</b>									
ABC Time Tunnel	10.6	20	13.7	29.8	ABC Lawrence Welk	20.2	34	20.7	38.3
CBS Wild, Wild West	19.4	36	11.8	25.6	CBS Pistols 'n' Petticoats	15.1	25	13.0	24.1
NBC Tarzan	16.6	31	13.2	28.7	NBC Get Smart	17.7	30	17.1	31.8
<b>8:30-9</b>									
ABC Time Tunnel	9.8	18	13.7	27.0	<b>9-9:30</b>				
CBS Hogan's Heroes	20.8	39	18.3	36.0	ABC Lawrence Welk	18.4	30	19.1	35.5
NBC Man from U.N.C.L.E.	17.4	33	12.7	25.1	CBS Mission: Impossible	15.3	25	12.1	22.4
<b>9-9:30</b>									
ABC Love On a Rooftop	14.1	23	14.4	25.6	NBC Movie	18.7	31	20.5	38.4
CBS Movie	23.1	38	20.5	36.5	<b>9:30-10</b>				
NBC Star Trek	15.6	26	13.2	23.5	ABC Hollywood Palace	16.3	28	19.7	35.0
<b>9:30-10</b>									
ABC F Troop	17.2	30	17.9	34.9	CBS Mission: Impossible	14.2	24	10.3	18.3
CBS Jericho	13.0	23	10.9	21.1	NBC Movie	22.0	37	24.2	43.1
NBC Daniel Boone	18.6	33	15.0	29.2	<b>10-10:30</b>				
<b>10-10:30</b>									
ABC Bewitched	19.2	33	21.0	38.6	ABC Hollywood Palace	14.7	25	17.7	31.7
CBS My Three Sons	18.2	31	13.6	25.0	CBS Gunsmoke	17.3	29	11.9	21.3
NBC Star Trek	15.3	26	13.2	24.2	NBC Movie	22.9	39	23.4	42.0
<b>10:30-11</b>									
ABC Love On a Rooftop	14.1	23	14.4	25.6	ABC Scope	—	—	7.5	15.6
CBS Movie	23.1	38	20.5	36.5					
NBC Star Trek	15.6	26	13.2	23.5					



## MARK 10 VISUAL ZOOM camera

the preferred black-and-white camera for studio and field . . . preferred by quality-conscious broadcasters throughout the country . . .

Here's the "new concept" zoom camera that set the industry standard for 3" image orthicons. The Visual Mark 10 Zoom Camera combines the utmost in production flexibility with superior pictures and low operating expense. Major groups, leading independents, and educational broadcasters have specified the Mark 10 for ■ crisp, snappy, live pictures ■ built-in 10-to-1 zoom lens ■ solid-state electronics ■ long-life 3" ELCON I.O. tube ■ improved S/N and high sensitivity ■ simple camera setup and long, stable operation!



	Arbitron		Trendex			Arbitron		Trendex	
	Rating	Share	Rating	Share		Rating	Share	Rating	Share
CBS Gunsmoke	19.1	35	15.6	32.4	Tuesday, Jan. 17				
NBC Movie	21.4	39	23.0	47.7					
<b>Sunday, Jan. 15</b>					<b>7:30-8</b>				
7:30-8					ABC Combat	11.4	20	15.3	29.8
ABC Voyage	13.4	26	—	—	CBS Daktari	19.9	35	15.4	30.3
CBS Lassie	14.3	28	—	—	NBC Girl from U.N.C.L.E.	15.7	28	14.6	28.5
NBC Walt Disney's World	16.9	33	—	—	<b>8-8:30</b>				
<b>8-8:30</b>					ABC Combat	13.8	24	13.3	26.5
ABC FBI	17.4	29	—	—	CBS Daktari	19.4	33	15.8	32.1
CBS Ed Sullivan	22.3	37	—	—	NBC Girl from U.N.C.L.E.	17.0	29	14.7	29.2
NBC Walt Disney's World	17.7	29	—	—	<b>8:30-9</b>				
<b>8:30-9</b>					ABC The Invaders (N)	20.2	33	19.4	35.6
ABC FBI	17.2	29	—	—	CBS Red Skelton	25.0	41	19.9	36.6
CBS Ed Sullivan	28.0	47	—	—	NBC Occasional Wife	12.9	21	11.8	21.5
NBC Hey Landlord!	12.1	20	—	—	<b>9-9:30</b>				
<b>9-9:30</b>					ABC Invaders (N)	18.5	30	19.6	34.6
ABC Movie	20.6	34	—	—	CBS Skelton	26.2	43	20.0	35.3
CBS Carol + Two (S)	15.8	26	—	—	NBC Movie	15.7	26	14.3	25.2
NBC Bonanza	23.4	38	—	—	<b>9:30-10</b>				
<b>9:30-10</b>					ABC Peyton Place	19.6	31	20.6	37.0
ABC Movie	20.6	33	—	—	CBS Petticoat Junction	18.9	30	13.5	24.2
CBS Carol + Two (S)	13.2	21	—	—	NBC Movie	21.3	34	17.3	31.1
NBC Bonanza	27.1	44	—	—	<b>10-10:30</b>				
<b>10-10:30</b>					ABC The Fugitive	14.8	29	—	—
ABC Movie	22.5	39	—	—	CBS The Italians (S)	10.3	20	—	—
CBS Candid Camera	14.4	25	—	—	NBC Movie	20.0	39	—	—
NBC Andy Williams	17.7	30	—	—	<b>10:30-11</b>				
<b>10:30-11</b>					ABC The Fugitive	15.5	31	—	—
ABC Movie	21.5	41	—	—	CBS The Italians (S)	9.8	20	—	—
CBS What's My Line?	13.7	26	—	—	NBC Movie	19.6	39	—	—
NBC Andy Williams	14.5	27	—	—					
<b>Monday, Jan. 16</b>					<b>Wednesday, Jan. 18</b>				
<b>7:30-8</b>					<b>7:30-8</b>				
ABC Iron Horse	15.1	26	11.9	23.9	ABC Batman	15.2	25	—	—
CBS Gilligan's Island	19.4	33	14.8	29.7	CBS Cinderella (S)	23.7	39	—	—
NBC Monkees	17.0	29	19.5	38.7	NBC Virginian	18.6	30	—	—
<b>8-8:30</b>					<b>8-8:30</b>				
ABC Iron Horse	17.8	30	12.1	23.0	ABC Monroes	13.9	21	—	—
CBS Mr. Terrific (N)	19.1	33	19.7	37.3	CBS Cinderella (S)	26.1	40	—	—
NBC I Dream of Jeannie	14.2	24	15.1	28.8	NBC Virginian	20.0	31	—	—
<b>8:30-9</b>					<b>8:30-9</b>				
ABC Rat Patrol	17.6	28	16.1	28.2	ABC Monroes	10.7	17	—	—
CBS Lucille Ball	24.6	38	19.2	33.5	CBS Cinderella (S)	29.1	46	—	—
NBC Captain Nice (N)	16.7	26	18.5	32.1	NBC Virginian	19.3	30	—	—
<b>9-9:30</b>					<b>9-9:30</b>				
ABC Felony Squad	14.1	23	16.2	28.1	ABC Movie	10.8	17	—	—
CBS Andy Griffith	28.1	45	26.0	45.2	CBS Green Acres	16.0	25	—	—
NBC Road West	14.8	24	8.9	15.4	NBC Bob Hope-Christmas (S)	35.7	55	—	—
<b>9:30-10</b>					<b>9:30-10</b>				
ABC Peyton Place	19.9	33	—	—	ABC Movie	13.0	20	—	—
CBS Family Affair	19.8	33	—	—	CBS Gomer Pyle	12.8	20	—	—
NBC Road West	16.2	27	—	—	NBC Bob Hope-Christmas (S)	36.2	56	—	—
<b>10-10:30</b>					<b>10-10:30</b>				
ABC Big Valley	18.1	36	—	—	ABC Movie	13.4	23	—	—
CBS State of Union/Republican View(S)	10.4	21	—	—	CBS Danny Kaye	7.6	13	—	—
NBC Run For Your Life	15.8	31	—	—	NBC Bob Hope-Christmas (S)	36.8	62	—	—
<b>10:30-11</b>					<b>10:30-11</b>				
ABC Big Valley	17.9	36	—	—	ABC Movie	13.8	26	—	—
CBS Convulsion In China (S)	9.3	19	—	—	CBS Danny Kaye	9.9	18	—	—
NBC Run For Your Life	16.3	33	—	—	NBC Barrump-Bump Show (S)	16.0	48	—	—

## Triangle to market 'educasting' systems

Educating, a radio-TV instruction method by FM multiplex broadcast, is now being leased to U. S. stations by Triangle Stations, franchise holder of

the system.

Triangle Stations, New York, said a contract signed last week with International Correspondence Schools, manager of Educating Systems Inc., gives it rights to market the system in this country. ICS courses, ranging from stenography to golf, will be issued this spring in three one-hour lessons weekly over a 10-week period. Triangle plans to

begin with a course in modern management, first used last summer as a test on the group owner's WFIL-FM Philadelphia.

Triangle said the system will be used by its five FM stations: WFIL-FM, WNB-FM Binghamton, N. Y.; WFBG-FM Altoona-Johnstown, Pa.; WNHC-FM New Haven, Conn., and KFRE-FM Fresno, Calif.

# Without our competitors we'd be nowhere.

Lucky for us other air freight forwarding companies make promises and then hope they can deliver. That's why they make us look good. DAX makes promises too ...but first we make sure we can live up to them.

Of course, we've stacked the cards in our favor by taking "little" precautions. Like building our entire operation around those "hectic" deadlines you're usually up

against ...by creating a "red flag" packing procedure ... by installing the most comprehensive WATS line system reaching our 974 agents coast-to-coast ...and by backing all this up with a special service which assures receiver responsibility.

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974 Agents Coast-to-Coast/Regional Offices: Los Angeles 776-0130, Chicago 671-0050, New York 276-3100, Newark 643-2445, Detroit 898-2200, Boston 567-1373



# Super Bowl: CBS 24.8-NBC 17.4

That's final score according to Arbitron,  
but networks differ over rating interpretation

CBS-TV outscored NBC-TV in the overnight national Arbitron reports on their simultaneous coverage of the Jan. 15 Super Bowl football game. But there was disagreement about the margin of victory.

The score as recorded by Nielsen will be out Feb. 6.

CBS-TV claimed it won by 59 to 41, the figures representing the networks' respective shares of the combined Super Bowl TV audience, based on Arbitron half-hour ratings.

CBS-TV also estimated the combined audience averaged approximately 45 million viewers a minute, and totaled about 65 million viewers. CBS thus credited itself with 26,550,000, and NBC-TV with 18,450,000 on an average-minute basis.

NBC-TV sources thought the shares should be closer to 56% for CBS and 44% for NBC.

**ARB's Version** ■ Arbitron declined to reveal its version, except to say CBS-TV had a 24.8 rating and 48% share of the total TV audience during the game, and NBC-TV a 17.4 rating and a 33% share.

Thus about 19% of the total TV audience was watching local programming instead of the Super Bowl. (ABC-TV was winding up its coverage of a National Basketball Association game during the opening minutes of the Super Bowl but returned the rest of the time to its affiliates to program locally.)

NBC-TV claimed that the combined

Super Bowl TV audience averaged 43.6 million viewers a minute and totaled 50 million viewers.

Depending on which interpretation is used, the Super Bowl audience appeared to be—or not to be—a record for a single sports event. The biggest reported previously was an estimated total of 54.1 million viewers—41.3 million in the average minute—for the Oct. 6, 1963, World Series baseball game between the Los Angeles Dodgers and the New York Yankees. That game was telecast only on the NBC-TV network.

NBC researchers noted last week that Super Bowl ratings won't be complete until national Nielsen reports are received Feb. 6. An NBC spokesman thought his network may improve its showing in that compilation, because of rating-sample differences between Nielsen and Arbitron.

He believed that CBS's 59% share was in fact only 56% because of a color-TV-set factor favoring NBC. He said NBC-TV on the average garnered about two viewers per color set, while CBS-TV collected 1.8 viewers per set.

**In New York** ■ A Nielsen report on New York audiences last week gave CBS an 18.8 Super Bowl rating and NBC a 17.6 rating, but in the New York Arbitrons NBC had a 19.3 rating and CBS a 15.1 rating.

A CBS-TV spokesman estimated that about 23,200,000 homes tuned in to the Super Bowl. With a 59% share, CBS-TV would have 13.6 million

homes to NBC-TV's 9.6 million.

CBS-TV sponsors reportedly paid \$85,000 per commercial minute, while NBC-TV's paid either \$65,000 (regular season AFL advertisers) or \$75,000 per minute.

The Super Bowl was preceded by one of the most intense audience-promotion battles ever waged for a sports event. Between them, CBS-TV and NBC-TV invested more than \$2 million—including the value of on-air promotion time—to attract viewers to their respective presentations (BROADCASTING, Jan. 16).

The half-hour pregame and postgame programs were pooled presentations. Arbitron gave CBS-TV a 22.4 rating to NBC-TV's 12.7 in the pregame, and CBS-TV a 20.7 to NBC-TV's 13.9 in the postgame programs.

Audience figures for network radio coverage of the Super Bowl, also carried by both NBC and CBS, are not expected for at least two months, authorities said last week.

## ON firms up pattern for Vegas production

Overmyer Network expects to go into action at Las Vegas next March in preparation for its two-hour *Las Vegas Show* that's scheduled to begin on April 3, officials said last week.

Telecasting on that date will signal the start of ON, the formation of which was announced last August.

ON officials last week described what they have in mind for the variety show originating along the "strip," famed for its lavish hotels, gambling rooms, food and entertainment.

A studio that seats 300 is being

## FCC gets complaint on L.A. Super Bowl blackout

It's not fair to deprive a community of the opportunity to see or hear a broadcast just because the event being covered is held in that area. That's what Los Angeles County Supervisor Kenneth Hahn contended in a letter sent to FCC Chairman Rosel H. Hyde last week. Apparently spurred into action by the home-television blackout of the Super Bowl game in the Los Angeles area, Mr. Hahn asked for an investigation of such policy in connection with major sports events.

In his letter, dated Jan. 17, Mr. Hahn expressed the opinion that "there is a constitutional question involved when a television or radio sta-

tion is granted a license to broadcast in the public interest and then denies one portion of its audience its service." He suggested that the FCC set a national policy for all broadcasting outlets so that in the future citizens living in the area where a public event is taking place "will not be discriminated against" and their "American privileges and rights will be guaranteed." He further asked that "this problem" be placed on the next agenda of the commission.

Mr. Hahn did not directly mention the Super Bowl blackout in his letter. Copies were sent to the other members of the commission with the exception of Commissioner Nicholas

Johnson.

**Post-Blackout Viewing** ■ A significant statistic on the Super Bowl was registered about seven hours after the game ended, when some 234,000 homes in Los Angeles and Orange County were tuned into KNXT(TV) Los Angeles for a delayed broadcast of the game at 11:30 p.m. that same night and carried it through conclusion the next morning. That's what the KNXT research department estimates, based on a special American Research Bureau telephone recall survey commissioned by the station. The ARB tabulation gave KNXT a 9 rating for the time period and an average 47% share of audience.



prepared for originations. It will be housed in the Hacienda hotel where a room used formerly for dining and as a show room is to be converted to a crescent-shaped TV theater in "stage-cabaret style."

Taping and filming of features and events taking place inside a number of major hotels (10 including the Hacienda) and in surrounding areas (nearby ranches, the city's convention center, at golf courses, etc.) will start in March. The material will be gathered by two mobile video-tape units and by a camera crew shooting in color on 16-mm film. These features will be inserted later in the studio-originated tapes.

Officials said the network has contracted with the Nevada Resort Association for exclusive TV rights in the 10 hotels, which in addition to the Hacienda include Aladdin, Caesar's Palace, Desert Inn, Dunes, Riviera, Sahara, Stardust, Thunderbird and Tropicana.

ON had planned to originate shows from each of these hotels for a week at a time but discarded this plan because of prohibitive costs in putting up and striking sets and lights.

The network reports a 125-station lineup for the shows and says "about 90% of the stations" will be carrying 10 hours weekly over a five-day period.

The Las Vegas programming is being packaged by Ashley-Famous Agency Inc. Production will be handled by David B. Sontag, who has resigned as an executive with Ashley-Famous to become ON's executive producer on the show.

## NET gets in on Columbia's lab

There was evidence last week that major forces in educational television are drawing closer together.

National Educational Television, which had initially been reported left out of plans for an ETV laboratory to be developed at Columbia University through Ford Foundation funds, seemed very much back in the picture.

NET, with two live coast-to-coast telecasts under its belt, was said to be considered the probable origination center of whatever weekly public-affairs and cultural show might develop from the Columbia laboratory plan. It had previously been reported that separate studio facilities would be prepared for the TV lab.

Last week the educational network presented its twice-monthly *News in Perspective* program as a coast-to-coast telecast (Wednesday, 9 p.m.) featuring an interview with *New York Times* correspondent Harrison Salisbury, whose recent reports from North Vietnam

## Americana, talk, children's drama in works

A group of TV program series ranging from talk shows and musical Americana presentations to quality-drama children's specials are under development by Canaan Productions, New York, for network or syndication exposure this summer or next fall.



Mr. Kline

Robert Kline, Canaan president, revealed in an interview last week that Canaan, in association with King Features Television, has put together a projected 15- or 30-minute weekday talk program, *Outrageous Opinion*, which would spotlight Helen Gurley Brown, editor of *Cosmopolitan* magazine, as host. A second half-hour talk series has been developed with producer Jack Farren and would feature Vivian Vance, formerly of the *I Love Lucy* series. Mr. Kline said both of these series are under consideration at the TV networks.

In the area of Americana, Mr. Kline continued, National Educational Television has called upon Canaan

to develop a series of 14 one-half hour programs, titled *A Ballad of America*, which deals with the story of our heritage and culture through the use of folk music, dramatic readings and the dance. NET is seeking underwriting for the project, aiming at a fall start. A second series in this area, according to Mr. Kline, is titled *Summer Festival*, which will dwell on the music of America and spotlights Chad Mitchell as host. It is being discussed with networks as a summer replacement.

The project that Mr. Kline considers the "most exciting" is a series of children's drama and music programs. Canaan, he noted, has entered into an agreement with the Paper Bag Players and with Theater East, which operate children's theaters in New York, for rights to their productions and plans to produce a minimum of six and as many as 14 one-hour programs for network presentation.

Canaan currently produces the *Firing Line* series with William F. Buckley Jr. It produced the *What's In?* special, with Dick Cavett as host, which was carried on ABC-TV last October. The network tentatively has scheduled *What's In?* as a replacement series for this summer, Mr. Kline reported.

have provoked sharp controversy. A week earlier it had presented the first live national telecast in its history, covering President Johnson's State of the Union message (BROADCASTING, Jan. 16).

Meanwhile, Columbia University's board of trustees, said to be put out at what it felt were premature reports of the ETV lab plan, had formed a subcommittee to examine the proposal.

The Ford Foundation is donating an initial \$10 million to the project which is expected to get under way by next October despite the review now in progress by Columbia trustees.

Under the plan it is expected that colleges and universities across the country will participate in development of a weekly three-hour live program that will analyze news and cultural events of the week.

## TV series sales . . .

*Circus Parade* (United Artists TV): WFIL-TV Philadelphia; WDSU-TV New Orleans; WLW-TV Miami; KTRK-TV Houston; JWV-TV Cleveland; WJBK-TV Detroit; KCRA-TV Sacramento, and KFRE-TV Fresno, both California; WCSH-TV Portland, Me.; KONO San Antonio, KELP-

TV El Paso, and KMID-TV Midland, all Texas; KGGM-TV Albuquerque, N. M.; KSLA-TV Shreveport, La.; KVOO-TV Tulsa, Okla.; WTVG-TV Chattanooga, Tenn.; WNHC-TV New Haven, Conn.; WFBC-TV Greenville, S. C.; KRNT-TV Des Moines, Iowa; WFTV-TV Orlando, and WJHG-TV Panama City, both Florida; WZZM-TV Grand Rapids, Mich.; WEEK-TV Peoria, and WREX-TV Rockford, both Illinois; WALB-TV Albany, Ga.; WFBG-TV Altoona, WLYH-TV Lebanon, WHP-TV Harrisburg, and WBSA-TV York, all Pennsylvania, and KGW-TV Portland, Ore.

*McHale's Navy* (MCA): WTTG-TV Washington; WCPO-TV Cincinnati; WALA-Mobile, Ala.; WRDW-TV Augusta, Ga.; WJAR-TV Providence, R. I., and WSOC-TV Charlotte, N. C.

*The Munsters* (MCA): WVEC-TV Hampton-Norfolk, Va.

*M-Squad* (MCA): KSTP-TV Minneapolis, and WSJV-TV Elkhart, Ind.

*Alfred Hitchcock Presents* (MCA): WJAR-TV Providence, R. I., and KHVH-TV Honolulu.

*Pick A Show* (Trans-Lux): WKBG-TV Cambridge-Boston; WGR-TV Buffalo, and

WOKR(TV) Rochester, both New York, and WVEC-TV Hampton-Norfolk, Va.

*Gigantor* (Trans-Lux): KTRG-TV Honolulu; KWGN-TV Denver, and KTNT-TV Tacoma-Seattle.

*The Mighty Hercules* (Trans-Lux): KHVH-TV Honolulu.

## RKO, Jomar sign cartoon deal

RKO Pictures Co., New York, has negotiated a multi-million-dollar deal with Jomar Productions, Studio City, Calif., for the production and distribution this fall of a series of 156 Abbott and Costello color cartoon shorts for TV syndication.

The arrangement, announced last week by RKO Pictures President Robert J. Leder and Jomar President Lee Orgel, call for the production of the cartoons at the studios of Hanna-Barbera Productions Inc., Hollywood. The cartoons will run five and one-half minutes in length. Both RKO Pictures and Jomar have acquired worldwide rights to the names, characters and likenesses of Abbott and Costello for use in animation from Bud Abbott and the estate of the late Lou Costello.

RKO Pictures has produced 24 motion pictures for theater and TV release, cooperated with Madison Square Garden in national telecasts of various sports events, and produced such network and syndicated TV shows as William Buckley's *Firing Line* series, *The Mini-skirt Rebellion* color special set for ABC-TV on Feb. 28, and *Meet Marcel Marceau* recently sold to the British Broadcasting Corp. It is a division of major group owner RKO General Inc.

## KIXI loses appeal in ASCAP case

The U. S. Court of Appeals for the Ninth Circuit has upheld a lower court's ruling that broadcasters in Washington state must get licenses from the American Society of Composers, Authors and Publishers if they use ASCAP music.

The decision, issued Jan. 13, in effect denied the contention originally advanced by a number of Washington stations that state law prohibited their taking out ASCAP licenses.

The case originated as an infringement suit brought by a group of

ASCAP publishers and composers against seven Washington stations.

Four stations settled, and in 1964 a U. S. district court in Seattle held that the remaining three—KGMI Bellingham, KPQ Wenatchee and KIXI Seattle—had failed to take out ASCAP licenses "only because they wanted to avoid paying license fees" and that they were guilty of copyright infringement (BROADCASTING, Sept. 21, 1964).

The district court entered judgments totaling \$59,450, plus \$15,000 in attorneys' fees, against the three stations (BROADCASTING, Feb. 15, 1964). KGMI and KPQ subsequently settled with ASCAP, taking out music performance licenses dating back to Jan. 1, 1959, and thus satisfying the judgments against them.

**Holdout** ■ KIXI, however, appealed the district court decision, and it was on this appeal that the court acted in

its Jan. 13 decision, affirming the finding of infringement.

KIXI could have obtained an ASCAP license but instead "continued its unconscionable conduct in unlawfully appropriating [plaintiffs'] property without cause and without justification," Stanley Barnes, appeals court judge, said in his decision for the three-judge panel that heard the appeal.

The judgment against KIXI in the district court case was for \$1,000 in damages and \$252.31 in attorneys' fees.

ASCAP has followed the Washington case with special interest because there have been intermittent but unconfirmed reports over the years that, if Washington broadcasters succeeded in establishing that their state law prevents their taking out ASCAP licenses, broadcasters elsewhere might try to have similar laws enacted in their own states.

## Wolper sees surge in TV specials

David L. Wolper, television's leading independent documentary-maker, thinks that there may be as many as 50% more specials produced in near future seasons than the some 100 being turned out in the current campaign. He's playing a major role in adding to this output. His Wolper Productions Inc., a Metro-media Inc. company that is expanding at a phenomenal pace, already has sold a total of 22 specials to networks and advertisers for the 1967-68 season. In addition, at least three more may be sold for that season, a minimum of six more already have been scheduled for the 1968-69 season and two are still to be shown in the current season.

Wolper specials will be slotted all over the network schedule starting next fall. For the third successive year, four National Geographic Society specials will be sponsored on CBS-TV by Encyclopaedia Britannica and Aetna Life & Casualty Co. Three Xerox specials will be shown on dates and networks still to be determined. Included is a one-hour program based on the John F. Kennedy book, "A Nation of Immigrants." Six hour specials on the exploits of oceanographer Captain Jacques-Yves Cousteau will be co-produced with and for ABC-TV, with another six scheduled for the following season.

**More of Sophia Loren** ■ ABC-TV, too, will get two hour specials starring Sophia Loren. One will be a documentary and the other a musical. Princess Grace Kelly and her husband will star in still another ABC-

TV hour musical special being prepared for 1967-68.

For NBC-TV, Wolper is producing *The Incredible World of Animals*, a series of at least five hour-long color specials. The first program, "It's a Dog's World," will be presented next season. Also scheduled for NBC next season is an hour special on the "Ice Capades."

Wolper specials for next season that have not been sold or placed include a three-part (an hour each) adaptation of William Shirer's monumental book, "The Rise and Fall of the Third Reich," an hour program called *Art Buchwald's Washington* and an hour biography of the late Humphrey Bogart narrated by Lauren Bacall. Still to be seen in the current season are a 90-minute report on China written by T. H. White to be shown on a special Xerox Corp. network, an Ice Capades special and *A Funny Thing Happened on the Way to Hollywood*, with Jack Paar. The last two will be seen on NBC-TV.

Future projects for Wolper Productions include four motion pictures to be produced with United Artists. The first two, to be produced this year, are "The Devil's Brigade" and "The Remagen Bridge." The company was started by Mr. Wolper in 1958 and was acquired by Metro-media in 1964. Besides the production of television specials, and more recently motion pictures, Wolper makes films for industry, sells television programs to local stations and has a live-entertainment division.

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# Harris nailed to his poll

TVB challenges method, cites Nielsen in rebuttal; NBC study shows TV gains

Public opinion pollster Louis Harris found himself under attack on two sides last week after he claimed in a byline report in newspapers that television was losing its grip on better-educated and more-affluent viewers.

Harvey Spiegel, vice president for research at the Television Bureau of Advertising, cited latest A. C. Nielsen Co. measurements to show that viewing among those groups is up, not down, and Robert M. Hoffman, marketing and research vice president of Television Advertising Representatives, sent Mr. Harris a letter challenging his techniques as well as his conclusions.



Mr. Spiegel

The NBC research department meanwhile released a report that, although apparently not inspired by Mr. Harris's claims, stressed that total TV usage in 1966 had gained 3 billion hours over the 1965 total reaching 109 million hours ("equal," NBC said, "to about 12.5 million years, or more than 10 times the age of man.")

TVB's Mr. Spiegel said in a statement that while opinion polls have great value when used properly, they are not a proper substitute for actual measurement—by mechanical means or by diary, as employed by the rating services—of what people actually do. And these actual measurements, he noted, show that people are spending more time with television, regardless of what they say.

**Gains, Not Losses** ■ He cited Nielsen figures as showing that in the average minute 2% more homes were watching television in October 1966 than in October 1965, and that the gains were substantially bigger in the segments where Mr. Harris found declines: upper income homes, up 12%; homes with professional or white-collar head-of-household, up 13%; homes with college-educated heads, up 6%.

Mr. Hoffman criticized, among other things, Mr. Harris's use of the question: "Do you and your family tend to look at television more or less than

you did a few years ago?"

"You are asking people," the TVAR executive wrote to Mr. Harris, "to make a judgment not only for themselves but for their entire family covering an undefined span of 'a few years ago.' In my more than 20 years in research, I have never seen any reliable research study that has used this vague approach to pinpoint audience trends."

Aside from the "loaded questions," Mr. Hoffman continued, the increase in the number of two-hour prime-time movies, replacing several one-hour and half-hour shows, could lead people to think they were "viewing less" simply because they see fewer programs, even though there may be no difference, or an increase, in the amount of time they actually are spending with TV.

Mr. Hoffman also questioned Mr. Harris's technique in arriving at the finding that there's been a decline in hours of viewing, and used Nielsen figures to trace growth—not a decline—in viewing among better-educated families since 1964.

He suggested that Mr. Harris's findings would have been "entirely different" if "the skills your organization has exhibited in developing techniques for political polling" had also been "applied to the area of TV audience measurement."

'66 Above '65 ■ The NBC report, based on Nielsen figures, said the average TV home spent 5.53 hours a day with TV in 1966, as against 5.49 hours a day in 1965. These figures were translated to 299-million daily hours of TV usage in 1966 as against 291 million a day in 1965, and a total for the full year 1966 of 109-billion hours

## Always victorious

Some TV stations may be apprehensive about the third or fourth re-run of a syndicated TV series. But NBC Films' *Victory at Sea* apparently doesn't fit into the category of the "tired repeat." The company announced last week that WPIX(TV) New York has bought the documentary series for its 19th run in New York. The series was placed in syndication in 1953 and was retired in 1960. It was rereleased at the end of 1965 to coincide with the 20th anniversary of the end of World War II and since that time has been sold in 18 markets, including KCOP(TV) Los Angeles (for its 18th run there) and WFLD(TV) Chicago (for its 11th run in that city).

of viewing as opposed to 106 billion in 1965.

Moreover, NBC continued, TV usage increased in each of the last five months of 1966, as against the comparable months of 1965, and for the fourth quarter averaged 5.78 hours per home per day, up from 5.70 hours in the fourth quarter of 1965.

NBC said prime-time viewing also reached a record high in 1966, with the average-minute audience totaling 29,710,000.

It also predicted that January this year "will break all records and become the first month in which American homes average over 350 million hours of daily TV use."

## Syndication move set by All-Canada

The entry of All-Canada Radio and Television Ltd. into the U. S. TV syndication field is being announced today (Jan. 23) with the opening of an office in New York and the appointment of Larry G. Spangler as general manager of the program division's U. S. office.



Mr. Spangler

Mr. Spangler, who has been district sales manager of WBC Program Sales Inc. for the past three years, is establishing All-Canada's U. S. program division office at 10 Rockefeller Plaza, New York 10020. Telephone number is 582-5020. Dana S. Murray is vice president of All-Canada's program division with headquarters in Toronto.

Its initial programing for U. S. syndication will be 195 color half hours of an exercise-entertainment-variety show, *Ed Allen Time*, which was filmed recently in Jamaica. Mr. Spangler said All-Canada is negotiating for first-run color packages for distribution in the U. S. and is interested in co-production projects with U. S. companies and in obtaining film and tape properties for exclusive Canadian distribution.

All-Canada Radio and Television Ltd. is a leading station representative, whose program division has been active in syndication to various parts of the world.

## Radio series sales . . .

*Bud Wilkinson Sports Show* (VIP Enterprises): Kvs0 Ardmore, Okla.; KGEE Bakersfield, Calif.; WBAL Balti-

more; KTSM El Paso; KGWA Enid, Okla.; KFMK (FM) Houston; KIHN Hugo, Okla.; WJAK Jackson, Tenn.; KLIB Liberal, Kan.; KBEA Mission, Kan.; WIXX Oakland Park, Fla.; KPDN Pampa, Tex.; KAMO Rogers, Ark.; KLSI Salina, Kan.; KEYR Terrytown, Neb.; KVOO Tulsa, Okla., and KLEY Wellington, Kan.

*Jimmie Fidler Hollywood News* (Jimmie Fidler in Hollywood Inc.): KDBS Alexandria, La.; CKLB Oshawa, Ont.; KCLS Flagstaff, Ariz.; WKWB Iron River, Mich.; WLOR Thomasville, Ga., and CKLA Kingston, Ont.

*12 Hours of New Year's* (Triangle): WKNY Kingston, N. Y.; WVPO Stroudsburg, WMGW Meadville, and WBCB Levittown, all Pennsylvania.

## 'Griffin', 'Douglas' double station lists

WBC Productions and Program Sales, New York, last week reported record gains for its programming in 1966.

Leslie G. Arries, president of the production firm, also said sales of *The Merv Griffin Show* climbed to 72 markets in the first two weeks in January, and that *The Mike Douglas Show* is currently seen on 125 stations. The number of markets taking each show has more than doubled since January 1966.

A *Griffin* color Christmas special was produced and sold in 70 markets in the U. S. and Canada. This success spurred plans for a number of 60-to-90-minute holiday specials starring either Merv Griffin or Mike Douglas for 1967. In addition, both series will be switched to color early this year. Further details will be announced soon, according to Mr. Arries.

Also noted, WBC Program Sales has made a number of sales of the package of British "Carry On. . ." feature films released last fall, and WBC Productions has produced two game-show pilots for possible syndication.

Jack E. Rhodes, WBC program sales vice president and general manager, listed these latest sales for the *Merv Griffin Show*: WDAF-TV Kansas City, Mo.; WTSJ (TV) San Juan, P. R.; WWLP (TV) Springfield, Mass.; KHQ-TV Spokane, Wash.; WRVA-TV Richmond, Va.; WBJA-TV Binghamton, N. Y.; WOOD-TV Grand Rapids, Mich.; KTVH-TV Wichita, Kan., and WNEM-TV Bay City, Mich.

Sales for the *Mike Douglas Show*: WTSJ (TV) San Juan; WLTV (TV) Bowling Green, Ky.; KVAL-TV Eugene, Ore.; CFCF-TV Montreal; WSBT-TV South Bend, Ind., and WINK-TV Fort Myers, Fla.

## TV-radio faces election curb

### Wisconsin bill seeks to ban predictions of winners before 8 p.m.

A bill that would make it a felony for radio-TV to predict winners of state and local elections in Wisconsin before 8 p.m. on election day has been introduced in the state senate there and a public hearing will be held this week. The ban would also include other media.

The bill was introduced in the state senate by Senator Taylor Benson (D-Milwaukee) and was referred to the Senate judiciary committee. The committee will hear public testimony at the state capitol in Madison Wednesday, and Wisconsin broadcasters are planning to oppose the measure. One big problem would be what to do with network feeds coming to affiliates in the state.

**Wording of Bill** ■ The proposed legislation states that "on the day of any election, no radio or television station or other news media in this state shall disseminate any information which purports to identify the winner in any Wisconsin state or local election contest prior to 8 p.m." There are three exceptions.

One exception excludes national

presidential elections from the proposed law. Another would allow the "factual reporting of election returns of any precinct or group of precincts for which the vote already has been tallied." The third exemption would allow reporting "of information based on preelection public opinion surveys compiled by scientific sampling methods."

The bill as it presently stands has no section outlining the penalties that would apply to violation. However, a legislative reference bureau note at the bottom says violation would be a felony. It was also learned that an earlier draft specifically stated that such a violation would be a felony.

## Sports subsidiary formed by Mutual

MBS last week announced the formation of a wholly owned subsidiary, Mutual Sports Inc., to acquire radio and television rights to sports events, and to package shows around major sports personalities.



Mr. Fuchs

MBS President Matthew J. Culligan said the new subsidiary's operation would initially emphasize radio rights for

sale to the Mutual network. But, he said, "later we might go in to bid against anybody for both radio and television rights, and if we got them, and the event was important, we could put together our own 'TV network' as well. It's been done before."

James E. Fuchs, MBS marketing communications vice president, was also named president of the new subsidiary. Mr. Fuchs is the former world-champion shotputter and Olympic medalist. Van Patrick was appointed program director.

The announcement of a new sports subsidiary follows a continuing campaign by Mutual, sparked by Mr. Culligan, to increase its live coverage of sports. The sports emphasis had been mentioned as one of several program modifications being proposed by Mutual in regional settings held this winter with affiliates (BROADCASTING, Nov. 21, 14, 1966, CLOSED CIRCUIT, Jan. 16).

Both MBS and Mutual Sports now are subsidiaries of Mutual Broadcasting Corp., whose officers are John P. Fraim, chairman of the board and president;

### TV archive in N.Y.

The Museum of Modern Art in New York announced last week the formation of its Television Archive of the Arts, a repository of television documentaries now available to students and scholars.

The archive has obtained films from ABC, CBS, NBC, National Educational Television and from WNDT (TV) New York. Films recently acquired include two from the WCBS-TV New York *Eye on New York* series about filmmaking and happenings; two from NET's *U.S.A.: Artists* series and five from NBC. The archive films focus on contemporary painters, sculptors, filmmakers, architects and photographers. The museum is located at 11 West 53d Street, New York 10019.

Niel F. Campbell, vice president and treasurer, and George C. McConaughy Jr., secretary and general counsel. Mr. Fraim is board chairman of both subsidiaries and Mr. Culligan, who is president and the chief executive officer of MBS, also will serve as Mutual Sports' chairman of the executive committee.

## Writer Kinoy thanks FCC for TV drama

The networks' interest in drama for television—except for “pre-sold” Broadway successes—is “very limited,” according to playwright Ernest Kinoy. Mr. Kinoy, whose “Blacklist” in the *Defenders* series on CBS-TV was awarded an Emmy in 1964, expressed his opinion on the *WCBS Radio Looks at Television* interview show on wCBS New York Jan. 16.

“TV has been schizoid—split down the middle. There are two sides: One is the journalistic, which has done a brilliant job; the other, the entertainment side, has been allowed to degenerate totally. The run of popular bread-and-butter television has dropped to the level of the comic book. There's been such a tremendous drop in median quality that the total audience is not served,” he said.

But “in terms of intelligent popular drama, educational television neither has the audience nor the facilities to do it properly. They can't compete with the networks.”

The only hope for television, as Mr. Kinoy sees it, is “the networks' craven fear of the FCC. This is very salutary—it gives us some of our best television drama.”

Mr. Kinoy is currently at work on a script for the *CBS Playhouse* dramatic specials which open on CBS-TV Jan. 29.

## Sylvester praises TV for Vietnam coverage

The Pentagon's top news spokesman commended television last week for its Vietnam documentary coverage and noted that broadcasters themselves are aware of their problems in attempting to cover the war in depth during regular brief newscasts.

Arthur Sylvester, who retires soon as assistant secretary of defense for public affairs, told Chicago's Headline Club Thursday night he knows “the television industry is concerned about the proper perspective on reporting the war. All of us need to think more about the problem of bringing the battlefield into

the living room in 60-second segments.”

Mr. Sylvester felt “the TV people have done a commendable job in showing the face of the war, particularly in their documentaries and specials.” He noted that during his six years at the Pentagon and especially the last two years: “I have structured the public affairs operations to give increased support to the audio-visual area.”

The defense official recalled he already had criticized “the highly selective editing of the TV camera, the TV news crew and the production staff at home” as these practices “put a dent in perspective coverage.” The result is that the “accent most often is on news rather than breadth,” he said.

However, he recognized that this is a fact of television news life and he felt that the broadcasters “are striving with considerable success to explore in depth various aspects of the war in Vietnam.” He said this can be seen in the growing number of news specials and hour programs.

## Two more advertisers pick up ETV tabs

The Illinois Bell Telephone Co. is underwriting a 52-week series of weekly cultural programs on noncommercial educational WTTW(TV) Chicago. Called *Chicago Festival* and started on Jan. 10, the series of half-hour and sometimes full hour programs is made possible by an Illinois Bell grant of \$20,000 to WTTW. The phone company will have brief on-air credits as underwriter.

The company is a regular user of commercial television and radio in the state and for several years has sponsored a documentary series, *I See Chicago*, on WBBM-TV there which continues. Agency is N. W. Ayer & Son.

In Buffalo, N.Y., the Marine Midland Corp., a holding company for 11 banks, made a \$1,500 grant to underwrite non-commercial station WNED-TV's videotaping of the U. S. Figure Skating Eastern Championships in that city.

Marine Midland vice president Arthur B. Ziegler commented: “Our grant may be the first in a continuing program, and we certainly hope it stimulates our competitors to do likewise.”

The significance of the grant is further enhanced by the Buffalo station's membership in the Eastern Educational Network, and the presentation of the skating championships by 18 of the network's 37 member stations.

The show was telecast Jan. 21 in Boston, and will be presented Jan. 26 in Hartford, Conn., Durham, N. H., Augusta, Orono, Presque Isle and Calais, all Maine.; Jan. 27 in New York; Feb. 2 and 4 in Schenectady, N. Y.; Feb. 8 in Bethlehem, Pa. and Rochester,

N. Y.; Feb 11 in Pittsburgh; Feb. 14 and 18 in Washington; Feb. 14 in Hershey, Pa.; Feb. 23 in Wilkes-Barre, Pa., and March 3 in Syracuse, N. Y.

Through the network's “program service membership,” the show will be seen in Los Angeles Feb. 26.

## WNED(TV) plans drama with two new grants

The Rockefeller and Old Dominion Foundations have made grants totaling \$258,000 to WNED(TV) New York, non-commercial station, for the production in repertory of four classical plays.

Christopher Lukas, WNED director of cultural programs, said last week: “We plan ‘Twelfth Night’ for late May or early June, and we are thinking of two other Shakespearean plays for the fall.”

Each of the four plays will be produced with the same basic group of actors and each will be seen in four one-hour rehearsal presentations before final performance, for a total of 20 shows.

## WVAM plans 12-hour show on Vietnam war

On Friday (Jan. 27), WVAM-AM-FM Altoona, Pa., will devote 12 hours of its broadcast day, 6 a.m.-6 p.m., to a series of documentaries, interviews and panels on the Vietnam war. The station will carry no commercials during the period.

*Awareness Explosion*: Altoona is described by Randy Burdsall, president of the stations, as an attempt to “close the information gap and satisfy the city's curiosity about the Southeast Asian conflict.” He noted that the project was receiving “excellent” cooperation from other media in the area.

WRTA Altoona will have members of its news department taking part in the all-day programing and the station will give it “extensive coverage,” Mr. Burdsall said, and WJAC-TV Johnstown, Pa., will also be covering the sessions and its newsmen will also take part in panels. The *Altoona Mirror*, he added, will give heavy promotion and coverage.

Participants in the 12 one-hour blocks, each hour covering a different aspect of the war and U.S. policy, will include representatives of the State Department; the Agency for International Development; congressional spokesmen; retired generals; housewives who have recently visited Hanoi, North Vietnam; Jim Lucas of the Scripps-Howard News Service; Phil Newsom, UPI foreign news analyst; several authors, and Tran Van Dinh, former ambassador to Thailand from Vietnam.

## The hard, but worthwhile, lessons from 'ABC Stage 67'

Brief insights into the problems of producing the *ABC Stage 67* series were shared in Chicago by the ABC-TV program's executive producer, Hubbell Robinson, speaking to the local chapter of the Academy of Television Arts and Sciences.

Yes, given another chance he would do it all over again, Mr. Robinson said, despite the difficulties expected and encountered in a show of this scope.

For example, he recalled, even though the series opener, "The Love Song of Barney Kempinski," contained "intellectual slapstick comedy of a kind never before seen on television" it was met with mixed reaction. "We made one mistake," he admitted, and that was the failure to explain clearly to the audience at the outset exactly the type of show it was.

**Spell It Out** ■ The lesson here, he noted, "is that no matter how much experience you have accumulated you must never forget your audience is a mixed bag and you must with almost brutal precision



Mr. Robinson  
Worth it all

be sure your script makes clear at the very outset the tone and spirit and climate of the story you are about to tell."

In "The People Trap," he observed, producer after producer turned the show down because they didn't think it could be done within the budget. After it was done, shot in Phoenix, Hollywood experts guessed the cost was double to three times what the program did cost (\$300,000), he said.

Part of the secret, he disclosed, was that Mrs. Barry Goldwater turned out the hundreds of extras required for the program. In return the local Little Theater, of which they all were members, got a much needed curtain from ABC, he said.

**First Rate But . . .** ■ Mr. Robinson said all involved felt the original musical, "Evening Primrose," was "first-rate, top-level entertainment" but it created "no stir among the population Mr. Nielsen contacts" and only slight critical approval.

"I think one is forced to the conclusion that with rare exceptions the original musical based on an unknown story," he said, "is simply not a form of entertainment which lends itself to television."

### Program notes . . .

**Funnies** ■ NBC-TV will present an hour-long special, *The Fabulous Funnies*, next season, featuring the work of eight or more members of the National Cartoonists Society. Lee Mendelson, producer of the *Charlie Brown* TV specials, will produce the Funnies.

**Golf film** ■ "PGA Golden Anniversary Championship," a 27-minute color film narrated by Chris Schenkel, is available to TV stations through Association Films, New York. The movie covers highlights of the 50th PGA golf championship played last summer at Firestone Country Club. It is presented by Firestone Tire & Rubber Co., Akron, Ohio.

**Joining TVSI** ■ TV Stations Inc., New York, reports the addition of WFLD (TV) Chicago, WROC-TV Rochester, N. Y., and KTAR-TV Mesa-Phoenix as members, raising the total to 127 stations. Herb Jacobs, president of TVSI, a nonprofit, cooperative enterprise which serves as a program counselling and buying organization, is actively soliciting new members in major markets in the U. S. and abroad.

**Opener** ■ The premiere broadcast of CBS-TV's *21st Century* series (Sunday, Jan. 29, 6-6:30 p.m. EST) will be an exploration of "The Communications

Explosion," including satellite TV, laser communications and the marriage of television facsimile machines. The series will be sponsored by Union Carbide Corp., through Young & Rubicam, both New York.

**Wrestling bouts** ■ Madison Square Garden-RKO General Sports Presentations, New York, is syndicating a 90-minute color special on wrestling from Madison Square Garden. The tape features the world heavyweight title match between champion Bruno Sammartino and challenger Tank Morgan.

**Do-it-yourself and TV** ■ Commercial Concepts Inc., New York, will package *The Home Craftsman*, a 30-minute color series currently in production. Each segment of the series concentrates on a typical household remodeling project, introducing new products, newly developed materials and time-saving methods to be used in completing the project.

**Ciao** ■ A television program based on "Festa Italiana," the variety show which recently concluded a U. S. tour, is being prepared for a one-hour color network special early in 1967. The show was video-taped by RKO General Productions, New York, when it appeared at Madison Square Garden. Additional segments for the TV special have been completed in Rome with Rossano Brazzi, host-narrator.

### Chesler-7 Arts dispute settled out of court

Seven Arts Productions Ltd., Toronto and New York, announced last week that a \$21-million libel suit against the company and its president, Eliot Hyman, has been settled out of court for a total of \$265,000 plus the plaintiff's legal fees of \$40,000.

The suit was filed last September in the supreme court of Ontario, Canada, by Louis A. Chesler, the company's founder and former chairman (BROADCASTING, Oct. 3). Mr. Chesler sought damages because of allegedly defamatory statements in a prospectus that formed part of a registration statement filed by Seven Arts with the Securities and Exchange Commission. The complaint alleged the statements had impaired the plaintiff's ability to obtain credit and injured his character and reputation.

Under the terms of the settlement, Seven Arts will pay the plaintiff \$165,000 plus his legal fees of \$40,000, and the company and Mr. Hyman each agree to donate a total of \$50,000 over the next two years to Mt. Sinai Hospital in Toronto. It was pointed out that Mr. Chesler has advised Seven Arts that he is voluntarily donating \$250,000 to that hospital, though he is not required to do so by the terms of the settlement.

# Harsher laws on equal time?

After networks fail to take them live, GOP leaders threaten bill requiring airing of political speeches

The leaders of the Republican Party, snubbed by the television networks in their quest for live TV coverage of their answer to the State of the Union message, retaliated by including in their platform a plank advocating legislation to provide free and equal time to major party spokesmen.

The proposal was made by House Minority Leader Gerald Ford (R-Mich.) after the television networks refused to grant the request by Representative Ford and his Senate counterpart Everett M. Dirksen (R-Ill.) for live coverage. Instead the networks responded in varied fashion. NBC-TV taped the address by the GOP leaders and broadcast it two hours later at 11:30 p.m. Thursday (Jan. 19). ABC-TV said it would show the message the following evening at 7:30 p.m. and CBS President Frank Stanton replied that the network had fulfilled its obligation by presenting an earlier reply to the President's live State of the Union message by several Republican members of Congress. However, the four radio networks and some educational TV stations carried the GOP reply live.

But, the Republican leaders, who had been embroiled in a similar feud with the networks over the presentation of their 1966 address, replied by branding the network coverage a "half-loaf response," making their recommendation one of the lengthiest planks in their platform and breaking the embargo on their statements to allow release of the

contents by news media before the delivery. The latter move was seen by some as giving afternoon newspapers the story first and getting exposure for the message on the network evening news programs.

**TV Power Cited** ■ In recommending laws to require television time for political addresses, Representative Ford said Congress "must come to grips with the foremost factor in political competition today—a factor unknown when present laws were written—television."

He said television channels belonged to all the people, that TV represented the biggest single campaign expense for any candidate and that no study had been made of the public's interest in TV as a political medium.

Television channels, he added, "should not be at the service of the highest bidder or the party in power. They cannot be regulated solely by the conscience or convictions of network executives and their most popular faces." He called Section 315 of the Communications Act an "illogical" law.

In conclusion, he said the Republican party unequivocally favored nationally televised debates between future presidential candidates and proposed legislation requiring free-and-equal treatment to the major parties and their spokesmen not only in future campaigns, but also for presentation of divergent political views throughout the periods between formal campaigning.

If the party ever presents such a

measure with its full force behind it in this session of Congress, it is seen as having a stronger chance of being enacted than ever before, because it would have the support of many Democrats who have expressed disenchantment with present laws. Several members of Congress are known to be drafting new TV campaign laws and the bipartisan push might be strong enough for passage.

**Hits Networks** ■ Members of the GOP staff had been hoping for months to avoid a repetition of the 1966 dispute, but when they were turned down they reacted angrily. "Millions of fair-minded and independent Americans will be disappointed, as we were at the half-loaf response of the commercial networks to our request for fair-and-equal television treatment of our 28-minute Republican appraisal of the state of the union," the GOP leaders commented. They commended the national radio networks, the educational stations "that are meeting their responsibilities squarely," and newspapers, magazines and other media. But they added "what is basically at issue is not fairness to Republicans, but fairness to the American audience." They also said the American people are entitled and want to hear both views on the state of the union, now and in the future.

The original request for live coverage by the Republican leadership was answered by Dr. Stanton. In his reply, he said the network felt it had discharged its responsibility by televising an earlier half-hour program on which eight Republican members of Congress appeared and gave their comments on President Johnson's address. He added CBS was keenly aware of its responsibility to cover both sides of a controversy and that it was assured the presentation would be sufficient as a Republican reply. Republican observers pointed out that six of the eight GOP members who appeared on the program were freshmen in Congress and could not be regarded as the counterbalance to President Johnson that Representative Ford and Senator Dirksen represent.

## Broadcasters aid burned-out Chicago convention

The spectacular destruction of the McCormick Place exhibition hall by fire early last week gave Chicago stations plenty of raw material for equally spectacular news coverage, both on radio and through color newsfilm on TV.

But the loss of the hall by the National Housewares Show on the opening day of the winter market gave stations opportunity for public-service feats too that were important to recovery of business for many exhibitors.

CBS-owned WBBM Chicago, with its all-talk format, immediately was able to convert itself Monday into an information clearing house for

a continuous 12½ hours. Exhibitors used the station to advise buyers where they had relocated.

WGN Chicago's morning open telephone program also was able to help exhibitors and buyers get together through air messages, particularly during the Monday 6-10 a.m. period. Some stations also were able to clear room in their commercial schedules for brief spots by exhibitors telling where they could be found.

Stores from all over the U. S. normally purchase at the show, a vast multimillion dollar marketplace. Among exhibitors are a growing group of radio-TV receiver firms, especially importers.

## Reagan TV film offer stirs up Democrats

California's Republican Governor Ronald Reagan, who swept into office only two months ago on the strength of his masterful use of television, already has his Democratic opponents railing about his continued use of the medium. Last week the governor distributed the first of what may be a weekly series of three-minute filmed *Report to the People* programs to 49



commercial and educational television stations throughout the state. The stations were given the choice of whether or not to put it on the air.

The Democratic party in the state immediately charged that the prerecorded reports may be "propaganda" and not legitimate news and that a determination would be made whether to demand equal time to rebut Governor Reagan's statements. In a news conference in Sacramento, Assemblyman Charles D. Warren of Los Angeles, head of the Democratic State Central Committee, said that each station carrying the governor's report may be asked for equal time.

## Radio fund-raising trial begins in California

The trial of two ministers accused of soliciting and receiving \$500,000 through a radio program began in Long Beach, Calif., last week. On trial are the Rev. Clarence T. Walberg and the Rev. Wayne Davidson.

Mr. Walberg conducted a daily radio show on KGER Long Beach. The prosecution in the case contends that with his co-defendant, Mr. Walberg bilked his radio parishioners out of a total of \$500,000. Radio listeners reportedly were told that the money was to be used to purchase a hotel in nearby Hermosa Beach to serve as headquarters for the defendants' Cup of Cold Water Ministry Inc. Eventually it was to become a spa for senior citizens.

The prosecution says only \$500 of the money raised by donations and the sale of promissory notes went for the hotel. Most of the investors were people 65 years or older.

## Editing-rights battle is fought in Missouri

Missouri broadcasters lit into the state legislature last week, fighting to turn back what they consider censorship of the broadcast medium's right to cover sessions of the house.

Under attack is a new rule adopted by the Missouri house restricting the recording of house proceedings for delayed broadcast. The state house of representatives two weeks ago adopted rules that would prohibit the recording of house proceedings unless the edited version is submitted for house approval.

The new rule also requires that a live broadcast of the house be carried without commercial announcements.

Last Wednesday (Jan. 18) in the state capitol in Jefferson City, the house rules committee heard Missouri broad-

casters argue for a return to the previous arrangements permitting unrestricted broadcasting and recording.

Steve Fentress, director of news and public affairs, KMOX-TV St. Louis, led the attack on the new rule in behalf of the station, as a director of Sigma Delta Chi, professional journalism society, and of Radio-Television News Directors Association.

The new rule, he contended, implies a lack of responsibility by broadcasters. "There certainly should be no objection," he said "on the part of the house or its members to the use of pertinent excerpts of debate on news broadcasts just as there is no objection to the use of excerpts in newspaper coverage. . . ."

The question has been raised "subtly," he added, that some stations might "embarrass" a legislator through editing of proceedings for airing on news programs. This is possible, but rarely done, he asserted. If any broadcaster should engage in this type of practice, Mr. Fentress said, the aggrieved legislator has a simple remedy: "A protest to the station, and if that is ignored, a complaint to the FCC. . . ."

He termed the restriction "unfair, unrealistic and crippling," and a "dangerous infringement on the people's right

to know." It is, he added, also discriminatory against broadcasting.

Others testifying before Rules Committee chairman Richard J. Rabbitt (D-St. Louis) and five members of the unit were Bill Clark, KFSB Joplin, president of the Missouri Broadcasters Association; Jerry Bryan, KLIK Jefferson City, Rex Davis, KMOX St. Louis and two legislators.

## 'Virginian' set for NBC-TV

NBC-TV reported last week that *The Virginian* will continue on the network under a new five-year contract signed with Universal Television, producer of the 90-minute western. Universal is expected to receive more than \$7 million in payment for the production of 26 original programs each year. Price includes summer rerun rights. The series is now in its fifth season on NBC-TV. Several weeks ago Universal proposed that the network buy a backlog of 150 films in the series for rerun use on the five television stations owned by NBC. The network declined to buy the backlog, but a new agreement was reached, keyed to paying more for new episodes of the *The Virginian*.



**GIVE TO UNITED CEREBRAL PALSY**

# University out in awards tiff

Washington and Lee 'fired' by bank from administering Alfred I. duPont awards

A university and a bank had a difference of opinion last week about the state of one of broadcasting's best known awards. Washington and Lee University said it was "fired" from administering the Alfred I. duPont Awards. The Florida National Bank, Jacksonville, trustee of the awards foundation, said it didn't see eye-to-eye with the school on the way the awards were being handled and wanted the criteria modernized.

O. W. Riegel, director of the journalism division at Washington and Lee, in a terse two-paragraph announcement, said the trustee wanted to "control the administration of the awards" in a manner which the school "considers improper, detrimental to the integrity of the awards, and inconsistent with the purposes and role of an independent university. The Florida National Bank, unable to exercise the degree of control over the university that it deemed proper, has therefore unilaterally terminated" the school's role as administrator.

A spokesman for the trustee said it felt the awards, created in 1942—and since 1950 administered by Washington and Lee—needed "updating." He said the trustee felt that broadcast journalism had changed radically in the past 25 years and that a survey of industry leaders supported this theory.

William B. Mills, president of the bank, said the trustee felt the awards should be updated," as they had been once before [in 1950] to include TV in the format. Resistance to any improvement or change in the format led to termination of the relationship."

**Interpretation** ■ Mr. Mills felt it was "unfortunate" that what seemed to be "an honest, mutual difference, has been interpreted as an effort to exert an improper control over the university."

In a letter to members of the awards committee, Professor Riegel said that it was apparent that the original trust officer at the bank was disappointed that the awards had been taken out of his hands in 1950 and turned over to the university. The trust officer's attitude, he went on, "affected the awards only negatively, by his consistent rejection of all suggestions to modify and modern-

ize the awards." Later a new trust officer was named.

After an "investigation" of the administration of the awards following the 1963 presentation to Howard K. Smith of ABC (the presentation was marred by a demonstration outside the hotel where the awards were given), Mr. Riegel continued, "subsequent discussions between trustee and administrator led to some desirable changes in the nature of the awards, some long overdue. Other changes were contemplated for the future."

**Pressure** ■ He charged that after the 1965-66 program was discussed and agreed to by both parties, the university felt the trustee was applying "continuous interference and pressure" on administrative decisions, including "the composition of the committee of awards." A public-relations man, Tom Spackman of Wilmington, Del., hired by the bank, he added, was attempting "to guide, direct or influence" the university's execution of the awards program. He termed such a move an "absurdity, inconsistent with the character of a reputable university, and a threat to the independence and integrity of the awards."

What it amounted to, Mr. Riegel said, was "a crucial difference of opinion not only upon the proper role of an educational institution as an administrator of awards, but also a difference of opinion on the role of promotional and industry influences on awards that made public claim to an objectivity and disinterestedness consistent with the principles of an independent educational institution. . . ."

Between 1950 and 1966, while Washington and Lee was administrator, he said, none of the bank's activities had affected "the integrity of the awards."

## State CATV association offers promotion aids

The Pennsylvania Community Antenna Television Association has offered its members a monthly promotional kit equipped with advertising materials designed to aid the growth of CATV systems in the state.

Created for PCATA by Barash Advertising, State College, Pa., the kit includes mats and reproduction proofs for newspapers, radio tapes, bumper tags, and contest promotions. Advertisements feature humorous copy with art; a sample depicts a bare footprint with underlying caption: "First we built the better mousetrap, now we're beating a path to your door." A pro-

fessionally produced tape promotes National Cable TV Week (Jan. 30 to Feb. 4) and bumper tags display the words: "Cable TV is Great!" Sample contest promos suggest cable viewers submit 25 words or less telling why they "really love cable TV" in order to win prizes.

Materials in the PCATA promotional kit are available from the advertising department of the organization in State College, Pa. Nonmembers may also purchase the kit, but at slightly higher charges.

## Radio Free Europe fund drive starts

Michael L. Haider, chairman of the board and chief executive officer of Standard Oil of New Jersey, was to kick off Radio Free Europe's 1967 fund drive last Friday (Jan. 20) in Detroit.



Mr. Haider

This year's campaign to raise \$13 million was created by Foote, Cone & Belding, New York, and coordinated by William R. Farrell, Monsanto

Co. director of marketing services, at no charge to the fund.

The campaign emphasizes RFE's aim at Eastern European youth with the theme: "Shouldn't they hear both sides?"

Radio Free Europe Fund Inc., operates 31 private transmitters broadcasting 531 hours a week to Hungary, Czechoslovakia, Poland, Bulgaria and Rumania.

## Radio-TV campaign roles praised

Broadcasters and magazine publishers were praised by United Community Campaigns of America last week for helping the 1966 UCCA drive raise \$670 million, 8% more than in 1965.

A report by Sam Thurm of Lever Brothers, chairman of the UCCA television-radio committee, said the television networks delivered 2.2 billion home impressions, up 29% from the preceding year, with voluntary messages urging UCCA support. Radio networks were also lauded for their support, although figures on their con-

tributions were still in compilation.

The report was presented in Mr. Thurm's absence by Milton C. Mumford, chairman of the board of Lever Brothers, who was 1966 national chairman of UCCA, at a luncheon in New York Wednesday (Jan. 18) to honor national TV-radio and print media, sponsors, entertainers and other leaders in the UCCA drive.

Richard A. R. Pinkham of Ted Bates & Co. is TV-radio committee chairman for the 1967 UCCA campaign, which will be headed by C. W. Cook, president of General Foods Corp.

## Drumbeats . . .

**Chosen** ■ Elton H. Rule, vice president of ABC and general manager of KABC-TV Los Angeles, and J. Neil Reagan, vice president of McCann-Erickson, Los Angeles, have each been picked to receive the Western States Advertising Agencies Association's 11th annual "Man of the Year" award. Presentation of the awards will be made at a WSAA luncheon on Feb. 10 at the Ambassador hotel, Los Angeles.

**Sreading the word** ■ Lester C. Wor-

den, Los Angeles advertising man, is compiling a catalogue of audio tapes on advertising subjects. Tapes of speeches and panel discussions concerning marketing, sales, advertising, public relations, sales promotion and merchandising will be available for rental or exchange. Mr. Worden seeks response from those who have such material: 10455 Ashton Ave., Los Angeles 90024.

**On the record** ■ To be the foundation of a permanent film library, all film shot for the NBC News weekly color series *The Smithsonian* has been presented to the Washington institution. The library will document the activities of the Smithsonian's scientists, expeditions and activities.

**Fertile field** ■ Best farm radio and television campaigns of 1966 are among the contest categories for annual awards by the National Agricultural Advertising and Marketing Association. Entries are due Feb. 17 and should be sent to Clancy Strock, Cooper Strock & Scannell, 208 East Wisconsin, Milwaukee 53202.

## Fan magazine sold out, WLS doubles its order

Tuesday (Jan 10) was magazine sell-out day in Chicago, as elsewhere in the country. But in Chicago it was a sellout for the WLS *Personality Album* as well as for the controversial issue of *Look*. *Look* vanished in hours, WLS's book almost as fast.

ABC-owned WLS Chicago published 50,000 copies of its 64-page consumer magazine (newsstand price 50 cents) to promote its six on-air personalities and otherwise entertain the fans. It just happened by coincidence to issue the book the same day as *Look* with its Kennedy assassination story.

Gilbert R. Keen, vice president of Chas. Levy Circulation Co., said that the WLS magazine also was virtually sold out and that WLS ordered another 50,000 copies. The station had hoped to get most of its promotion investment back within a couple of weeks and was as surprised as Levy to see it sold out in less than 48 hours. But that's radio, WLS admitted.

## INTERNATIONAL

# Canada's policy quest continues

Commons hears CAB brief urging wider appeal in license disputes, flexible programing criteria

The House of Commons Committee on Broadcasting, Ottawa, sat in busy session last week as the Canadian Association of Broadcasters and the Canadian Broadcasting League filed opposing briefs in a continuing search for a new broadcast policy.

Representing private broadcasters, the CAB termed the recent government white paper (BROADCASTING, July 11, 1966) a "most thoughtful and objective public statement." However, the association recommended certain modifications of the government proposals concerning the Board of Broadcast Governors, program content as a condition of license and the restrictions on political broadcasting.

The CAB brief suggested that either the BBG issue licenses subject to the power of appeal on questions of fact and law to some impartial governing body, or issue two licenses—one, technical in nature, to be given by the Department of Transport; the other, by the BBG or by governor-in-council upon recommendation of the BBG.

Noting the limited basis of appeal for licensees, the report questioned the

"advisability of placing any one group of people in a position [to] write the regulations, enforce them, decide when they have been breached and then on its own initiative levy and collect fines, especially when the same body also issues licenses, attaches conditions to these, and may suspend or revoke them, with no appeal to any other body

save on questions of law."

A possible resolution, the report tendered, might be to permit appeal on questions of fact as well as law.

**Flexibility** ■ In discussing program content as a condition of license, the report stated: "Any programing policy will fail if it is not acceptable to some reasonably sizeable segment of the public; this is why any policies relative to the programing field should be extremely flexible . . ." The report criticized white-paper terms such as high-brow programs, light entertainment, and high quality to describe content.

The brief further noted that consideration should also be given to the economic restrictions under which pri-

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vate stations operate. Presently, stations in Canada are required to pay normal business taxes in addition to a percentage of gross revenues for a transmitter license fee regardless of whether or not a station makes a profit, are held to restrictions on the amount of advertising a station may carry, and are allowed no special depreciation allowance for heavy capital commitments. In view of these normal broadcast operation requirements, the CAB noted: "We feel all these factors should be carefully assessed when conditions of license are being considered."

The question of non-Canadian broadcast ownership or common ownership of multimedia and multiple ownership of stations as a licensing condition "not in the public interest" brought a firm suggestion from the CAB: "In each case of a new or renewed license, assess the station on the basis of its record. This seems to us the most useful and practical safeguard" to protect the public interest, said the brief.

The CAB also denounced the existing Broadcasting Act provisions that require a cessation of political advertising and all dramatized partisan political programming 48 hours prior to national and local elections. The brief noted: "It has frequently happened that a station has going within its coverage area five or six municipal elections within one month or less. In situations of this kind, the Broadcasting Act

makes the station totally ineffective in provision of information to the electorate. We believe the committee [should] delete from the act the so-called 48-hour ban."

**Opposition** ■ In an opposing brief, the CBL, whose membership includes the Canadian Labor Congress, Canadian Federation of Agriculture, Consumers' Association of Canada, Federated Womens' Institute of Canada and the Federated Authors and Artists Association, emphasized the need for stand-by authority for public trusteeship over the privately owned commercial network and called for a stronger broadcast authority.

Citing that the airwaves are public property and should be used in the public interest, the brief recommended: "We do feel that such stand-by authority to intervene and place the second network on a semi-public trusteeship basis if it seemed necessary should definitely be provided. It is our view that time would prove this to be a desirable move and as far as we are concerned such action could be taken right away with great confidence. In any case, the authority should be there."

The league also favored a more powerful broadcast authority, embodied in the BBG, that would have "a basic and over-all responsibility for the adequate structure and functioning of the system in the public interest." The

brief also stated: "The BBG . . . too often in the past has tended to confine itself to objective and legalistic criteria."

When several CBL members appeared before the committee, the organization focused attention on the Canadian Broadcasting Corp. and the quality of its programming. The league urged that the CBC be regarded as a licensee who must conform to adequate standards "in the public interest." Egide Dandenault of the Federated Authors and Artists Association said the broadcast authority should be able to invite parliament to intervene in CBC programming where it was thought necessary and also suggested the authority should be able to suspend CBC programs or employes as a means of disciplinary action.

## Independents push sports

Plans to coordinate coverage of sports programs on the Independent television network have been announced in London. During the coming months the 14 companies which make up the network will have a central unit to negotiate sports contracts for them—something they were doing individually before. Formation of the unit suggests not only more comprehensive viewing for sports fans, but more competition for the BBC, which has been dominating the field so far.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Julian V. Pace**, VP and creative director, BBDO, Chicago, joins New York division of Needham, Harper & Steers as VP and associate creative director. **J. Gerald Fortis** named associate creative director of NH&S, Chicago.

**Frank T. Camp** and **Robert Weeks**, account supervisors on several Colgate assignments for Street & Finney, New York, elected VP's.

**Fenton A. Ludtke**, with Campbell-Ewald, Detroit, named group creative director. **Ross E. VanDusen**, with C-E, Detroit, named associate group creative director on Admiral account. **William J. Tausch**, with C-E, Detroit, appointed copy supervisor. **J. Bruce Campbell**, art director at Young & Rubicam, Detroit, joins C-E there as art supervisor. **Clark F. Heidtke** also appointed art supervisor at C-E, Detroit.

**Sylvester Cleary**, VP and account supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, named management supervisor.

**Alan S. Mintz**, VP and associate creative director at Needham, Harper &

Steers, New York, joins Rockwell, Quinn & Wall, that city, as VP and associate creative director. **Robert M. O'Brien**, with NH&S, joins RQ&W as account executive in Dallas.

**Dominic Arbusto**, VP and creative director, Daniel & Charles, New York, joins EUE/Screen Gems, same city, as film director.



Mr. Swanson

**Leonard A. Swanson**, with WJIC-TV Pittsburgh, named general sales manager.

**Robert E. Murphy**, account executive with WLS Chicago, named general sales manager of WCFL, that city.

**T. E. Guthrie**, account executive with WPVL Painesville, Ohio, appointed commercial manager.

**Gerald H. Long**, VP-associate director of merchandising, Foote, Cone & Belding, New York, named director of merchandising. He succeeds **Everett F. Braden**, who will concentrate on special corporate merchandising projects for agency. **Jack W. Holley**, with FC&B, Los Angeles, joins agency's San Fran-

cisco office as account executive.

**William A. Clarke Jr.**, station manager at KGNC-TV Amarillo, Tex., named director of national sales for John Walton stations (group owner), that city.

**Joseph J. Weiner**, previously partner in Weiner & Gossage Inc., San Francisco (now Freeman & Gossage Inc.), joins Carson/Roberts/Inc., Los Angeles, in new post of director of corporate development and special projects. **Richard M. Eisenman**, brand research manager for Carnation Co., joins C/R, Los Angeles, as associate director of market research. **Fred P. Wilson**, western area account executive on Schlitz beer account for Leo Burnett Co., becomes account executive for C/R.

**Stephen O. Frankfurt**, co-creative director, Young & Rubicam, New York, named creative director in charge of art, copy, commercial and print production. **Mermott F. McCarthy**, who served with Mr. Frankfurt as co-creative director, named executive director of Y&R's seven-office European operation, with its headquarters in Brussels. **Fred (Tony) Zaghi**, executive aide to top management, Y&R, New York, retires after

31 years at agency. He has worked in such departments as radio and TV, account management and public relations.



Mr. LaRoche

**Chester R. LaRoche**, VP and director of LaRoche, McCaffrey and McCall, New York, named to newly created position of director of advertising, publicity and sales promotion for Remington Electric Shaver division of Sperry Rand Corp., Bridgeport, Conn.

**Merlyn H. Sheets**, sales service manager for KMPC Los Angeles, appointed national sales coordinator. **Andy P. Corliss**, sales manager for KUDU Ventura, Calif., named as KMPC sales service manager, replacing Mr. Sheets.

**Herman A. Braumuller Jr.**, media supervisor with N. W. Ayer & Son, Philadelphia, named media director for McCann/ITSM, New York.

**Michael Greenbaum**, with Edward H. Weiss & Co., Chicago, joins Post-Keys-Gardner there as associate creative director. **William P. Mackle II**, with Earle Ludgin & Co., joins PKG as copy writer.

**Gabriel Berner**, market research group supervisor at Lennen & Newell, New York, appointed to new position of associate research director for Gardner Advertising Co., that city.

**Stuart B. Miller Jr.**, VP of West, Weir & Bartel, New York, joins Celanese Corp., that city, as coordinator of corporate advertising.

**William I. Brown**, formerly with Lang, Fischer & Stashower, Cleveland, and R. B. Carpenter, named senior account executive at Zimmer, Keller & Calvert, Detroit. **Frederick T. Pielert**, previously with Erdos & Morgan Market Research, New York, and senior media buyer at Young & Rubicam, named associate media director at ZKC, Detroit. **Edward J. Summers** and **Ray F. Lockhart**, with ZKC, Detroit, named account coordinator and art director, respectively.

**Ed de Young**, advertising manager of *Food Trade News*, Philadelphia, appointed merchandising director at WIBG, that city.

**Jay Carter**, with KIFM(FM) Bakersfield, Calif., appointed merchandising director.

**James M. Parker**, contract sales manager at Philco-Ford Corp., Philadelphia, joins Perrin & Associates, Chicago, in merchandising and marketing capacity.

**John E. Venson**, former director, job development and employment, Urban League of Greater Boston, appointed

to newly created position of assistant to director of advertising and public relations, Gillette Safety Razor Co., Boston.

**William H. Ziegler**, account executive at Ogilvy & Mather, New York, appointed account executive at LaRoche, McCaffrey & McCall, that city.

**John T. Sweeney**, sales manager of KADI(FM) St. Louis, joins KXOK, that city, as account executive.

**Dave Hazel**, account executive with WIP-FM Philadelphia, appointed account executive with WEEZ Chester, Pa.

**Bruce Barnett**, account executive at The Stephen T. Donohue Co., New York, appointed account executive in PR division of D'Arcy Advertising Co., that city.

**Melvin Brez**, with MacManus, John & Adams, New York, appointed writer-producer.

**Arthur D. Sakelson**, general manager, WDH(FM) Chicago, appointed to sales staff, Metro Radio Sales, same city.

#### MEDIA

**Don C. Dailey**, manager of KGBX Springfield, Mo., named VP and general manager.

**Warren Earl**, general manager of KFRC-AM-FM San Francisco, appointed general manager of KHJ-AM-FM Los Angeles, replacing **Kenneth DeVaney**. **Paul Stoddard**, sales manager of KFRC, succeeds Mr. Earl. Both are RKO General Broadcasting stations.



Mr. Witherspoon

**John P. Witherspoon**, consultant to Brooks Foundation, Santa Barbara, Calif., also named general manager of noncommercial channel 15 in San Diego (now in application at FCC) and noncommercial

KEBS(FM) San Diego.

**William H. Vogt**, general manager of WIBF-FM-TV Jenkintown, Pa.-Philadelphia, joins KDON Salinas, Calif., as general manager.

**Harry Bennett Jr.** of Communicable Inc., Cocoa Beach, elected president of Florida CATV Association. Other officers elected: **Bill Harris**, Community Cablecasting Corp., Fort Walton Beach, VP; **Clark Swanson**, Highland TV Cable, Sebring, VP; **Richard Cox**, Gulf Coast Television, Naples, VP; **O. E. Brillante**, Florida TV Cable, Melbourne, treasurer; and **Jay Demming**, Universal Cablevision, Winter Haven, secretary.

**Tom Wendt** appointed system manager of Marion Cable Television Inc., Marion, Ind. He replaces **Kelly Robbins**, who joins CATV staff of Time-

Life Broadcast Inc. in Indianapolis as technical advisor for all firm's CATV systems in Indiana, including Marion Cable Television.



Mr. Kramer

**Worth Kramer**, president and sole stockholder of WSPB-AM-FM Sarasota, Fla., also becomes president and majority stockholder of WMRN-AM-FM Marion, Ohio. **Arthur L. Martin** remains VP and general

manager of WMRN-AM-FM.

**Huibert Taft Jr.** elected chairman of Hanna-Barbera Productions Inc. following Taft Broadcasting Co.'s acquisition of H-B (BROADCASTING, Jan. 2). Other officers elected: **William Hanna**, president; **Joseph Barbera**, executive VP; **Gordon Getzler**, VP; **Jess R. Morgan**, secretary-treasurer.

**John F. LaForge**, production manager for KDAL-TV Duluth, Minn., appointed manager, station operations.

**George McMahon**, financial analyst with Richmond (Ind.) ordinance division of Avco Corp., appointed budget manager of Avco Broadcasting Corp. (group owner), Cincinnati.

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## PROGRAMING

**James Krayer**, production manager and program coordinator, WCAU-TV Philadelphia, joins CBS-TV program department, New York, as general program executive. He has been assigned to special programs area and will work with Michael Campus, director of special programs. **Bertram Berman**, executive producer, NBC-TV, rejoins CBS-TV as executive in charge of developing late-night programing. CBS-TV plans to begin its 11:30 p.m.-1 a.m. feed in April, 1968.

**Richard D. Zanuck**, production VP for 20th Century-Fox, named executive VP in charge of production.



**Robert E. Henley**, news director of WGN-TV Chicago, named manager of radio program department of WGN, succeeding **Robert L. Bradford**, who resigns to travel and write. **David L. Cartee**, with WGN-TV, appointed continuity director.

**Nat Asch**, director of special projects for WNEW New York, named program director of WNEW-FM.

**David S. Proctor**, with programing department of noncommercial WNDT-TV Newark, N. J.-New York, appointed manager of program schedules.

**Gary L. Fortmess**, production and promotion head at WTBO Cumberland, Md., named program director.

**Gordon Waldear**, director of special projects department and chief editorial writer for KGO-TV San Francisco, named executive producer.

**Bert Herbert**, with Independent Television Corp., New York, joins MCA-TV there as media research analyst.

**Chet Harmon**, sales manager of American 8mm Inc., appointed sales promotion/PR director of Du Art Film Laboratories Inc., New York.



Mr. Greenfield



Mr. Picard

**Irwin W. Greenfield**, director of daytime programs, East Coast, for ABC-TV, appointed director of daytime programs, West Coast, succeeding **Paul R. Picard**, now ABC-TV's director of live programing in Hollywood.

## Cowan to undergo surgery

**Louis Cowan**, director of special programs at the Columbia University Graduate School of Journalism, has entered the Harkness Pavillion in New York for what was described by his office as major surgery. The former president of the CBS-TV network will be in the hospital "for several weeks," according to a university spokesman. The nature of his surgery was not disclosed.

## NEWS

**Roger Sprague**, editorial writer and researcher for KNX Los Angeles for eight years, retires. **Garth Hintz**, account executive for McHugh and Hoffman Inc., Detroit, joins KNXT-TV Los Angeles, as director of community relations.

**Carl Stern**, legal reporter for NBC's WKYC-TV Cleveland, joins NBC News, Washington, as correspondent covering Supreme Court, federal judiciary, and quasi-judicial proceedings of federal agencies. Mr. Stern will be discussing legal happenings three times weekly on NBC Radio's *Emphasis*.

**Larry Kurtz**, with AP, Portland, Ore., joins AP, Salt Lake City, as news editor and assistant bureau chief. **Larry Dum**, with *San Antonio* (Tex.) *Express and News*, also joins AP in Salt Lake City. **Phil Keif**, of Salt Lake City staff, and **Jim Adams**, with bureau at Boise, Idaho, join AP bureau in Washington. **John Bennett**, night editor at Salt Lake City, becomes regional membership executive for AP in New York. **Dave Holliday**, former Montana news director of Intermountain Radio Network and news director at KBLL-TV Helena, Mont., joins AP Helena staff.

**B. Bruce Jenkins**, with KARK-AM-FM Little Rock, Ark., named news editor.

**Bill Jorgensen**, newscaster with WEWS-TV Cleveland, joins news staff of WNEW-TV New York.

**Tom Davie**, nationally known magazine cartoonist, signed to be cartooning weatherman on KING-TV Seattle.

**Jack Dawson**, with WMAR-TV Baltimore, named sports director.

**Howard Cosell**, sportscaster on WABC-TV New York late-night news and host of *Speaking of Sports* on ABC Radio, also appointed sports editor of ABC-TV's expanded half-hour *Peter Jennings With the News*, Monday-Friday, 5:30-6 p.m. NYT.

**Verne Strickland**, director of infor-

mation for North Carolina Farm Bureau, joins WRAL-TV Raleigh, N. C., as farm editor.

## FANFARE

**Betty V. Marshall**, associate magazine editor, press and publicity department, NBC, New York, appointed manager, magazine publicity. **Charles J. Smith**, assistant magazine editor, named magazine editor.



Mr. Roller

**Leonard H. Roller**, with Rogers, Cowan & Brenner, New York, named senior VP and director of company's New York operations.

**George M. Curry**, with production department of WSAZ-TV Huntington, W. Va.,

promotion manager of WSAZ-AM-TV.

**Arlen Chaleff**, with WGMS-AM-FM Bethesda, Md.-Washington, appointed promotion director.

**John T. Cunningham**, assistant director of public relations at Burlington Industries Inc., New York, named VP of Robert L. Bliss & Co., that city.

## EQUIPMENT & ENGINEERING



Mrs. Welch

**Jean Welch**, with Toppino, Golden, Schust, advertising and PR firm specializing in CATV promotion, rejoins Kaiser-Cox Corp., Phoenix, as director of advertising and public relations.

**John R. Bryant**, western regional sales manager of Ameco Inc., Phoenix, joins Kaiser-Cox there as western regional sales manager.

**Norman Harrill**, engineer at WLOS-TV Asheville, N. C., appointed TV transmitter supervisor. **Bill Padgett**, with transmitter engineering staff, named operations supervisor at station's studio in Greenville, S. C.



Mr. Luddy

**E. Noel Luddy**, manager, broadcast transmitter and relay equipment merchandising for RCA in Camden, N. J., appointed to new position of manager, broadcast and communications consultant relations, RCA broadcast and communications products division, Washington.

**Robert H. Cranshaw**, VP and general manager of military division of General

Electronic Laboratories, joins equipment division of Raytheon Co., Waltham, Mass., as special programs marketing manager.

**Robert R. Maxwell**, with Collins Radio Co., Dallas, named commercial sales manager, replacing **T. A. Farrell**, who takes on special assignment in Northeast. **Edwin A. Jenkins** appointed assistant commercial sales manager. **John R. Bedall** named microwave sales engineer.

**C. B. (Bruce) Fritz**, microwave consultant to account executives for Motorola Communications & Electronics, Fair Lawn, N. J., joins Ameco Inc., New York, as national accounts manager.

**E. G. Higdon** named sales engineer for new district office of Memorex Corp. at 1750 S. Brentwood Blvd., St. Louis. **Irving H. Hamlin** named sales engineer for upper New York at firm's new district office at 60 Oswego St., Baldwinsville, N. Y. **C. Arnold Schlinke** named sales engineer for Memorex at new district office located at 1614 South Post Oak Road, Houston. **G. Duke Croxton** named sales engineer for Georgia and South Carolina at regional office of Memorex in Atlanta.

**William O. Swinyard**, engineer for Hazeltine Research Inc., Chicago, (company engaged in research and patent licensing, principally in color television), elected president. He succeeds **David Westermann**, who becomes president of parent Hazeltine Corp., Little Neck, N. Y. **Stephen P. Ronzheimer**, engineer, and **Kenneth P. Robinson**, attorney, with Hazeltine Research, Chicago, elected VP's.

**Ralph A. Cone**, VP of Unity Electronics, Elizabeth, N. J., appointed national sales manager of Birnbach Radio Co., New York.

## ALLIED FIELDS

**Harold E. Hill**, VP of National Association of Educational Broadcasters, Washington, named associate director of bureau of audio-visual instruction at University of Colorado, Boulder.

**Vernon R. Loudon**, with KRON-TV San Francisco, appointed television producer-director, continuing education in medicine and health sciences, University of California, that city.

**Robert K. Gladstone**, director of broadcasting for Nevada Educational Television Project and Clark county school district, resigns to become communications production manager at University of California at Los Angeles.

## INTERNATIONAL

**Murray Brown**, general manager of broadcasting division of London Free

Press Printing Co. (CFPL-AM-FM-TV London, Ont.), named VP of broadcasting.

## DEATHS

**Mortimer W. Loewi**, 82, retired director of former DuMont Television Network and one-time executive assistant to late Dr. Allen B. DuMont, died Jan. 16 in Fort Lauderdale, Fla. He helped organize DuMont Laboratories Inc. in 1935, was its treasurer and VP and later he became director of that network, retiring from the post in 1951.



Mr. Loewi

Mr. Loewi was also instrumental in encouraging use of closed-circuit TV for sales conferences. Surviving are his wife, Lillian, and daughter.

**Nicholas James (Nick) Pappas**, 47, senior partner of N. J. Pappas and Associates, Montreal, international consulting architects and engineers, died Jan. 10. Mr. Pappas founded engineering firm bearing his name in 1956. N. J. Pappas and Associates operates in Canada, U. S., Mexico, Hong Kong, Malaysia and has been active in many other countries.



Mr. Pappas

Mr. Pappas began his career with engineering division of Canadian Broadcasting Corp., Montreal, in 1944. In 1951 he became CBC supervising engineer. In 1953 Mr. Pappas joined McCurdy Radio Industries Ltd., Toronto, as firm's first chief engineer. He left McCurdy in 1956 to begin his engineering practice in Montreal. He is survived by his wife, Anne, and seven children.

**André Ouimet**, 47, newly appointed general manager of French-language

station CKAC Montreal, died Jan. 14 of apparent heart attack after being stricken at his St. Adolphe D'Howard home in Laurentian community 40 miles northwest of Montreal (BROADCASTING, Jan. 16). He was brother of Alphonse Ouimet, president of Canadian Broadcasting Corp.

**George S. Bertram**, 62, advertising manager of Swift Canadian Co., Toronto, died Jan. 15 in Toronto. He was former president of Association of Canadian Advertisers, former president of Bureau of Broadcast Measurement, and director of Toronto Ad and Sales Club. Surviving are his wife and daughter.

**Margaret (Maggie) Ettinger**, 70, Hollywood entertainment business publicist, died of cancer Jan. 12 at St. John's hospital, Santa Monica, Calif. At time of her death, Miss Ettinger was operating Ettinger-Mapes & Co., Beverly Hills, Calif., PR organization handling such accounts as Technicolor Corp. and Schick Safety Razor Co. She leaves one son, Gordon Maynard.

**Leon Wyszatycki**, 72, owner of WAME Miami and former opera singer, died Jan. 14. Mr. Wyszatycki previously owned WWOL Buffalo, N. Y. He had been tenor with Chicago Opera Company and had sung with Detroit Symphony. He is survived by his wife, Stephanie, and two sons.

**Eugene T. Hoover**, 50, chief art director and associate of Henry J. Kaufman & Associates, Washington, died Jan. 13 at his home in Washington after long illness. Mr. Hoover joined firm in 1934 and became associate in 1949. He is survived by his wife, Jeanne, and two daughters.

**Thomas P. Hughes**, 41, ex-singer and radio actor, died Jan. 13 in Newark, N. J. As child, known as Tommy Hughes, he sang and performed on NBC Radio's weekly *Children's Hour*. Later he acted on such shows as *Young Doctor Malone* and *Doctor Christian*. He retired from show business in 1953.

# Broadcasting

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 12 through Jan. 18 and based on filings, authorizations and other FCC actions.

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

APPLICATIONS

\*Springfield, Mass.—University of Massachusetts. Seeks UHF ch. 57 (728-734 mc); ERP 450 kw vis., 90 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 237.5 ft. P.O. address: Amherst, Mass. 01002. Estimated construction cost \$52,107.35; first-year operating cost \$173,000. Geographic coordinates 42° 14' 30" north lat.; 72° 38' 54" west long. Type trans. RCA TTU-30-A. Type ant. RCA TFU 30-J. Legal counsel Ely, Bartlett, Brown & Proctor, Boston; consulting engineer Jansky & Bailey, Washington. To be administered by board of trustees. Ann. Jan. 18.

\*Staunton, Va.—Shenandoah Valley Educational Television Corp. Seeks UHF ch. 51 (692-698 mc); ERP 89.3 kw vis., 13.4 kw aur. Ant. height above average terrain 2,203 ft.; ant. height above ground 39 ft. P.O. address: 153 South Main Street, Harrisonburg, Va. Estimated construction cost \$1,132,840.17; first-year operating cost \$186,000. Geographic coordinates 38° 09' 55" north lat.; 79° 18' 50" west long. Type trans. RCA TTU-10 A. Type ant. Special. Consulting Engineer A. D. Ring & Associates; legal counsel Covington & Burling, both Washington. Principals: G. Tyler Miller, president and director and Arthur Hamilton, general manager, plus others. Ann. Jan. 17.

\*Huntington, W. Va.—Marshall University. Seeks UHF ch. 67 (788-794 mc); ERP 496 kw vis., 99 kw aur. Ant. height above average terrain 1,165 ft.; ant. height above ground 935 ft. P.O. address: 16th Street and 4th Avenue, Huntington 25701. Estimated construction cost \$1,548,311.35; first-year operating cost \$150,000. Geographic coordinates 38° 30' 34" north lat.; 82° 13' 09" west long. Type trans. RCA TTU-30J. Type ant. RCA TTU-30J. Legal counsel O. Leonard Press; consulting engineer Ronald Stewart, both West Virginia. Principals: Controlling board is State Board of Education. \*WMUL(FM) is licensed to Marshall University. Ann. Jan. 12.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 13 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N.Y., et al., denied petition of Six Nations Television Corp. for field hear-

ings (Docs. 14368-72, 14444-46.)

■ Hearing Examiner David I. Kraushaar on Jan. 16 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N.Y., et al., denied motions to quash subpoena duces tecum by Thomas J. Murphy and Alec B. Duke (Docs. 14368-72, 14444-46).

■ Hearing Examiner Chester F. Naumowicz Jr. on Jan. 16 in proceeding on TV applications of Sunset Broadcasting Corp., Apple Valley Broadcasting Inc. and Northwest Television & Broadcasting Co., all Yakima, Wash. scheduled further prehearing conference for Feb. 15 (Docs. 16924-26).

■ Hearing Examiner Forest L. McClennan on Jan. 11 in proceeding on TV application of Black Hawk Broadcasting Co., KWWL-TV Waterloo, Iowa, granted request of applicant and continued Jan. 16 hearing to March 1 (Doc. 18722).

CALL LETTER APPLICATIONS

■ Julian F. Myers, Ventura, Calif. Requests KKOG-TV, Holston Valley Broadcasting Corp., Kingsport, Tenn. Requests WKPT-TV, Tvue Associates Inc., Galveston, Tex. Requests KVVV-TV.

CALL LETTER ACTIONS

■ \*University of New Hampshire, Littleton, N.H. Granted \*WLED-TV.  
 ■ \*University of North Carolina, Asheville, N.C. Granted \*WVLE(TV).

Existing TV stations

FINAL ACTIONS

KIXE(TV) Redding, Calif.—Broadcast Bureau granted license covering new non-commercial educational TV. Action Jan. 12.  
 WTVT(TV) Tampa, Fla.—Broadcast Bureau granted CP to install new auxiliary trans. at 4.4 miles NNE of Balm, Fla. Action Jan. 12.

\*KMEB(TV) Wailuku, Hawaii—Broadcast Bureau granted license covering new non-commercial educational TV. Action Jan. 12.

KCRG-TV, Cedar Rapids, Iowa—Broadcast Bureau granted mod. of CP to change ERP to 295 kw vis., 58.9 kw aur; ant. height 2,000 ft. Action Jan. 11.

WHAS-TV Louisville, Ky.—Broadcast Bureau granted license covering changes in existing station. Action Jan. 11.

OTHER ACTIONS

■ Commission by Commissioners Hyde (chairman), Lee, Cox, Loevinger and Wadsworth, Dec. 30, waived Sec. 1.550(d) of rules and granted request by John B. Walton Jr. (KBUY), Amarillo, Tex. to (1) change call letters to KVII; (2) redesignate Amarillo TV station (presently KVII) as KVII-TV, and (3) redesignate Fort Worth AM and FM stations (presently KCUL-AM-FM) as KBUY-AM-FM, respectively; condition. Action Jan. 12.

■ Broadcast Bureau granted renewal of licenses for following TV stations: WAPA-TV San Juan, P.R.; WKCT(TV) Miami; WEAR-TV Pensacola, Fla.; WFLA-TV Tampa, Fla.; WKAQ-TV San Juan, P.R.; WOLE-TV Aquadilla, P.R.; WRIK-TV Ponce, P.R.; WTVT(TV) Tampa, Fla.; \*WIPM-TV Mayaguez, P.R.; \*WMFE-TV Orlando, Fla.; \*WTHS-TV Miami; \*WUFT(TV) Gainesville, Fla.; WBNE-TV Charlotte Amalie,

Virgin Islands; WDBO-TV Orlando, Fla.; WEAT-TV West Palm Beach, Fla.; WINK-TV Fort Myers, Fla.; WLBW-TV Miami; WPTV(TV) West Palm Beach, Fla.; WTSJ(TV) San Juan, P.R.; \*WEDU(TV) Tampa, Fla.; \*WIPR-TV San Juan, P.R., and \*WSEC-TV Miami. Action Jan. 13.

RULEMAKING ACTIONS

■ By notice of proposed rulemaking, commission proposes to reserve VHF TV ch 10 at Pocatello, Idaho for educational use as requested in petition filed by Idaho State Board of Education on behalf of Idaho State University, Pocatello. This would require either assignment or deletion of commercial CP which Mr. Sam H. Bennion now holds on channel (station has not been built), and Mr. Bennion has agreed to assign his permit to university for consideration. Notice states that he will be permitted to recover no more than out-of-pocket expenses incurred in getting permit and whatever construction has been done. Action Jan. 18.

■ By report and order, commission amended its TV table of assignments by deleting ch 22 from Pontiac, Mich. and assigning it to Mount Clemens (Doc. 16927). Action Jan. 18.

Valley City, N. D. North Dakota Broadcasting Inc.—Denied institution of rulemaking proceedings looking toward the change in allocation of ch 4 from Valley City, to Fargo, both North Dakota; also requests that commission issue an order to show cause why license of KXJB-TV should not be modified to specify as city of license. Fargo, N. D. Action Dec. 21.

New AM stations

APPLICATIONS

Eureka, Calif.—Phil D. Jackson. Seeks 790 kc, 5 kw-D. P.O. address: 6905 N. E. Sacramento St., Portland, Ore. 97213. Estimated construction cost \$63,650; first-year operating cost \$60,000; revenue \$85,000. Principals: Mr. Jackson is 50% partner in Grants Pass Broadcasting Co., licensee of KAJO Grants Pass, Ore. and 50% partner in investment company. Ann. Jan. 13.

Pulaski, Va.—Robert H. Epperson. Seeks 1510 kc, 1.0 kw. P.O. address: Route 1, Ararat, Va. Estimated construction cost \$15,708; first-year operating cost \$26,400; revenue \$36,000. Principal: Mr. Epperson is consultant radio engineer and has 25% interest in application pending at Camden, S. C. Ann. Jan. 17.

FINAL ACTIONS

Liberty, Tex.—Liberty County Broadcasters Inc. FCC granted 1050 kc, 250 w-A-D. P.O. address Box 2741, Beaumont, Tex. Estimated construction cost \$11,600; first-year operating cost \$30,000; revenue \$30,000. Principals: Jesse C. Russell (80%) and C. L. Wilson Jr. (20%). Action Jan. 18.

INITIAL DECISION

■ Hearing Examiner Elizabeth C. Smith issued second supplemental initial decision looking toward granting application of Tidewater Broadcasting Inc. for CP for new standard broadcast station to be operated on 940 kc with 10 kw-D only at Smithfield, Va. and denying application of Edwin R. Fischer for same facilities to be operated at Newport News, Va. (Docs. 13243, 13248). Action Jan. 17.

OTHER ACTIONS

■ Office of opinions and review on Jan. 11 granted petition by Madison County Broadcasting Inc. (WRTH), Wood River, Ill. for extension of time to Feb. 3 to file petition for reconsideration of Nov. 21 order of designation in proceeding on its AM application (Doc. 16980).

■ Office of opinions and review on Jan. 12 granted motion by WGN Continental Broadcasting Co. for extension of time to Jan. 3 to file application for review of review board's action of Dec. 19 (corrected Dec. 22) in proceeding on AM applications of Circle L Inc., Reno, et al (Docs. 16110-3, 16115).

■ Review board in Lebanon, Pa. standard broadcast proceeding, Docs 15835-9, denied joint petition for approval of agreement and dismissal of application filed Oct. 5 by Radio Catonsville Inc. and Catonsville Broadcasting Co. because it does not comply with five-day requirement of rule 1.525(a) and because affidavits from other parties to proceeding, pursuant to Sec. 1.525(c) of rules have not been furnished.

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## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Jan. 19

	ON AIR	CP'S	NOT ON AIR
	Lic.	CP'S	CP'S
Commercial AM	4,093 <sup>1</sup>	15	72
Commercial FM	1,547	55	250
Commercial TV-VHF	478 <sup>2</sup>	17	21
Commercial TV-UHF	94 <sup>2</sup>	27	119
Educational FM	295	5	23
Educational TV-VHF	60	7	5
Educational TV-UHF	41	8	46

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 19

	VHF	UHF	Total
Commercial	519	243	762
Noncommercial	72	95	167

## STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 <sup>1</sup>	1,533	570 <sup>2</sup>	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

Board Member Nelson not participating. Board Member Pincock dissenting. Action Jan. 12.

(Corrections to items listed as grants under FINAL ACTIONS, BROADCASTING, Jan. 16, 1967.)

Orleans, Mass. Seashore Broadcasting Inc.—FCC waived Sec. 1.569(b)(2)(i) of rules and accepted for filing application for a new daytime AM to operate on 1170 kc, 1 kw-DA. Action Jan. 5.

Lakewood, N. J. Radio New Jersey—FCC waived Sec. 1.569(b)(2)(i) of rules and accepted for filing application for a new daytime AM to operate on 1170 kc, 5 kw-DA. Action Jan. 5.

Somerville, N. J. Somerset Valley Broadcasting Co.—FCC waived Sec. 1.569(2)(i) of rules and accepted for filing application for a new daytime AM to operate on 1170 kc, 1 kw. Action Jan. 5.

Cornwall, N. Y. Radio Cornwall—FCC waived Sec. 1.569(b)(2)(i) of rules and accepted for filing application for a new daytime AM to operate on 1170 kc, 5 kw-DA. Action Jan. 5.

Mechanicville, N. Y. Mechanicville Broadcasting Co.—FCC waived Sec. 1.569(b)(2)(i) of rules and accepted for filing application for a new daytime AM to operate on 1170 kc, 250 w. Action Jan. 5.

Cranston, R. I. Radio Cranston, Inc.—FCC waived Sec. 1.569(b)(2)(i) of rules and accepted for filing application for a new daytime AM to operate on 1170 kc, 5 kw-DA. Action Jan. 5.

Franklin, Tenn. Harpeth Valley Broadcasting Co.—FCC waived Sec. 1.569(b)(2)(i) of rules and accepted for filing application for a new daytime AM to operate on 1140 kc, 250 w. Action Jan. 5.

### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 9 designated Hearing Examiner Forest L. McClelling to serve as presiding officer in proceeding on AM application of Paul C. Schafer, Honolulu; scheduled prehearing conference for Feb. 1 and hearing for March 6 (Doc. 17085).

■ Hearing Examiner Isadore A. Honig on Jan. 12 in proceeding on AM applications of Circle L Inc., Reno, et al., by memorandum opinion and order granted petition of applicant Benay Corp. (KTEE) and dismissed its application with prejudice; and denied requests of applicants Southwestern Broadcasting Co. (KORK) and 780 Inc. for various relief (Docs. 16110-13, 16115). And on Jan. 16 in proceeding on AM applications of Circle L Inc.,

Reno, Nev., et al., dismissed as moot petition for leave to amend filed by Benay Corp. (Docs 16110-13, 16115).

■ Hearing Examiner Jay A. Kyle on Jan. 16 in proceeding on AM applications of Carter Broadcasting Corp., Burlington, Vt. and Metro Group Broadcasting Inc., Plattsburgh, N.Y. granted request of Carter Broadcasting Corp. and changed certain procedural dates (Docs. 16972-73).

■ Hearing Examiner Herbert Sharfman on Jan. 12 in proceeding on AM application of Emmet Radio Corp., Estherville, Iowa granted applicant's petition for leave to amend concerning financial data (Doc. 16699).

### CALL LETTER APPLICATION

■ Burlington Radio, Burlington, Colo. Requests KNAB.

### CALL LETTER ACTION

■ Sand Mountain Advertising Inc., Rainsville, Ala. Granted WVSM.

## Existing AM stations

### APPLICATIONS

KTUI Sullivan, Mo.—Seeks CP to increase power from 250 w to 1 kw; increase height; install new transmitter, Gates BC-1G Ann. Jan. 13.

WMPT Williamsport, Pa.—Seeks CP to increase daytime power from 250 w to 1 kw; install new transmitter for daytime operation. Ann. Jan. 17.

WODI Brookneal, Va.—Seeks mod. of license to change hours of operation from unlimited to specified hours; Mon-Sun: 6 a.m. to 7 p.m. Ann. Jan. 13.

### FINAL ACTIONS

KIXF Fortuna, Calif.—Broadcast Bureau granted license covering AM. Action Jan. 16.

KMPB Mendocino, Calif.—Broadcast Bureau granted license covering AM. Action Jan. 16.

KMBY Monterey, Calif.—Broadcast Bureau granted license covering use of presently licensed auxiliary trans. as an alternate-main nighttime and auxiliary daytime trans. to operate on 1240 kc, 250 w-U. Action Jan. 16.

KIMN Denver—Broadcast Bureau granted CP to increase power to 1000 w. Action Jan. 16.

WJGA Jackson, Ga.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to Blount Rd., 1 mi. S. of Jackson, condition. Action Jan. 13.

KCCN Honolulu — Broadcast Bureau

granted license covering AM. Action Jan. 16.  
WBBA Pittsfield, Ill.—Broadcast Bureau granted CP to replace expired permit which authorized change in ant.-trans. and studio location to 1½ mi. south of Pittsfield, change in ant. system. Action Jan. 11.

WAAM Ann Arbor, Mich.—Broadcast Bureau granted license covering increase in daytime power, installation of new trans., change to DA-2, change in DA-system. Action Jan. 12.

WCSR Hillsdale, Mich.—FCC denied request for waiver of Sec. 73.37 of rules and returned application to increase daytime power from 500 w to 1 kw, continued operation on 1340 kc, 250 w-N. Action Jan. 18.

WNAT Natchez, Miss.—Broadcast Bureau granted CP to change ant.-trans. and studio location to approx. 225' north of St. Catherine St. and Old Washington Road intersection; make change in ant. system, condition. Action Jan. 13.

KOWH Omaha—Broadcast Bureau granted mod. of CP to change ant.-trans. to rear of Springwell Cemetery north side of Hartman St. 0.25 mile west of 60th St. Action Jan. 16.

WFTN Franklin, N. H.—Broadcast Bureau granted license covering AM, delete remote control. Action Jan. 16.

WVAM Altoona, Pa.—Broadcast Bureau granted license covering use of former main trans. as an alternate-main trans. at main trans. location to operate on 1430 kc, 1 kw-DA-N U. Action Jan. 16.

WORC Orangeburg, S. C.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Cannon Bridge Rd., south of US 301, Orangeburg, S. C. Action Jan. 12.

KWYR Winner, S. D.—Broadcast Bureau granted CP to make changes in ant. system, change ant.-trans. location to on hwy. 18, 2.6 mi. west, Winner. Action Jan. 13.

KAPA Raymond, Wash.—Broadcast Bureau granted CP to change ant.-trans. and studio locations to hwy. 101, 2.1 mi. WSW of Raymond City Center, Raymond. Action Jan. 13.

WCIR Beckley, W. Va.—Broadcast Bureau granted license covering AM. Action Jan. 16.

WEMP-AM-FM Milwaukee—Broadcast Bureau granted mod. of licenses to change name to Consolidated Broadcasting Corp. Action Jan. 12.

### OTHER ACTIONS

■ By memorandum opinion and order, commission waived Sec. 73.188(b)(1) of rules and granted application of WAME Broadcasting Co. for license to cover changed facilities of WAME Miami; denied pre-grant objection by Community Service Broadcasters Inc. (WMBM) Miami Beach alleging technical and programing deficiencies in WAME's operation. Action Jan. 18.

■ By memorandum opinion and order, commission (1) lifted order of Nov. 30 which stayed Aug. 10, 1966 action granting assignment of license of Radio KUBO Inc. (KUBO) San Antonio, Tex. to Turner Broadcasting Corp.; (2) sustained grant of Aug. 10, and (3) denied contingent petition by KEBO Broadcasting Inc. for reconsideration. Commissioner Johnson concurred. Action Jan. 18.

■ Broadcast Bureau granted mod. of CPs for extension of completion dates for following: KLOM Lompoc, Calif. to May 15; WUNN Mason, Mich. to June 30; WNBS Murray, Ky. to July 5, and KEOS Flagstaff, Ariz. to July 4. Action Jan. 12.

■ Broadcast Bureau granted renewal of license for WVOW, Logan Broadcasting Corp., Logan, W. Va. Action Jan. 10.

■ Broadcast Bureau granted renewal of licenses for following stations: WJET Jet Broadcasting Inc. Erie and WTIV Crawford County Broadcasting Inc., Titusville, both Pennsylvania. Action Jan. 11.

■ Broadcast Bureau granted renewal of licenses for following AM stations: WABR Winter Park, Fla.; WBGD Chipley, Fla.; WBRD Bradenton, Fla.; WCCP Punta Gorda, Fla.; WDAE Tampa, Fla.; WDFC Dade City, Fla.; WEAT West Palm Beach, Fla.; WENG Englewood, Fla.; WFLA Tampa, Fla.; WFUN South Miami, Fla.; WFTO Cypress Gardens, Fla.; WFOB Tampa, Fla.; WHOA San Juan, P. R.; WINK San Juan, P. R.; WIXX Oakland Park, Fla.; WKIS Orlando, Fla.; WKTX Atlantic Beach, Fla.; WKXY Sarasota, Fla.; WLCY St. Petersburg, Fla.; WLOD Pompano Beach, Fla.; WMFJ Daytona Beach, Fla.; WARM Fort Pierce, Fla.; WBNB Charlotte Amalie, V. I.; WCAI Fort Myers, Fla.; WDBF Delray Beach, Fla.; WDVH Gainesville, Fla.; WLEL South Daytona, Fla.; WETH St. Augustine, Fla.; WFOY St. Augustine, Fla.; WFSO Pinellas Park, Fla.; WGBS Miami,

WGRO Lake City, Fla.; WGUL New Port Richey, Fla.; WHEW Riviera Beach, Fla.; WHOO Orlando, Fla.; WILZ St. Petersburg Beach, Fla.; WIOD Miami; WIRA Fort Pierce, Fla.; WIRK West Palm Beach, Fla.; WIVI Christiansted, V. I.; WIVV Vieques, P. R.; WJAX Jacksonville, Fla.; WJSB Crestview, Fla.; WKMK Blountstown, Fla.; WLCO Eustis, Fla.; WMBR Jacksonville, Fla.; WMIA Arcibo, P. R.; WNDB Daytona Beach, Fla.; WNEL Caguas, P. R.; WNSM Valparaiso-Niceville, Fla.; WQAH Miami, WQNN Lakeland, Fla.; WPAS Zephyrhills, Fla.; WPCF Panama City, Fla.; WPEA Pensacola, Fla.; WPKE Starke, Fla.; WQXT Palm Beach, Fla.; WROD Daytona Beach, Fla.; WSIR Winter Haven, Fla.; WSWN Belle Glade, Fla.; WTAN Clearwater, Fla.; WTLN Apopka, Fla.; WTNT Tallahassee, Fla.; WVCG Coral Gables, Fla.; WVGT Mount Dora, Fla.; WWKE Ocala, Fla.; WYND Sarasota, Fla.; WYER San Juan, P. R.; KABL Oakland, Calif.; WMYR Fort Myers, Fla.; WNER Live Oak, Fla.; WNKB Arcibo, P. R.; WNOG Naples, Fla.; WOKB Winter Garden, Fla.; WOOO DeLand, Fla.; WPEP Ponce, P. R.; WQAM Miami; WRMF Titusville, Fla.; WSBB New Smyrna Beach, Fla.; WSPB Sarasota, Fla.; WSUZ Palatka, Fla.; WTMP Tampa, Fla.; WTRR Sanford, Fla.; WWAB Lakeland, Fla.; and WYOU Tampa, Fla. Action Jan. 13.

■ Broadcast Bureau granted renewal of licenses for following AM stations: WCEM Cambridge, Md.; WHJB Greensburg, Pa.; WHWH Princeton, N. J.; WILM Wilmington, Del.; WISZ Glen Burnie, Md.; WRAW Reading, Pa.; WSYR Syracuse, N. Y.; WUFO Amherst, N. Y.; WCED DuBois, Pa.; WCUM Cumberland, Md.; WHOL Allentown, Pa.; WIFM Elkin, N. C.; WINR Binghamton, N. Y.; WNAE Warren, Pa.; WPME Punxsutawney, Pa.; WSKY Asheville, N. C., and WWOL Buffalo, N. Y. Action Jan. 16.

#### FINES

■ Broadcast Bureau by letter of Jan. 12 notified Florida Keys Broadcasting Corp., licensee of WKIZ and WFYM-FM Key West Fla., that they have incurred apparent forfeiture liability of \$200 for violations of the rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest forfeiture.

■ Broadcast Bureau by letter of Jan. 11 notified Walter L. Follmer Inc., licensee of WCNW Fairfield, Ohio, that they have incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest forfeiture.

■ Commission ordered licensee of WRJS San German, P. R. to forfeit \$150 for violation of Sec. 73.47(b) of rules (failure to have available required equipment performance measurements). Notice of apparent liability was issued for this violation on September 26, 1966. Licensee did not reply within 30-day period following receipt of notice as required by Sec. 1.621(b) of rules which also provides that order shall be entered establishing forfeiture as amount previously set forth in notice of apparent liability if licensee fails to take any action within specified period with regard to notice of apparent liability. Action Jan. 18.

■ Broadcast Bureau by letter of Jan. 12 notified Perryton Radio Inc., KEYE Perryton, Tex., that they have incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest the forfeiture.

#### CALL LETTER APPLICATIONS

■ WATY, North Atlantic Broadcasting Co., North Atlanta, Ga. Requests WRNG.  
 ■ WFGM, WFGM Inc., Fitchburg, Mass. Requests WFGL.  
 ■ KHIP, Donald L. Horton, Albuquerque, N.M. Requests KZIA.  
 ■ WAFS, Tele-Measurements Inc., Amsterdam, N.Y. Requests WKOL.

#### CALL LETTER ACTIONS

■ KNGL, Butte Broadcasting Co., Paradise, Calif. Granted KEWQ.  
 ■ WBKG, B & K Broadcasting Co., Selinsgrove, Pa. Granted WSEW.

#### DESIGNATED FOR HEARING

KOXI Arvada, Colo.—FCC by memorandum opinion and order designated for hearing application for CP to operate unlimited time, DA-N from separate trans. site 10 kw on 1550 kc; Lakewood Broadcasting Service Inc. (KLAJ) and Metropolitan Television Co. (KOA), added as parties. Chairman Hyde abstained from voting. Action Jan. 18.

## New FM stations

### APPLICATIONS

Columbia City, Ind.—Fidelity Broadcasting Inc. Seeks 106.3 mc, ch. 292, 0.37 kw. Ant. height above average terrain 37 ft. P.O. address: Box C, Kokomo, Ind. 46901. Estimated construction cost \$5,420; first-year operating cost \$16,500; revenue \$18,600. Principals: Joseph A. Sweeney and/or Patricia A. Sweeney (99.4%) and others. Mr. Sweeney is general manager of WFKO(FM) Kokomo, president of Fidelity, which operates same and WVTL(FM) Monticello, Ind. and he and wife are stockholders in House of Sound Inc., licensee of WGLM(FM) Richmond, Ind. Mrs. Sweeney owns kindergarten. Ann. Jan. 18.

Baton Rouge—Ramac Baton Rouge Corp.—Seeks 101.5 mc, ch. 268, 100 kw. Ant. height above average terrain 339 ft. P.O. address: 8149 Florida Blvd. Baton Rouge 70802. Estimated construction cost \$33,782.07; first-year operating cost \$71,000; revenue \$65,000. Principal: John M. McLendon. Mr. McLendon is applicant for CP for UHF ch. 33 at Baton Rouge, FM ch. 238 at Jackson, Miss. and FM ch. 299 at Birmingham, Ala., and is 50% owner of WOKJ Jackson, Miss., 99.6% owner of KOKA Shreveport, La., 99.5% owner of WENN Birmingham, Ala. and 100% owner of WYOU Tampa, Fla. Ann. Jan. 13.

Springfield, Mo.—Baptist Bible College. Seeks 97.3 mc, ch. 247, 100 kw. Ant. height above average terrain 481.85 ft. P.O. address: 628 East Kearney Street, Springfield 65803. Estimated construction cost \$87,223.50; first-year operating cost \$45,000; revenue \$48,000. Principals: James E. Price, station manager. To be administered by board of trustees. Ann. Jan. 18.

\*Kearney, Neb.—Kearney State College. Seeks 91.3 mc, ch. 217, .001 kw. Ant. height above average terrain 99' 9". P.O. address: 68847. Estimated construction cost \$2,050; first-year operating cost \$500. Principal: Milton J. Hassel, president, board of education. et. al. Ann. Jan. 17.

Pullman, Wash.—Robert Lloyd Hoover. Seeks 104.9 mc, ch. 285, 0.924 kw. Ant. height above average terrain 236 ft. P.O. address: Civic Center building, Pullman 99163. Estimated construction cost \$1,990; first-year operating cost \$2,000; revenue \$10,000. Principal: Mr. Hoover owns KPUL Pullman. Ann. Jan. 13.

### FINAL ACTIONS

Boonville, Ind.—Boonville Broadcasting Co. Broadcast Bureau granted 107.1 mc, ch. 296, 3 kw, Ant. height above average terrain 185 ft. P.O. address: c/o Henry C. Sanders. WBNL Boonville 47601. Estimated construction cost \$18,050; first-year operating cost and revenue not given. Principals: Henry C. Sanders (75%) and Norman Hall (25%). Messrs. Sanders and Hall have 75% and 25% interests, respectively, in WBNL Boonville and WPCO Mt. Vernon, both Indiana. Action Jan. 10.

\*Davenport, Iowa—St. Ambrose College. Broadcast Bureau granted 90.1 mc, ch. 211, 10 w. Ant. height above average terrain 48 ft. P.O. address: 518 Locust St., Davenport 52803. Estimated construction cost \$2,120; first-year operating cost \$500. To be supplied by individual donations and existing college budget. To be administered by board of directors. Action Jan. 11.

Mankato, Minn.—Lee Broadcasting Corp. FCC granted 99.1 mc, ch. 258, 50 kw. Ant. height above average terrain 900 ft. P.O. address: c/o Walter J. Rothschild, 2d and Pa. Ave., Mason City, Iowa 50401. Estimated construction cost \$68,200; first-year operating cost \$28,000, revenue \$30,000. Action Jan. 18.

Charleroi, Pa.—Laubach Radio Properties Inc. Broadcast Bureau granted 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 230 ft. P.O. address: c/o John L. Laubach Jr., Gateway #2, Pittsburgh 15222. Estimated construction cost \$30,113; first-year operating cost \$12,100; revenue \$16,400. Laubach Radio Properties is licensee of WESA Charleroi. Action Jan. 10.

### INITIAL DECISIONS

■ Commission gives notice that Nov. 25 initial decision which looked toward granting application of Meroco Broadcasting Co. for new FM to operate on ch. 222 (92.3 mc) with power of 27.1 kw in Greeley, Colo. (Doc 16869; BPH-5266) became effective Jan. 16 pursuant to Sec 1.276 of rules. Action Jan. 18.

■ Commission gives notice that Nov. 22 initial decision which looked toward granting application of Olmsted County Broadcasting Co. for new FM to operate on ch.

244-A Rochester, Minn. (Doc 16669; BPH-5145) became effective Jan. 11 pursuant to Sec 1.276 of rules. Action Jan. 18.

### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Jan. 16 in proceeding on FM applications of Albert I. and Virginia C. Chance, joint tenants, and Joseph Gamble Stations Inc., all Stockton, Calif., scheduled further prehearing conference for Jan. 24 and continued without date hearing previously scheduled for same date (Docs. 17041-42).

■ Hearing Examiner James D. Cunningham on Jan. 9 designated Hearing Examiner Herbert Sharfman to serve as presiding officer in proceeding on FM applications of Joseph M. Costello III, et/as Gulf South Broadcasters and Bayou Broadcasting Co., both New Orleans, scheduled prehearing conference for Feb. 3 and hearing for March 7 (Docs. 17088-89).

■ Hearing Examiner Millard F. French on Jan. 16 in proceeding on FM applications of Prairieland Broadcasters and Richard P. Lamoreaux, both Monmouth, Ill. granted joint request of applicants and changed certain procedural dates; prehearing conference scheduled for Jan. 25 continued to March 8 and hearing scheduled for Feb. 7 continued to March 20 (Docs 16944-45).

■ Hearing Examiner Jay A. Kyle on Jan. 16 in proceeding on FM applications of Community Communicators of Ohio Inc. and David Joseph Kittel, both Wilmington, Ohio continued without date prehearing conference presently scheduled for Jan. 19 (Docs. 16892-93).

### RULEMAKING PETITIONS

Dover-Foxcroft, Me. Radio Voice of Dover-Foxcroft—Request institution of rulemaking proceedings looking towards amendment of the table of FM assignments to add ch. 276A (103.1 mc) to Dover-Foxcroft. Ann. Jan. 13.

Lenoir City, Tenn. WLIL Inc.—Requests issuance of a notice of proposed rulemaking looking towards amendment of the FM table of assignments by making following change: Lenoir City, Tenn., proposed 228A. Ann. Jan. 13.

### RULEMAKING ACTION

■ By memorandum opinion and order, commission denied petition for rulemaking to add second FM assignment to Franklin, Tenn. Franklin, only 18 miles from Nashville, has daytime-only AM and one FM. Proposed ch. (221A) could have adverse effect on potential assignments on top three noncommercial educational channels. Commissioner Bartley dissented and would grant petition. Action Jan. 18.

### CALL LETTER APPLICATIONS

■ Ind-IO Radio Inc., Winchester, Ind. Requests WICU(FM).  
 ■ \*Western Reserve University, Cleveland. Requests WRUW-FM.

### CALL LETTER ACTIONS

■ WRIO Broadcasters Inc., Cape May, N.J. Granted WRIO-FM.  
 ■ Nelson Broadcasting Co., Kingston, N.Y. Granted WNDN(FM).

### DESIGNATED FOR HEARING

Ward L. Jones, Syracuse, N. Y.—FCC designated for consolidated hearing applications for new FM's to operate on ch 275 (102.9 mc)—Jones with ERP of 12.1 kw, ant. height 645 ft. and Mars Hill with ERP of 6.7 kw, ant. height 722 ft. Action Jan. 18.

## Existing FM stations

### FINAL ACTIONS

KBBI(FM) Los Angeles—Broadcast Bureau granted mod. of CP to change studio location and remote control point to 31800 Biola Avenue, La Mirada, Calif. Waived Sec. 73.210 (a) (2) of rules and permitted location of main studio beyond corporate limits of Los Angeles, effective upon notification that programming has commenced from new studio; Los Angeles station identification to be continued. Action Jan. 11.

KBBI(FM) Los Angeles and KBBW(FM) San Diego—Broadcast Bureau granted mod. of licenses to change name to Biola Schools and Colleges Inc. Action Jan. 12.

WNUS-FM Chicago—Broadcast Bureau granted mod. of CP to change type trans. and type of dual-polarized ant. Action Jan. 10.

WNDY(FM) Crawfordsville, Ind.—Broadcast Bureau granted CP to change ant. trans. and studio location to 301 West Wabash, Crawfordsville, install new type trans., dual polarized ant., make change in ant. system, increase ERP to 900 w, ant. height 77 ft. Action Jan. 13.

WKOD-FM Hyannis, Mass.—Broadcast Bureau granted mod. of CP to change ant.-

trans. and studio locations; ERP 25 kw, ant. height 125 ft. Action Jan. 11.

WNAT-FM Natchez, Miss.—Broadcast Bureau granted mod. of CP to change ant. trans. and studio location to approx. 225' north of St. Catherine St. and Old Washington Rd., intersection, Natchez, change type trans., type ant., ERP 99 kw, ant. height 370 ft. Action Jan. 13.

KSRN(FM) Reno — Broadcast Bureau granted license covering FM. Action Jan. 16.  
WXRC(FM) Hickory, N. C.—Broadcast Bureau granted CP to increase ERP to 27 kw., condition. Action Jan. 13.

\*WCDR-FM Cedarville, Ohio—Broadcast Bureau granted mod. of CP to install new trans., new ant., increase ERP to 3.6 kw., ant. height 155 ft. Action Jan. 13.

WDVR(FM) Philadelphia—Broadcast Bureau granted mod. of CP to change studio location to 10 N. Presidential Blvd., Bala Cynwyd, Pa.; Sec. 73.210(a)(2) of rules waived to permit location of main studio beyond corporate limits of Philadelphia, with authority to become effective upon notification that programming has commenced from new studio. Philadelphia station identification to be continued. Action Jan. 11.

WWBD-FM Bamberg, S. C.—Broadcast Bureau granted mod. of CP to change type trans., install dual polarized ant.; ERP 3 kw, ant. height 250 ft. condition. Action Jan. 11.

KLUB-FM Salt Lake City—Broadcast Bureau granted CP to install dual-polarized ant.; increase ERP to 52 kw, ant. height to minus 140 ft.; condition. Action Jan. 10.

#### OTHER ACTIONS

■ By memorandum opinion and order in Doc. 14185 (revision of FM broadcast rules) commission denied request for expansion of notice of inquiry in this proceeding to include certain policy matters filed by E. Harold Munn Jr. Commission stated that some of matters are beyond scope of proceeding and others can be considered on case-by-case basis. Commissioner Bartley abstained from voting. Action Jan. 18.

■ Broadcast Bureau granted renewal of licenses for following FM stations: WAAZ-FM Crestview, Fla.; WARN-FM Fort Pierce, Fla.; WBVM-FM, SCA Bayamon, P. R.; WFLM(FM) Fort Lauderdale, Fla.; WFOY-FM St. Augustine, Fla.; WGBS(FM) Miami; WHOO-FM Orlando, Fla.; WIOD-FM Miami; WIRA-FM, SCA Fort Pierce, Fla.; WIVL-FM, SCA Christiansted, Virgin Islands; WJAX-FM Jacksonville, Fla.; WKJB-FM Mayaguez, P. R.; WMAI-FM, SCA Panama City, Fla.; WABA-FM Aquadilla, P. R.; WATL-FM, SCA Tampa, Fla.; WBRD-FM, SCA Brandenton, Fla.; WCOA-FM Pensacola, Fla.; WFLA-FM Tampa, Fla.; WINK-FM Fort Meyers, Fla.; WKIS-FM Orlando, Fla.; WKTZ-FM Jacksonville, Fla.; WLMC(FM) Okeechobee, Fla.; WLOQ(FM) Winter Park, Fla.; WMJR(FM), SCA Fort Lauderdale, Fla.; WNFM(FM), SCA Naples, Fla.; WNIK-FM Arcibo, P.R.; WPRM-FM, SCA San Juan, P.R.; WRKT-FM, SCA Cocoa Beach, Fla.; WSPB-FM Sarasota, Fla.; \*WTHS(FM) Miami; WNDP-FM Daytona Beach, Fla.; WWOS(FM), SCA Palm Beach, Fla.; WPDF(FM), SCA West Palm Beach, Fla.; WPEX-FM, SCA Pensacola, Fla.; WPKM(FM), SCA Tampa, Fla.; WRFV-FM San Juan, P.R.; WSWN-FM Belle Glade, Fla.; WTAN-FM Clearwater, Fla.; WVCG-FM, SCA Coral Gables, Fla.; WVOG(FM), SCA Boca Raton, Fla.; WIPR-FM San Juan, P.R., and KABL-FM, SCA San Francisco. Action Jan. 13.

■ Broadcast Bureau granted renewal of licenses for following FM stations: WWOL-FM Buffalo, N.Y.; WISZ-FM Glen Burnie, Md.; WCUM-FM Cumberland, Md.; WIFM-FM Elkin, N.C., and WTOA(FM), SCA Princeton, N.J. Action Jan. 16.

#### CALL LETTER APPLICATIONS

■ WBNE-FM, Music Service Corp., Fitchburg, Mass. Requests WFMP(FM).

■ WBUD-FM, WBUD Inc., Trenton, N. J. Requests WBJH(FM).

#### CALL LETTER ACTIONS

■ WCAS(FM), South Central Broadcasting Corp., Knoxville, Tenn. Granted WEZK(FM).

### Translators

#### ACTION

KE2XNY Camden, Marlton and Union Mills all New Jersey—Broadcast Bureau granted mod. of CP to relocate trans. ant. and tower of experimental television station to Kresson Road between Route 295 and New Jersey Turnpike, Cherry Hill twp., N. J. Action Jan. 10.

### CATV

#### APPLICATIONS

Central New York Cable TV Inc.—Re-

quests distant signals from WNEW-TV, WOR-TV and WPIX(TV), New York and WMHT, Schenectady, all New York; to New Hartford twp., Whitesboro, Whitestown twp., Yorkville, New York Mills, Schuylerville, Paris twp., Clayville, Clinton, Kirkland twp., and Marcy twp., all New York. Ann. Jan. 12.

Lebanon Valley Cable TV Inc.—Requests distant signals from WKBS-TV, WIBF-TV and WPHL-TV, all Philadelphia and WHYY-TV Wilmington, Del. to Lebanon, Pa. Ann. Jan. 12.

Newchannels Corp.—Requests distant signals from WPIX(TV), WOR-TV, WNEW-TV TV and WNJU-TV, all New York; CKWS-TV Kingston, Ont. and CJOH-TV Ottawa, Ont. to Liverpool, N. Y.

Newchannels Corp.—Requests distant signals from WPIX-TV, WOR-TV, WNEW-TV and WNUJ-TV, all New York; CKWS Kingston, Ont. and CJOH-TV Ottawa, Ont. to Manlius and Minoa, both New York.

Upstate Community Antenna Inc.—Requests distant signals from WNEW-TV, WOR-TV, WPIX(TV), and WNDT(TV), all New York; CKWS-TV Kingston, Ont. and CJOH-TV Ottawa, Ont. to Clay and Cicero twp., both New York.

Valley Cablevision Corp.—Requests distant signals from WFLD(TV), WGN-TV, WCIU-TV and \*WTTW(TV), Chicago and KS2XGD and KS2XGA(MPATI) both Lafayette, Ind. to South Bend and Mishawaka, both Indiana. Ann. Jan. 12.

#### OTHER ACTIONS

■ FCC memorandum opinion and order, denied petition for special relief filed by Old Pueblo Broadcasting Co., licensee of KOLD-TV Tucson, Ariz. pursuant to Sec. 74.1109 of commission's rules, directed against proposal by Tucson Cable TV Co. to operate a CATV system in Tucson. KOLD-TV requested that commission stay commencement of operation of proposed CATV system pending action on its petition for partial reconsideration of second report and order. Commissioner Bartley dissented with statement; Commissioner Wadsworth abstained from voting. Action Jan. 18.

■ By memorandum opinion and order, denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Tehachapi TV Cable Co., operator of CATV system in Tehachapi, Calif. Commission further denied Time-Life Broadcast Inc.'s "request order" directed against Tehachapi TV and held that stay provisions of subsection (h) of Sec. 74.1109 of rules are applicable to requests for waiver of program exclusivity requirements. Commissioner Bartley dissented with statement; Commissioner Loevinger dissented. Action Jan. 18.

■ By memorandum opinion and order, commission granted petitions filed by Uncable Inc., Auburn Cablevision Corp. for waiver of Sec. 74.1107 of commission's rules to permit their CATV systems to serve Oswego and Auburn, N. Y.; partially granted petition of General Electric Cablevision Corp. for waiver of Sec. 74.1107 of commission's rules to permit its CATV system to serve Auburn, N. Y., and denied permission for its CATV system to serve Van Buren, N. Y.; and denied petitions filed by Newchannels Corp. and General Electric Cablevision Corp. for waiver of Sec. 74.1107 of commission's rules to permit their CATV systems to serve Syracuse, Camillus and Solvay, N. Y.; granted application of New York-Penn Microwave Corp. to furnish signals to CATV system in Auburn, N. Y. and applications of Eastern Microwave Inc. insofar as service was proposed to CATV systems in Oswego, N. Y., and dismissed without prejudice applications insofar as service was proposed to CATV system in East Syracuse, and set for hearing the applications of Eastern Microwave Inc. to serve CATV systems in Syracuse, N. Y., market which is ranked 35th and consolidated proposals for hearing. Commissioner Bartley dissented and issued statement; Commissioner Lee concurred in part and dissented in part; Commissioner Cox concurred in part and dissented in part and issued statement. Action Jan. 11.

■ FCC on request of TV Transmission Inc., owner of CATV system in Superior, Neb. for interpretation of Sec. 74.1107 of rules, commission determined that community of Superior is not within predicted grade A contours of any stations in Lincoln-Hastings-Kearney market and therefore that TV Transmission Inc.'s, CATV system in Superior would not be subject to hearing requirement of Sec. 74.1107 of commission's rules. Interpretation of rules considered fact that Superior is within pre-

dicted grade A contour of KHTL-TV, a satellite of KHOL-TV Kearney, Neb. Commissioner Bartley dissented with statement. Action Jan. 18.

■ Commission adopted order of investigation into lawfulness of community antenna television channel service tariffs of General Telephone Co. of Ohio, General Telephone Co. of Pa., General Telephone Co. of the Southwest, United Inter-Mountain Telephone Co., United Telephone Co. of Ark., United Telephone Co. of the Carolinas Inc., United Telephone Co. of Iowa, United Telephone Co. of Kansas Inc., United Telephone Co. of Mo., United Telephone Co. of the Northwest and United Telephone Co. of Pa. Foregoing was consolidated with investigations of CATV channel service tariffs of Bell System companies and of California Water and Telephone Co. Issues in consolidated case were broadened to include inquiry into CATV pole line attachment agreements and extent of commission's jurisdiction, if any, over such agreements and to include inquiry into applicability of Sec. 214 of the act and compliance therewith by above-mentioned telephone companies. Commissioner Loevinger concurred in part and dissented in part and issued statement; Commissioner Johnson concurred in part but reserved his position with regard to procedures to be followed after close of the hearings. Action Jan. 11.

#### ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on Jan. 11 in proceeding re petitions by Cosmos Cablevision Corp., North Augusta and Aiken Cablevision Inc., Aiken, both South Carolina for authority to operate CATV systems, granted motion of petitioners and rescheduled prehearing conference from Jan. 13 to March 13 and hearing from Jan. 24 to April 10 (Docs. 17056-57).

■ Hearing Examiner Forest L. McClennen on Jan. 12 in proceeding in matter of petitions by Taft Broadcasting Co. (WKYT-TV) and WLEX-TV Inc., Lexington, Ky., to stay construction and prevent expansion of CATV systems in Lexington market area by Berea Cablevision Inc., Gregg Cablevision Inc. and Mt. Sterling Antennavision Co., granted joint petition of Berea Cablevision Inc. and Gregg Cablevision Inc., and continued prehearing conference from Jan. 16 to Jan. 23 at 9 a.m. (Doc. 16990).

■ Hearing Examiner Herbert Sharfman on Jan. 11 in proceeding re petition of Florian R. Burczynski, Stanley J. Jasinski and Roger K. Lund d/b as Ultravision Broadcasting Co., Buffalo, N. Y., to stay construction and prevent extension of CATV system operated in Buffalo by Courier Cable Inc., granted consent motion to revise hearing schedule filed by Courier Cable Inc., and scheduled procedural dates including continuing hearing from March 1 to March 22 (Doc. 16921).

### Ownership changes

#### APPLICATIONS

WTUF Mobile, Ala.—Seeks transfer of control from Wynnewood Acres Inc. to National Properties & Mining Co. National Properties is sole stockholder of Wynnewood. No consideration. Ann. Jan. 16.

KFIF Tucson, Ariz.—Seeks assignment of license from John B. Walton Jr. to University of Arizona, Arizona Board of Regents. Charitable contribution. Call letters will not be assigned and will be used by assignor to identify KTAN Tucson, Ariz. Application requesting assignment of license to KTAN from Catalina Broadcasting Co. to John B. Walton Jr. was filed Jan. 3 (BROADCASTING, Jan. 16, 1967). Ann. Jan. 13.

KAFY Bakersfield, Calif.—Seeks assignment of license from Tullis and Dearnie Inc. to KAFY Inc., subsidiary of Robert E. Eastman Inc. for \$600,000 plus assets in excess of liabilities. Principals: Robert E. Eastman, president, et al. Mr. Eastman owns Eastman TV Inc., which sells national advertising for TV stations and through Eastman Broadcasting Inc., 100% ownership of WTRX Flint, Michigan.

KOCM-FM Newport Beach, Calif.—Seeks transfer of control from Phillip C. Davis to Success Broadcasting Co. Principals: Al Jarvis and Frank Oxarart Sr. Mr. Oxarart is secretary, treasurer and stockholder in KMYC Marysville, Calif.; president and stockholder of air conditioner distributing company and owner of auto parts distributing company. Mr. Jarvis has been associated with radio and television as performer and is now associated with van Barneveld/Ellis & Al Jarvis Public Relations Co. Consideration \$81,000. Ann. Jan. 18.

KASK and KOYA(FM) Ontario, Calif.—

(Continued on page 92)

# 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, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 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 each 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

Small market manager-salesman. Opportunity to show what you can do and profit from your efforts through salary plus percentage. Five figures probable first year. One-station market, wide open opportunity for permanent move. Background, resume, photo. Box A-280, BROADCASTING.

### Sales

Salesman for top 5000 watt midwest daytimer—Position will lead to number 2 man in the organization. Want a go-getter, who is not afraid to take charge. Salary plus commission. A right deal to the right person. Box A-134, BROADCASTING.

We are looking for a Sales Manager for a small market AM station located in one of the fastest growing areas in the United States. If you know sales promotions, can handle copy and tape work, and can start at around \$8,000, then we would like to hear from you. Station located on the fringe of New Orleans. Write Box A-221, BROADCASTING.

If you can sell radio, have creative ideas, like a smaller market away from the 'Rat Race,' send your resume, let's get together. Immediate opening at recently purchased station. Write manager, KGEK, Sterling, Colorado.

Rapid expansion demands capable salesmen. Five figure income certain for proven sales ability. Apply KMO Radio, Tacoma, Washington.

Want to sell for one of the nation's outstanding stereo FM stations, WPTH, Fort Wayne, Indiana? If you do, send us your resume. WPTH is well-equipped, well staffed, and has a high acceptance in the market. If you are interested in working at an exciting station in a fine city, Write WPTH, 3333 Butler Road, Fort Wayne, Indiana 46808.

An outstanding sales career opportunity available with large, progressive, group owned, top rated radio station in the Tidewater area. Salary plus commission. Major company benefits. Send resume to WRAP Radio, P. O. Box 598, Norfolk, Virginia. 23501.

"If you are a great local salesman we need you. We will offer you more money and an opportunity for management. Call or write for details—all replies strictly confidential—Mike Schwartz—WTYM Springfield, Mass. 413-525-4141."

Representatives wanted—Large established Eastern manufacturer needs representatives for FCC type accepted AM and FM broadcast transmitter line. Selected territories available throughout U.S. Established broadcast equipment representatives preferred, but will consider individuals in related areas of the broadcast field. Interested parties are requested to reply to Mr. L. K. Peetoom, American Electronic Labs, Inc., P.O. Box 552, Lansdale, Pa., 19446.

Young, expanding broadcasting company seeks creative sales-promotion man for separate AM-FM operation plus new related division offering broad scope of creative opportunities. Write with background and requirements to H. W. Hobler, Box 1350, Princeton, N.J.

Manufacture Representatives experienced in broadcast market. CCA Electronics has choice territories available for outstanding sales engineers to offer a superior, complete line of AM and FM broadcast transmitters. Commission basis only—potential income—\$25,000 per year. Resume to CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

### Announcers

Top 40 dj, medium market. New England immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

## Announcers—(cont'd)

Morning man, Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Experienced announcer-newscaster needed for Ohio daytimer. We will send you to school to get a first phone. 110/wk start. (If you already have 1st, we will start at 135/wk.) Box M-8, BROADCASTING.

Progressive midwest stations seek jocks and newsmen for permanent positions. Jocks can be MOR or top 40. Send tape and resume today to Box M-242, BROADCASTING.

Experienced wake-up personality with straight or gimmick format for MOR swinger in 5 station, eastern market. We've got the newsmen, contests & gimmicks to back you up and you'll fill the shoes of a good jock who's ready to help pave the way for you. Modern air-conditioned studios with top quality equipment. Send tape, resume & references at once. We're ready to move. All tapes returned. Box M-250, BROADCASTING.

Middle of the road station in the Midwest wants a thinking, ambitious, aggressive radio announcer for straight start work. Excellent career opportunity, in a major college town. Merit increases and excellent fringe benefits. Send resume, tape, complete details, salary expected to Box A-27, BROADCASTING.

\$120. weekly plus excellent fringe benefits for experienced and versatile TV and radio announcer. Powerful midwestern outlet in city under 100,000. Box A-30, BROADCASTING.

Announcer for small market. AM-FM operation. MOR format. Salary open. Paid vacations and hospitalization. Send tape and resume to Box A-70, BROADCASTING.

Wide awake morning man—with 1st phone for top AM operation in medium-size city. Must have good commercial delivery. Prefer married man with rural background from central mid-west. Start at \$140.00 with lots of room to grow. Excellent schools, fine churches, good fishing and hunting. Raise your children away from the smog and fog big city population. If you like your work, you'll love it with us. All replies strictly confidential. Box A-84, BROADCASTING.

Complete your education—part-time jobs available. Attend one of the finest Universities in the nation. Experienced men only. This is a chance of a lifetime. Apply Box A-115, BROADCASTING.

Home base of growing SW chain operation looking for a mature broadcast personality for middle of the road format. Man must have a sincere desire to work into programming management and be willing to accept responsibility. First ticket helpful. Air mail resume, tape, picture and salary requirements to Box A-137, BROADCASTING.

Opportunity for announcer with first class ticket to get started in radio. Radio station located on the beautiful Eastern Shore of Maryland about to lose its first class operator. We present an exciting opportunity for a first class beginner to learn the radio business. Salary open. Please send tape, resume, and photo immediately to Box A-172, BROADCASTING.

Wanted: Young experienced announcer capable of Program Director slot 5KW, Med mkt. Box A-173, BROADCASTING.

Outstanding country station in Rockies offers wonderful opportunity for announcer to double either in sports, engineering, or production. Must be above average. Box A-190, BROADCASTING.

Major midwest market station needs good 1st phone announcer. Box A-196, BROADCASTING.

## Announcers—(cont'd)

Sports-news announcer with short air shift wanted yesterday for growing small market station located in central Illinois. Excellent opportunity for man with some experience. Reply immediately with complete tape, resume and photo. Box A-220, BROADCASTING.

Milwaukee Metro area. Presently employed wanted for standby list. Preplan your advancement. All positions. Confidential. Mail only. Box A-223, BROADCASTING.

Wanted—First phone combo man who will work and deliver twelve hours daily. Top starting salary for medium Texas market. Send resume, tape and picture to Box A-226, BROADCASTING.

Staff announcer with third ticket for MOR operation in Shenandoah Valley of Virginia. Will consider a man with light experience if he has ability, training and desire. Opening is on night shift. Job offers security, fringe benefits and future for someone willing to work for it. Absolutely no prima donnas. Box A-240, BROADCASTING.

South Alabama: Announcer-salesman or announcer—first phone. Pleasant format. Good pay. Box A-242, BROADCASTING.

Midwest 5000 watt non-directional swinger needs a first-phone top-40 wild man for our nighttime pattern. No maintenance, just have the ticket and swing with number one ratings covering three states. Good starting pay. Need tape and resume immediately. Box A-246, BROADCASTING.

Northern N. Y.—Top 40 DJ. Must have 3rd phone. In market of 70,000. \$100. Immediate opening. Send tape & photo. Box A-248, BROADCASTING.

Announcer-newsman for midwest MOR daytime single station market. All benefits. Modern operation near metro area. Send tape, photo, resume. Start \$125 week. Box A-270, BROADCASTING.

Wanted—Beginner with potential for nights; weekends. Upstate New York. Third endorsed. Send recent photo, resume, tape. Box A-276, BROADCASTING.

Experienced announcer-dj with strong commercial approach for PM drive-time. Professionals only. Respected 5 kw fulltime in mid-Atlantic market of 400,000. MOR format. Send tape & details including salary expected to Box A-284, BROADCASTING.

Evening teen time. Top top 40 wants swingin' swinger . . . now!!! Good salary plus top income! Exciting, important medium-large midwest station! All backgrounds considered, smooth yet lively sound vital! Opportunity knocks at Box A-288, BROADCASTING.

Announcer . . . first class . . . 3rd (sales) KHIL . . . Willcox . . . Arizona.

Announcer-salesman or other combo. Interested in people, good local radio. Airmail tape, resume to KSEW, Box 258, Sitka, Alaska 99835.

Outstanding opportunity . . . Announcer-Assistant program director. Advancement possibilities. Salary open. Third license for board shift in emergencies. Idea man, mature voice, exceptional commercial delivery, news, knowledge of production and music. Commercial and program writing. Resume, samples of work, Audition tape. KSHE-FM, 9920 Highway 66, St. Louis, Missouri 63126.

Wanted: Two announcer salesmen for suburban Atlanta Roker . . . Start at 70.00, 15% on sales, free room in nice motel with swimming pool and restaurant. Send tape and resume to WAIA, Box 20823, Atlanta, Georgia.

## Help Wanted

### Announcers—(cont'd)

**Immediate opening**—University Educational AM station needs announcer for classical music, news and staff announcing. This man will be assistant to the operations director. Expanding soon to FM-stereo. Salary is open. Send complete background, references and tape to Martin Busch, Director, KUSD, Vermillion, South Dakota 57069.

"If you are draft free . . . WATO in Oak Ridge, Tennessee would like to hear from you. Uncle Sam has created an opening in our staff and we have an opening that comes only once in a while. We are looking for a MOR personality to join our staff and our community. If you can do news, production, remotes, and board shift send tape, resume and picture to Program Director WATO, Oak Ridge, Tennessee. We are ready to fill this opening with the right man now."

**WEOK, Poughkeepsie, N.Y.**, seeks announcer 1st ticket, with ability to gather and deliver afternoon news. Top Hudson Valley station, 5000 watts, MOR, AM-FM. Immediate opening. Phone Herb Shein, P.D. 914-GR-1-1500.

**Wanted combination** First class engineer and announcer—Call Steve Woodson, Manager, Radio station WFRC, in Reidsville, N. C. Phone 349-4361.

**Well-rounded, experienced announcer** for air shift and production duties for MOR 5 kw MBS affiliate. Prefer first phone but not mandatory. No maintenance. Good salary commensurate with ability. Fine working conditions. Modern facilities. Send all, including air check, in first letter to WGSa, Ephrata, Penn.

**Wanted: Announcer** with third class endorsement. MOR. Contact WGTV, Georgetown, S. C.

**One of central Indiana's most progressive stations** has newly created news/dj position for a young man wanting to gain valuable experience in radio. Top 40, strong on local news. Send tape and resume to Program Director, WHUT, Box 151, Anderson, Indiana.

**Progressive station** needs news director to gather, write and edit local news. Take responsibility for UPI wire and audio service. Write: V. J. Kaspar, WLO-AM-FM, Frankfort, Indiana, for interview.

**WINK-AM-FM-TV—CBS affiliate** in warm sunny southwest Florida needs an experienced announcer for MOR operation. Must have good voice, dependable and competent. No floaters. \$100 per week to start. Rush non returnable air check, resume and recent photo to Jim Jenkins, Program Director, WINK, Fort Myers, Florida 33901.

**Security, chance for advancement, top pay** offered for bright, experienced announcer by established full time kilowatt in pleasant, prosperous city. Professional staff, gracious living, away from metropolitan pressure yet near big city. Best working conditions, sparking, upbeat programming, many fringe benefits. Brand new modern building, exceptionally well equipped. Write WKAN, Kankakee, Illinois, with details of experience, references, tape.

**Straight staff board announcer.** Network station. 3rd endorsed required. Must be available immediately. Beginner considered but some experience preferred. WLDB, Atlantic City, New Jersey.

**Immediate opening**—Professional D.J. for the Nashville sound of WNYR AM & FM, Rochester, N.Y. Opportunity to join progressive four station chain. Rush tape and resume

"Looking for a good station? Looking for good pay? Looking for good working conditions? Looking for a beautiful city? Then look to WROV, Roanoke, Virginia! Full time, contemporary, top-rated in a metro market of more than 200,000. Immediate opening for mature thinking, energetic, personable, experienced D.J. Rush tape, resume and photo to Don Foutz, P.O. Box 4005, Roanoke, Va.

**WTTO Radio, Toledo, Ohio** needs production minded genius for midday show.

**Northern Arizona AM/FM good music station** needs announcer with third phone broadcast endorsement. Housing, good salary. Call area code 602-537-2345.

### Announcers—(cont'd)

**Announcer wanted** by smart, established Pennsylvania, regional fulltimer. Good pay and outstanding employee benefits for versatile, creative man with 3rd ticket. Good working conditions in well equipped operation. Advancement opportunities with generous increases. Prosperous area near major metropolitan market. 215-384-2100.

### Technical

**Chief engineer.** Complete responsibility AM, FM-MX. Unusual opportunity. No board work. Complete details of experience and requirements, first letter. Box A-104, BROADCASTING.

**Chief engineer** for metropolitan. Ideal climate. Excellent working conditions. Box A-171, BROADCASTING.

**Chief engineer** for well-established AM/FM-stereo, Florida operation. Must be experienced and qualified to handle all transmitter and studio maintenance with planned quality thoroughness. Salary open. Send qualifications, personal and experience information and photo to Box A-184, BROADCASTING.

**Experienced engineer** to become chief of AM-FM. Good equipment and professional staff to work with. Real potential with rapidly expanding company in western N.Y. Send complete resume and full details to Box A-215, BROADCASTING.

**Young engineer** looking for challenge of chief's position. You'll be working for a long established full time non-directional station in the Shenandoah Valley of Virginia. Position offers good starting salary, security and fringe benefits. Theory, maintenance, technical and practical ability a must. This is a long term position, with a solid future for the man who earns it, in a settled hard-working, friendly operation. Box A-239, BROADCASTING.

**Engineer with 1st class license** for studio and transmitter duties at AM-FM station in Cleveland, Ohio. Send resume to Box A-286, BROADCASTING.

**Engineer-Announcer wanted** — Maintenance, AM-FM, air shift—Could sell if desired. Salary plus commission. Send complete resume to Box A-291, BROADCASTING.

**Wanted: 1st phone** to become chief engineer of kilowatt AM, daytime. Some announcing ability desirable. Top pay. 50 mile from N.Y.C. WBNR, Beacon, N.Y.

**Experienced technician** for Chicago's "Fine Arts Station." Maintenance, board work and recording Stereo experience desirable. No announcing, good working conditions. Send resume to Chief Engineer, WFMT, 221 N. LaSalle Street, Chicago, Illinois 60601.

**Wanted: First class engineer** to work part time at radio station WFRC-Reidsville—Call Manager, Steve Woodson. Phone 349-4361.

**Engineer, experienced** in radio broadcasting to become chief engineer of WNYR, Rochester, N. Y. Attractive salary and unlimited potential with expanding organization. Only willing and capable men interested in improving their future need apply. Phone 1-716-473-6800 or rush complete resume to Harold Oliver, 931 East Main St., Rochester, N. Y. All replies treated confidentially.

**Need qualified first phone operator** for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

**Radio engineers—Earn extra money** part time. P/M Associates is national headquarters for contract engineering services. Many current openings for 1st class engineers. For full information write: Personnel Manager, P/M Associates, Inc., 203 Pond Street, Natick, Mass. 01760.

**Chief engineer** with an interest in sales. CCA Electronics has choice territories available for outstanding sales engineers to offer a superior, complete line of AM and FM broadcast transmitters. Commission basis only—potential income—\$25,000 per year. Resume to CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

### NEWS

**Authoritative newsmen.** College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

**Have immediate openings** for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

### NEWS—(Cont'd)

If you're an experienced newsmen and want to join a news team that pulls no punches, then send a tape and background. Medium market news & talk format with middle of the road music. Box M-252, BROADCASTING.

**Young experienced newsmen** for vacancy on 3-man news staff of Virginia network affiliate. Write Box A-161, BROADCASTING outlining news experience and schools, attended.

**Newsman opening** at leading Florida network station. If you have news experience and want to break into a news oriented atmosphere send full details including short tape to Box A-229, BROADCASTING.

**Small eastern Iowa radio station** looking for news director. Will consider all applications, experienced or inexperienced. Salary open. Send tape and resume to Box A-254, BROADCASTING.

**AM-FM station** with emphasis on community service needs news director. Station is strong on local voice reports, UPI Audio, special events. Your creativity and ideas welcome too. Fine community. Mid-west. Send tape, background and references to Box A-287, BROADCASTING.

**Newsman—Young hustler** with "beat" coverage experience. Must have authoritative voice. WDBO, top rated, CBS radio & TV affiliate in the rapidly growing Orlando market, is expanding its radio news department and needs an additional, aggressive newsmen. Excellent station, market, climate, opportunity and working conditions. Send tape, resume, and complete info to Station Manager, WDBO, Orlando, Florida.

**Expansion program** requires additional newsmen for award winning 5000 watt community minded station. Good air voice, eager to advance, Newroom or Journalism background desired. Resume and requirements to: Dave Moss, G. M., WHWH, Box 1350, Princeton, N. J.

**News director** needed to head top rated AM and FM news team for progressive station. Become a member of an expanding four station group. Rush tape and complete resume to WNYR, Rochester, N. Y.

### Production—Programing, Others

**Program director** for small market AM-FM operation. MOR format. Salary open. Paid vacations and hospitalization. Some board work. Send resume and tape. Box A-69, BROADCASTING.

**Copy Gal—Chicago** beginning salary \$600 per month for quality and volume job. Send resume. Box A-158, BROADCASTING.

**Audio-visual/broadcast advertising director**—This is a key post in a rapidly growing Midwest agency (not Chicago) committed to boosting audio-visual radio and TV billings substantially in 1967. The man chosen will be delegated major responsibility for departmental functions. Approximate age range desired 28 to 35. Job includes creative, production, dealing with station and film suppliers, etc. An able 7-man copy staff will back up his efforts as needed. Like we said, this is a key post and calls for a full-fledged key man. If you think you're our man, write fully in confidence and state starting salary required. Box A-222, BROADCASTING.

**Person Friday, t/c/copy/production.** Solid Great Lake. 150,000. Box A-228, BROADCASTING.

**Highly regarded AM** seeking alert program director. Three station market with 85,000 metro population 100 miles west of Atlanta, 55 miles east of Birmingham. Large university. Quality MOR. Starting salary \$125 week. Send full resume, audition tape, picture to WDNB, P. O. Box 1290, Anniston, Alabama 36201. Tape, picture returned upon request.

### RADIO

#### Situations Wanted—Management

**Energetic 29 year old** wants to invest time, talent, money in station billing about 150M. Family man. College grad. Creative. Hard working. Now ad agency account man. Strong in sales management . . . and go-pover. Write. Box A-159, BROADCASTING.

## Situations Wanted

### Management—(Cont'd)

Presently employed, general manager in four station market with excellent success stories, seeks larger market area as general manager. Will consider all replies from all areas. A-250, BROADCASTING.

Manager: Experienced branch studio manager, account-executive, news, talk, music . . . seeks station manager opportunity. Box A-251, BROADCASTING.

Broadcast executive considering change, capable public speaker. Box A-271, BROADCASTING.

Manager, experienced all departments. First phone. Award winning news, play-by-play. Mr. Music. Mature person, voice. All media background. Would like newspaper-radio combination. Some TV. Prefer west. Experienced re-building. \$10M should be starter. Box A-272, BROADCASTING.

Denver's loss, your gain. Returning to East bringing sales experience. Former program director and production manager. College degree vet-married-10 years experience. Challenge and opportunity more important than market size. Could be answer to small market management woes. Box 187-BSD New London, New Hampshire.

### Sales

Wanted sales or sales-announcer job. Young-married-family. 2 yrs. announcing 200,000 market 1st phone. Hard worker. Want stability. Stan Johnson, 6707 Green Haven, Amarillo, Texas FL 5-6868.

### Situations Wanted—Announcers

Negro dj, trained by top announcers in area. Tight Board, 3rd endorsed. Beginner. Any format. A-156, BROADCASTING.

Sports director-sportscaster. Available now. Versatile talk radio personality. No. 1 sportscaster in top-50 market. College graduate-PD management potential. Four years diversified broadcast experience. Box A-179, BROADCASTING.

Young D.J. newscaster Negro looking for small station. Willing to relocate. Third Class ticket. Box A-219, BROADCASTING.

The wonderfulness of top 40 radio! I goofed; I miss it. Whats open? Box A-241, BROADCASTING.

Bright sound. DJ-Announcer, mature, newscaster, veteran, will relocate. Box A-243, BROADCASTING.

Beginner, limited experience. Broadcasting school, college, third endorsed, 24 single. Veteran, good character and appearance. Crisp, strong or warm, sweet delivery. Phone 312-724-2457 or Box A-245, BROADCASTING.

DJ/announcer, tight board, authoritative news, good voice. 3rd endorsed, experienced MOR available immediately. Sober, married . . . travel. Box A-247, BROADCASTING.

Experienced program director . . . personality . . . traffic . . . production . . . news . . . sports . . . sales. Box A-249, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box A-253, BROADCASTING.

Top 40 screamer needs break into medium—big market . . . young voice . . . two years experience . . . endorsement . . . B.A. Box A-259, BROADCASTING.

Family man seeks permanent position. Experienced deejay, sports first phone. Box A-261, BROADCASTING.

Would you believe? \$250 for country program director & No. 1 rated morning man in top 20 markets with 1st phone? Well would you believe \$225? Box A-264, BROADCASTING.

Highly professional—3rd phone. 16 years experience Wash., D. C., Toledo, Ohio area. Mention salary in reply. Box A-266, BROADCASTING.

One years experience. Some college, draft deferred, third. Box A-268, BROADCASTING.

## Announcers—(cont'd)

Talk personality, dynamic controversial, versatile. Compelling listening, remember a "talk" show is only as good as the man! Box A-273, BROADCASTING.

Announcer/dj, top 40, newscaster, control board operator. Third endorsed. Draft exempt. Box A-274, BROADCASTING.

Mild winters! Pro announcer, mature, family. Proud salary! Box A-275, BROADCASTING.

Collegiate radical, 21 seeks summer newscasting spot. Prefer long hours and hard work. Third class ticket. Box A-283, BROADCASTING.

D.J. announcer, newscaster-D.J. authoritative, experienced, draft deferred, single, will travel. Have 3rd class license, 2 yrs. college. Phone 212-799-5976.

"Metro market newsman/announcer/DJ looking for permanent spot in metro or medium market am or fm. Married with service obligation more than fulfilled. 10 years radio with some TV Background. Available March. Levofsky-AFRTS-Box 1133-APO 09240, New York."

Jocose, witty airman. Copy, production. MOR, top 40, c&w. 14 years radio. Call Dick Braun, or Dick Wagner, but do call 513-251-1526.

Young sportscaster: draft exempt college grad.; 5 years play-by-play, sports director; some news deejay, third. Ron Schatz, 4241 Minden, Memphis, Tenn.

Announcer, 3rd phone endorsed, working for 1st. Navy communications exp. Prefer Penna. Available immediately. Donald Eden, 24 North Fifth St., Bangor, Pa. 18013.

"A Savage in your studio? (Shazam)!, commercials into gold.) Top-40 Secret ingredient—E. W. T. S.: Excitement without the scream. Military completed. Young-n-Bright. Network experienced. Good station? Make it better. . . . Ron Savage, 1153 E. Slocum Street, Philadelphia 50, Pa. WA 7-5192.

### Technical

I'm going to lose one of my best employees a really 1st class engineer. If you need a really good man call me for a reference. George Devenney, WCRM, Clare, Michigan, 517-386-9907.

### NEWS

College graduate (BA in speech) with strong interest in news. Experience light. Family man, 26. Presently employed in education field. Career goal: To replace Brinkley. Available June 15. Box A-224, BROADCASTING.

Working newsman/reporter desires large market staff or medium market news director position in Ne. Employed college grad. Box A-227, BROADCASTING.

Strong on news, sports. Four years experience. Family man. Draft exempt. 4 years college. 3rd phone endorsement. Rabito. KUOA, Siloam Springs, Arkansas.

### Production—Programing, Others

Full bookkeeping services—Billing to tax reports. Handled from our office at a savings to you. 12 years experience in radio field. Box A-8, BROADCASTING.

Experienced cameraman with first phone desires change. Prefers Midwest. Box A-217, BROADCASTING.

Top flight sportscaster available. Major or medium markets. First phone. Box A-262, BROADCASTING.

Seasoned top 40 jock presently employed at number one station in a top ten market looking for a good area to settle down. 28, married, 2 children, 10 years experience in good markets. Top notch record, ratings and references. Box A-279, BROADCASTING.

Northwestern University March graduate seeks TV production position; live, VTR, or documentary work. A-Average as TV Film major. Draft free. Network TV documentary experience. CBS company owned. Experience in TV production department & documentary. Excellent recommendation. Will travel and consider any position. Ron Hays, 1960 Sheridan Road, Evanston, Illinois. 312-869-8860.

## TELEVISION—Help Wanted

### Management

Studio supervisor for TV-AM-FM operation. Must be fully knowledgeable of remotes for TV and radio. Send resume and salary requirements. Box A-71, BROADCASTING.

### Sales

Top ranked network station in medium sized three station market looking for hard working, mature, local-regional sales manager. Will administer other salesmen, as well as carry list. Potential is great in this market. Look Magazine described it as "Happy Town U.S.A." Ideal for raising family. Box A-102, BROADCASTING.

Immediate opening in TV sales in the Southeast's fastest growing market. Only men with proven sales records need apply. Send resume to WAVY-TV, Attn: Sales Mgr., P. O. Box 1600, Norfolk, Virginia 23501.

Immediate opening for aggressive salesman WRLH-TV West Lebanon, N.H.

### Announcers

On camera announcer wanted to join fine staff at progressive Midwest television station in a major college town. Only a man capable of rapid progress in a good staff need apply. Some copywriting, opportunity to learn direction. Merit increases, excellent fringe benefits. Send picture, audio or video tape, complete details including salary expected to Box A-28, BROADCASTING.

\$120. weekly plus excellent fringe benefits for experienced and versatile TV and radio announcer. Powerful midwestern outlet in city under 100,000. Box A-29, BROADCASTING.

### Technical

We're looking for engineers to run camera, projection, video-tape. 1st ticket or can be close to getting one. Medium market in midwest. Chance to learn operations. Send resume to Box M-177, BROADCASTING.

Experienced engineer with first phone for southwestern VHF. Primary responsibility in studio equipped with RCA color film, Ampex color VTR. Salary to \$600 or more depending upon qualifications. Box A-61, BROADCASTING.

Studio engineers, supervisors, all color stations southwest chain, salary to \$700 monthly. Box A-109, BROADCASTING.

Beginner—first class. Will train. KDUH-TV, Hay Springs, Nebraska.

"Need studio supervisor with strong maintenance background and ability to direct and schedule studio crew. Existing supervisor moving to chiefs position. Have Ampex VTR's with Amtec and Colortech, also TK-26 color film and TK-21 film chains. Permanent position starts at \$85.00 per week plus over time. Contact: Chief, Engineer KLYD-TV Bakersfield, California."

Studio technician requires first class radio telephone license. Minimum three years experience. Write Lou Bell, KNTV, 645 Park Avenue, San Jose, California, 95110. Equal Opportunity Employer.

We have year round fishing and golf—Full color facilities—We need a chief engineer. If you are a number two man and your chief is young and capable and he will not move then you should contact us. A real opportunity for the right man. Contact A. Cowan—KTAL-TV—3150 North Market St., Shreveport, Louisiana.

Experienced television studio technician—must be thoroughly familiar with all phases of television studio operations. First-class license required. Contact: Fred Edwards, Director of Engineering Services, WQED-TV, 4337 Fifth Avenue, Pittsburgh, Pa. 15213. 412/683-1300.

Needed immediately: experienced TV broadcast engineers with first phone for expanding staff of WTMJ-TV, Wisconsin's leading AM-FM-TV broadcasting facility. Pioneers in color broadcasting. Presently operating from new studios with latest color equipment. Excellent pay and benefits when you work for this employee owned company. Call or write to Chief Engineer, WTMJ-TV, Milwaukee. (414) 271-6000.

## TELEVISION

### Help Wanted

#### Technical—(Cont'd)

First phone engineer for maintenance and switching WRLH-TV, West Lebanon, N.H.

If you are dedicated to broadcast engineering, we have a place for you on our team. We are accepting applications from experienced and non-experienced engineers to build our staff in preparation for full color operation. Now is the time to get in on the ground floor of a highly successful operation, offering you a secure future and the opportunity to put your own ideas to work. Let's talk it over . . . Call or write Roger Hale or Charlie Parrott at WTVM-TV, Columbus, Georgia. . . . Area code 404-322-8828.

TV technician for operating helical scan VTR, studio video and audio equipment. Some maintenance. Experience preferred. Complete benefit program. Degree work possible. Instructional Broadcasting, Eastern Michigan University, 15 Sill Building, Ypsilanti, Michigan 48197.

Immediate employment—engineer, background in video equipment maintenance. Good salary and fringe benefits. Contact Robert Schlorff, Mass Communications, Wayne State University, Detroit, Michigan.

## NEWS

Excellent opportunity for experienced on-air announcer with major northeastern AM/TV station. Send VTR, film or audio tape with complete resume. Box A-235, BROADCASTING.

### Production—Programing, Others

Art director—for northeastern VHF. Experienced man to handle all phases of TV art, hand lettering to hot press. Send resume to Box A-131. BROADCASTING.

Florida ETV needs accomplished producer/director immediately for in school and cultural production. B.A. preferred with 2-3 years actual experience. Send complete resume and photo to Box A-155, BROADCASTING.

Production manager—New station in east needs experienced man to set up complete on air operation. Excellent opportunity for capable, hard working professional. Box A-277, BROADCASTING.

TV station soon to go on air needs experienced production personnel: camera, audio projection, switching. Step up to a large market in the East. Send resume to Box A-285, BROADCASTING.

Producer/Director: Opening in Dayton, Ohio for a young person with heavy local live directing and producing experience. College graduate under age thirty required. Good starting salary, excellent advancement opportunity and complete fringe benefit program. Send detailed resume of age, education and experience to Mr. Jack Carroll, Program Operations Manager, WLW-D, 4955 South Dixie Highway, Dayton, Ohio. An equal opportunity employer.

## TELEVISION

### Situations Wanted—Management

Television station manager available for small to medium market. Write Box A-153, BROADCASTING.

Successful account executive employed major market, program and production experienced, desires management or sales executive position in challenging situation. Mature family man. Write Box A-200, BROADCASTING.

"Available 1968. Selling sales manager. Program background, too. Prefers medium market. Active community service. Personal-business-credit references." Box A-225 BROADCASTING.

This man thrives on tough operating problems and can help you. Crack executive, presently employed, with 20 years of successful major market management and sales experience, seeks a position with a progressive firm in need of top creative management talent. Radio and TV experience includes station management, sales, merchandising, and programing. Personally acquainted with most major market personnel and time-buyers. Box A-236, BROADCASTING.

## Situations Wanted

### Management—(Cont'd)

Young (30) management-engineer desires executive position in commercial sound or MUZAK franchise. Also experienced in broadcasting. Prefer warm climate in states or territories. Box A-238, BROADCASTING.

TV station manager—Over 25 years in broadcasting; 12 in TV management, seeking change. Highest industry and personal references, outstanding record in all phases TV/Radio management. Available 60 days or less. Prefer small/medium markets. Box A-256, BROADCASTING.

## Announcers

Announcer/live TV newscaster—presently employed—34, industrious, intelligent, adaptable. Box A-177, BROADCASTING.

TV staff announcer. Heavy experience in on-camera commercials, weather, news, interviews, MC work. Host-producer of several local "personality shows." Consider TV or radio. Box A-211, BROADCASTING.

## Technical

Looking for a qualified technical man offering 30 years broadcasting 10 years color maintenance and operations network local closed circuit capable of total installations all transmitter and studio functions extensive background lighting switching shading tape transmitters latest tape training Ampex 1200 series past 4 years K.C., Mo. relief all positions prefer permanent with progressive high quality organization Contact 50 yr old Bernie Brink 816-361-1196 or Box A-218, BROADCASTING.

First class engineer, 24, six years experience in radio, AM and FM, announcer. Married, one child, honest, reliable. Box A-281, BROADCASTING.

## NEWS

European newsfilm/audio tapes Network newsmen on leave doing private research throughout Europe one year beginning March 1st. Will provide assigned service—exclusive your market. Also still pix. Box A-64, BROADCASTING.

TV-Radio newsmen, announcer, writer, public affairs co-ordinator. Desire to relocate in west or southwest. Box A-85, BROADCASTING.

Newswoman, experienced. Want return to TV news, weather or women's show. Box A-258, BROADCASTING.

Available immediately—mature, literate newsmen; top copy, editing, panel & interview work. VTR, film available. Box A-278, BROADCASTING.

### Production—Programing, Others

8 years solid background in programing, film buying, film editing, production. Looking for executive position. Communications degree, married, draft exempt. Box A86, BROADCASTING.

Experienced director desires position in larger midwestern market; best references, BS degree. Box A-237, BROADCASTING.

Executive film director—17 years diversified experience. Desires change. Box A-263, BROADCASTING.

Cameraman: 15 years experience, b/w & color, sound. East coast or mid-west region. Box A-269, BROADCASTING.

Photography: Local TV spots, news, color experience/processing. Own equipment—Want NYC-NJ metro area. Resume/brochure; Norma Hult, Box 1195, Redding Calif. 96001, 916-241-3846 or 243-7777

## WANTED TO BUY

### Equipment

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Transmitter, 250 watts, good condition, immediately, New England Broadcasting Co., Inc., Curtis Avenue, Marlborough, Massachusetts. Telephone 1-617-485-6663.

## WANTED TO BUY

### Equipment—(Cont'd)

AM Transmitters—1-10kw. Ortez, 2 Abbey Lane, Plainview, New York.

UHF 1 to 5kw transmitter, 500 ft. tower, filterplexer, frequency and modulation monitors and visual demodulator, STL microwave, 3-1/8" transmission line. Reply Box A-232, BROADCASTING.

Nems Clarke AM field intensity meter. Can be in any condition. State price and describe condition. Box A-257, BROADCASTING.

Used 250 watt AM transmitter wanted for immediate installation. Contact Chief Engineer, WSUA, 750 State Street, Albany, N.Y. 12203.

## FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helix, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

Available at once—Western Electric 405-B2, 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Two modified RCA TK-40A color camera chains in good operating condition. Immediate delivery. Box 18151, Tampa, Florida, 33609. Phone 813-253-0447.

UHF television—1 kw transmitter, Fairchild FM stereo conax. Sparta telephone delay cartridge recorder. Box A-74, BROADCASTING.

Check our listings for your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Television studio equipment—TK 60 cameras TR-11 VTR sync generators. Lighting equipment, lenses, monitors, I.O.'s, speakers etc. Box M-165, BROADCASTING .

RCA BTF3B 3 kw broadcast transmitter with new exciter (BTE-10B) 99.5 MHz. Presently in regular operation. Available immediately for cash. Contact Dennis O'Rourke at 333-0406 or write % WL0L, 1021 LaSalle Avenue, Minneapolis, Minnesota 55403.

Now available! Ampex "Amtec" unit model 1060. Compatible with Ampex VR 1000, 1100 and 1200 series video tape-recorders. Factory-new condition, furnished with 2 manuals and plug-in extender board. In perfect operation for past 15 months. Contact: Norman Friedman, Professional Closed Circuit TV, 342 Madison Ave., New York, N.Y. Tel: No. 212-687-4235.

Tower, stainless type G-36 guyed steel. 30lb. wind design, weighs approx. 16,000 lbs., Height approx. 415 ft., 20 ft. sections. With two beacon assemblies and guy wire. Make FOB offer to Manager, WCOV-TV, Box 2505, Montgomery, Alabama.

Ampex 351 Mono recorder (new) full warranty, 7 1/2-15, unmounted \$1450.00 FOB. M & M Tape Birmingham Box 6636.

Nems-Clarke FMR-101 FM Rebroadcast receivers. New Limited quantity available. \$450. Vitro Electronics, Jesup-Blair Drive, Silver Spring, Md.

Used \$2800 RCA remote control system suitable for AM-FM or TV. Consists of studio control BTR-11B and transmitter control BTR-20A. Contact Box A-265, BROADCASTING.

Sync generator. Northern Elec. EIA, unused, purchased new 3 years ago. Selling at fraction of \$3,600 cost. Theodore E. Dames Co., 308 Hickory St., Arlington, New Jersey.

New QRK turntables and spotmaster cartridge tape equipment, fully guaranteed, shipped from the factory, will take any trade regardless condition. Audiovox, 4310 S.W. 75 Ave, Miami, Fla.

M6407 Gates producer, solid statesman, four channel amplifier, 1 1/2 years old, original cost \$695.00, like new \$450.00. WHHY, Montgomery, Alabama.



## FOR SALE—Equipment

continued

Ampex (Altofonic) 450-R background tape-player-perfect-\$450, also six new ADC jack strips—\$25 each. Gene Landau, WAPO, Chattanooga, Tennessee.

G.E. 3kw transmitter 4-1000 finals spare phasitron, etc., manuals. Presently on air 95.5 mcs. Box A-282, BROADCASTING.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays!—85 one-liner gag-files now available on topics such as Radio, Weather, Traffic, Music, etc.—Sample dozen \$7.50. Write for complete list & Broadcast Comedy Catalog. Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N.Y. 11229.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickie" pop-in voices-sexy gal talks to dj-hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981. Lexington, Kentucky.

Composite week analysis of your logs for AM, FM, TV license renewal. Full audit of past performance plus percentage of proposed. Also continuing log analysis for constant percentage and commercial matter control. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Ill. 60540. (312) 969-5553.

Sell-Kit cuts production costs . . . Raises sales! Timely, original, monthly copy service. Free sample. Box A-231, BROADCASTING.

## INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months. ASE degree in 16 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year, Grantham School of Electronics, 1505 N. Western Ave. Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. 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.

Elkins has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

## INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 8, May 10, July 12, Oct 4. For information, references and reservation write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's Pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"Warning" accept no substitute. REI is #1 in success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R.E.I. opens in Kansas City. The same famous (5) week course for the first class Radio Telephone license that is available in Sarasota, Florida, will also be available in Kansas City, Missouri. The first class begins February 6, 1967. For details and reservations write to home office, R.E.I. 1336 Main St., Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 43rd St., N.Y.C. OX 5-9245.

Announcing, newscasting. Personalized coaching via tape or my studio. Beginners accepted. Hal Fisher, 2237 Elsinore, Winter Park, Florida 32789.

See our display ad under Instructions. Don Martin School of Radio & TV.

## RADIO

### Help Wanted—Management

#### PROMOTION/PUBLICITY MANAGER

A rare opportunity for a professional Promotion/Publicity Manager. Number One Radio Station. Top ten, East Coast Market. Leading group operation. Best of all, we believe in promotion! Full details to:  
Box A-260, Broadcasting.

### RADIO—Help Wanted—Sales

## WANTED

### Local Radio Salesman

With proven sales record.  
\$12,000 salary plus percentage—By top station in Northeast Metro market.

Reply:

Box A-267, Broadcasting.

## Announcers

### WOULD YOU BELIEVE—

We want a jock to have fun . . . and sound like it! Top rocker in S.E. Good pay, many outside gigs. 1st ticket groovy, not necessary.

Call Big Al, 919-299-3564

### Top-Rated

#### MIDWEST MAJOR MARKET

Network affiliate has opening for mature, professional radio man. No rock. If you believe you can command top ratings by being natural, sincere, and bright, then send complete details of yourself, plus tape of dj, news and commercials.  
Box A-255, Broadcasting.

## NEWS

### ELECTRONIC JOURNALIST!

with everything the name implies: writing, delivering, and digging abilities to work with progressive format pro's. Rated number one. Major east coast five city market. Contact:

Dan Klein, News Director  
WNOR, Norfolk, Virginia

## Production—Programing, Others

### Established Pop Music Station

Serving beautiful northeastern major market area, is anxious to obtain a young man with spot production ability and desire to enter sales. We need a man who is responsible and who wants management. Our station has an insurance plan . . . we will pay a minimum of \$150 weekly for a broadcaster who has announcing and production background and who wants to sell. We will help move you. Send sales, production tape and resume to:

Box A-213, Broadcasting.

## PRODUCTION MANAGER

—In Chicago—

Must be excellent commercial announcer with creative flair and good ad lib ability. Our expanding multi-market FM organization offers top starting salary, benefits, and further management opportunities for the right man. Send background, salary requirements & tape to:

Larry Gutter, President  
CHICAGOLAND BROADCASTERS, Inc.  
2540 W. Peterson Ave.  
Chicago, Ill. 60645 312-761-1800

If this space had been used by you it could have put you in contact with all the readers of the Classified section.

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**TELEVISION—Help Wanted**

# TV-RADIO PLACEMENT

Send your type-written resume and material today to be confidentially represented to our station clients. Tapes required from on-air personalities. **NO FEE!**

**CHECK AREA OF INTEREST**

- TV  RADIO
- General Manager
  - Program Director
  - Sales Manager
  - Chief Engineer
  - Production Manager
  - Promotion Manager
  - Announcer/newsman
  - Sales/local or national
  - Engineer/studio or xmtr
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**TELEVISION**

**Help Wanted**

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Career opportunities for field engineers experienced in the maintenance of tape and camera 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: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

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**RADIO CORPORATION OF AMERICA**

**Production—Programing, Others**

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Looking

for personable Meteorologist to handle TV weather show ... Must have TV experience.

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### IMMEDIATE OPPORTUNITY

for top notch artist at Eastern TV Station. Must have knowledge of Color-Black/White operation. Submit resume to:

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## TV & RADIO EXECUTIVE WANTED ARE YOU A \$75,000 A YEAR MAN?

Must have a minimum of twenty years experience in the communications field and now employed. Capable of taking charge of five TV stations and five radio stations, located on the east coast. Must have experience of highest caliber in sales, programing, engineering and management . . . with a full knowledge of all phases of FCC rules and regulations. Send confidential, detailed resume, with photograph. This is an outstanding opportunity for an intelligent and resourceful man to eventually receive stock as a bonus for accomplishments in addition to a starting salary of \$75,000 per year.

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The continuing growth of RCA's Broadcast and Communication Products Division has created an excellent opportunity for an individual who can prepare extensive AM-FM-TV equipment proposals, present them to station management and secure orders.

Qualifications include a BSEE degree or equivalent, and recent TV station technical experience—design, installation or operation. Previous sales experience is not a prerequisite.

Salary and related benefits are excellent, and there is a bonus arrangement. Relocation to an assigned exclusive sales territory.

Send your resume to:

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Offers bright opportunity for experienced professional sportscaster to become part of its News, Weather, Sports team.

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Major Northeastern TV station needs a gal with a minimum of two years on camera experience. If interested send resume, pictures and tape to

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**Production—Programing, Others**

continued

**RADIO-TV  
FARM REPORTER**

Opening in Sacramento, 1 to 3 years experience in Farm Radio or Farm Television preferred, but will consider agricultural journalism graduate or newscaster with farm background. Apply in person or send detailed resume to:

Personnel Department  
McClatchy Broadcasting Company  
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Sacramento, California

**BUSINESS OPPORTUNITY**

**CABLE SYSTEM NEEDS**

Equity funds for expansion.  
Leased distribution system.  
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There are more big stations—more big money in the East. If you've documented proof of outstanding performance send it immediately. We'll represent you in confidence.



Bailey Agency  
42 N. Pearl, Albany, N.Y.  
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**B**

**BROADCAST PERSONNEL AGENCY**  
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**MISCELLANEOUS**

**WASHINGTON BROADCAST NEWS**

Ken Scheibel, Bureau Chief  
TV-Radio beepers, film clips  
We cover your Senator, Congressman in Washington; also news and events vital to your city and broadcast area.  
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A \$40,000 net profit business. A business you can run with one hand tied behind your back. Can be operated in conjunction with your station.

No travel. No gimmicks. Not jingles or syndicated programs, or any of that. It's solid. Documented. And "no baloney."

It calls for \$15,000 investment plus \$5,000 operation capital. Principals only.

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Contact: Don Collins  
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**TRANSMITTERS**

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**FOR SALE—Equipment**

continued

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in stock**

America's Midwest distributor of professional recording, motion picture, audio-video and broadcasting studio equipment.

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WE BUY—SELL—TRADE

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HEAVY DUTY TOWERS  
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2-440 ft 3-360 ft. 5-300 ft.  
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**FOR SALE—Stations**

N.E.	Small	Daytime	\$135M	Terms
S.W.	Medium	Fulltime	90M	29%
Gulf	Medium	Fulltime	130M	Terms
M.W.	Metro	Fulltime	1.3MM	Cash
South	CATV	Chain	1.5MM	Cash



**CHAPMAN ASSOCIATES**  
2048 PEACHTREE, ATLANTA, GA. 30308

**RADIO STATION  
FOR SALE**

In Sunny Florida. Price \$75,000, 29% down. Terms  
Box A-55, Broadcasting.

**FLORIDA  
Daytime**

Excellent frequency and coverage. FM also available. Single city assignment. Area has tripled population since 1960. Building owned, \$225,000 on terms. Highly desirable location.

**Tix Rue Media Brokers Inc.**

116 CENTRAL PARK, SOUTH  
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265-3430

**ROCKY MOUNTAIN . . .**

Exclusive full time operation, absentee owned, 1966 gross \$70,000-\$100,000 free and clear, \$60,000 down. Qualified principals only.

Box A-289, Broadcasting.

(Continued from page 84)

Seeks transfer of control from WCBC-TV Inc., Frank H. Babcock Jr. to J. William O'Connor. Mr. O'Connor has interests in WCIU-TV Chicago, WBOW-AM-FM Terre Haute, WHUT Anderson, both Indiana and interests in applications pending for WAFM (FM) Anderson and new FM there. Consideration \$3,500. Ann. Jan. 18.

WQAD-TV Moline, Ill.—Seeks assignment of license from Moline Television Corp. to Universal Communications Corp. for \$5,500,000. Principals: All officers and directors of Universal are same of The Evening News Association, assignee corporation and licensee of WWJ-AM-FM-TV Detroit. Peter B. Clark, president, Warren S. Booth, chairman of board, Edwin K. Wheeler, executive vice president, Richard M. Spitzley, vice president and secretary and Richard B. Wallace, treasurer. Ann. Jan. 13.

WLTH Gary, Ind.—Seeks transfer of control from Gary Printing & Publishing Co. to Northwestern Indiana Broadcasting Corp. Principals: H. B. Mary and Henry B. J. Snyder. Above individuals are stockholders of Gary Printing, parent company of licensee and transferor. H. B. Snyder Jr., son of H. B. and Mary is assistant secretary-treasurer and director of Gary Printing and director of Northwestern. Stock transfer. Ann. Jan. 18.

KUDL Fairway, Kan.—Seeks assignment of license from KUDL Co., joint venture, to Kansas Broadcasting Inc. for \$700,000. Principals: Starr Broadcasting Group Inc. (100%). Peter H. and Michael Starr and Gordon M. Ryan. Mr. Peter Starr is stockholder, president and director of KOWN-AM-FM Omaha and president and director of KISD Inc., licensee of KISD Sioux Falls, S.D. Mr. Ryan is secretary and director of Starr and KISD Inc. and is attorney. Mr. Michael Starr is vice president, treasurer and director of KISD Inc. and is attorney. Ann. Jan. 18.

WCNF Weldon, N.C.—Seeks assignment of license from Nathan Frank tr/as Twin City Broadcasting Co. to Smiles of N.C. Inc. for \$140,000. Principals: Derwood H. Godwin, president and Norman J. Suttles, secretary-treasurer (each 25.5%), et. al. Mr. Godwin is president, director and has interest in building supply sale and WFBS Spring Lake, N. C.; owns real estate company; director of bank; officer and director of concrete concern, Smiles of Monroe Inc., applicant for new AM in Fayetteville, N.C.; Smiles of Graham Inc., also applicant for AM in Fayetteville, N.C. and Smiles of Roanoke Valley Inc., dormant corporation; director of construction company, WISP Kinston, N.C. and WPVA Petersburg, Va.; secretary and director of holding corporation and concrete company, and owns Magnolia Arms Inc. and City Builders and Realtors Co. Mr. Suttles owns management and bookkeeping firm; secretary, director, treasurer and has interest in WFBS, WPVA, Smiles of Monroe Inc., Smiles of Graham Inc. and Smiles of Roanoke Valley Inc., and is president, director and has interest in WISP and Olinda Enterprises Inc. Ann. Jan. 16.

KWLG Wagoner, Okla.—Seeks assignment

of license from Lum A. Humphries tr/as Wagoner Radio Co. to Cherokee Central Broadcasting Corp. for \$65,000. Principals: Burvel Wayne Whisenhunt (39.39%), John Harvey Burrows, James Winston Summerlin, Clem McSpadden and Phil H. Smith (each 15.1525%). Mr. Whisenhunt is station manager of KWPR Claremore, Okla., and WARE Ware, Mass. and partner in printing company. Mr. Burrows is manager of insurance company. Mr. Summerlin is attorney. Mr. Smith owns furniture and appliance store. Mr. McSpadden is rancher and RCA rodeo announcer. Ann. Jan. 18.

WCMB-FM Harrisburg, Pa.—Seeks transfer of control from James A. McKenna Jr. and Edgar K. Smith to Hudson Broadcasting Corp. Stock of Hudson was owned, and still is, by Mr. McKenna Jr. and Mr. Smith. Stock of WCMB-FM Inc. is owned in same amounts by same persons. Transfer of stock will make WCMB-FM Inc. wholly-owned subsidiary of Hudson. Ann. Jan. 13.

KSVN Ogdan, Utah—Seeks transfer of control from North American Broadcasting Co. to LaVor R. Wood (private stock transfer of George I. Norman Jr. to Mr. Wood). Mr. Wood is president, director and stockholder of North American; vice president and director of Wood Motor Co.; president and sole stockholder of Terrifying Tornado, exhibition car and T M & W Enterprises Inc., and applicant to purchase KICM Golden, Colo. with others. Ann. Jan. 16.

WHLL Wheeling, W. Va.—Seeks transfer of positive control from WHLL Wheeling Radio Inc. to Shawnee Broadcasting Co., licensee of WBEX-AM-FM Chillicothe, Ohio. Principals: Truman A. Morris, president, William A. Kendrick, vice president (22.5%) and Howard W. Meagle, secretary-treasurer, et. al. Mr. Morris is 100% owner of Shawnee, has interest, is president, director and general manager; president and director of WWAB Inc., licensee WWAB Lakeland and Lee Broadcasting Inc., licensee of WCAI Fort Myers, both Florida, and businessman. Consideration \$140,000. Ann. Jan. 18.

#### ACTIONS

KLIX Twin Falls, Idaho—Broadcast Bureau granted assignment of license from Regional Broadcasting Corp. to Sawtooth Radio Corp. Principals: A. R. Spaulding (42.5%), Warren B. Murphy (10.6%), Clarence N. Layne, Robert A. Sickles and J. W. Layne (each 4.3%), Steve Macko and Claude M. Layne (each 17%). Mr. Spaulding is president of applicant corporation, owner of commercial rental concern, 50% interest in mortgage brokers, 50% interest in apartments, 33 1/4% interest in patent, owner of investment company and 49% interest in home construction concern. Mr. Murphy owns insurance company. Mr. Clarence Layne is employee with Western Signs Inc. Mr. Macko and Mr. Claude Layne are post office employees. Dr. Sickles has private medical practice. Mr. J. W. Layne is commercial pilot. Consideration \$110,000. Action Jan. 12.

WHAG-AM-FM Halfway, Md.—Broadcast Bureau granted transfer of control from Arthur A. Snowberger, John L. Miller and Richard Hildreth db/as Regional Broadcasting Co. to Adler Communications Corp. for

\$181,090 reduced by deposit of \$7,500. Principals: Warren Adler, W. Ronald Smith and Arthur Snowberger (each stockholders at closing). Mr. Adler is president, director and has interest in advertising and public relation firm; president, director and owner of two publishing companies, and has interest in real estate publication. Mr. Smith is vice president of advertising and public relations firm. Mr. Snowberger is partner in consulting engineer firm, Creutz and Snowberger, and is president and 43% owner of Regional Broadcasting Co., licensee of WHAG-AM-FM. Action Jan. 10.

WMAS-AM-FM Springfield, Mass.—Broadcast Bureau rescinded commission action of Dec. 23 granting renewal of licenses. Action Jan. 12.

KDEX-AM-FM Dexter, Mo.—Broadcast Bureau granted assignment of license from Stoddard County Broadcasting Inc. to Dexter Broadcasting Co. Principals: Gerald F. Meyer L., Joseph F. and Eugene D. Grojean (each 25%). Mr. Gerald Grojean is manager of KZYM Cape Girardeau, Mo. Mr. Meyer L. Grojean is communications engineer associate. Mr. Joseph Grojean is meat cutter. Mr. Eugene Grojean is assistant general manager of wholesale building company. Consideration \$125,000. Action Jan. 13.

WTTO Toledo, Ohio—Broadcast Bureau granted voluntary acquisition of positive control of WTTO Broadcasting Co., permittee corporation, by Darwin F. Doubrava, through issuance of additional stock by the permittee. Other shareholders Eugene R. Meyers and Robert E. McGinley have deferred to Mr. Doubrava in his election to satisfy obligation of repayment of advances by accepting shares of stock (1,000 shares [each of par value of \$100] for \$100,000 of said advances). Action Jan. 13.

WNTL(FM) Memphis—Broadcast Bureau granted assignment of CP for FM facilities from East Memphis Broadcasting Co. to WDMA Inc., solely-owned subsidiary of Sonderling Broadcasting Corp. Principals: Egmont Sonderling (25%), president, Richard Goodman (55%), vice president, and Mason A. Loundy (20%), secretary-treasurer. Mr. Sonderling is general manager and 25% partner of Village Broadcasting Co., licensee of WOPA-AM-FM Oak Park, Ill.; president, director and 25% stockholder of WOPA Inc., Chicago; president and director of Josh Higgins Broadcasting Co., licensee of KXEL Waterloo, Iowa. Mr. Goodman is 55% partner in WOPA-AM-FM; 55% partner, vice president and director of WOPT Chicago and 5% partner, vice president and director of KXEL. Mr. Loundy is 20% partner in WOPA-AM-FM, 20% partner, secretary-treasurer in WOPT and 20% partner, secretary-treasurer in KXEL. Consideration \$6,500. Action Jan. 11.

WABH Deerfield, Va.—Broadcast Bureau granted assignment of license from Deerfield Broadcasting Co. to Deerfield Broadcasting Inc. Principals: James R. Reese Jr. (50%) and Ralph O. Hamilton (50%). Mr. Reese is minister, chief engineer at WABH and president of Deerfield. Mr. Hamilton is secretary-treasurer of Deerfield Broadcasting Inc. and has 25% interest in Deerfield Broadcasting Co. Consideration \$1,000 and assumption of liabilities. Action Jan. 10.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Jan. 18. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Kern county, Calif.—Kern Cable Co., a division of San Joaquin TV Transmission Co., has applied for a franchise to service the unincorporated areas known as Delano, McFarland, Wasco and Shafter, all California.

Denver, Colo.—Mountain States Video Inc. (Daniels Enterprises, Bill Daniels, president) has applied for a franchise in Denver and the surrounding towns of Wheat Ridge, Aurora, Littleton, Englewood, Arvada and Golden, all Colorado. The firm offers a 16-channel system.

Fountain, Colo.—Vumore Video (multiple CATV owner) has applied for a franchise.

Englewood, Fla.—Edward J. Ewing Jr., president of WENG Englewood, has applied for a franchise.

92 (FOR THE RECORD)

■ Belvidere, Ill.—Community Cablevision Inc. (Lary Kleber, John Kleber, and T. R. Hennessey, incorporators), Belvidere, Ill., has been granted a franchise. Installation will be \$20 with a \$4.70 monthly charge. Company will pay city \$1,000 plus 3% of gross receipts. Other applicants were Meredith-Avco (multiple CATV owner) and Unicom (multiple CATV owner), formerly Lincoln Cable TV Inc., both New York; Soundvision Inc., Dixon; Belvidere CATV Inc., Belvidere; Perfect Picture TV Inc.; Television Transmission Co., Peru, and WREX-TV Rockford, all Illinois.

Harlan, Iowa—United Transmission Inc. (multiple CATV owner), subsidiary of United Utilities Inc., has applied for a franchise. Harlan Cable TV Co. had previously applied.

Belfast, Me.—Belfast CATV (John Pineau, representative) has applied for a franchise. Telstar State Enterprise had previously been granted a franchise.

Caro, Mich.—Michigan Telephone Co. has applied for a 30-year franchise.

■ New Windsor, N. Y.—Hometown TV, Newburgh, N.Y., has been granted a franchise. Another applicant was Time-Life Broadcast Inc., New York (multiple CATV owner).

■ Peekskill, N. Y.—Continental CATV Corp., Hoboken, N.J. (multiple CATV owner), has been granted a 10-year franchise.

Mandan, N. D.—Meyer Broadcasting Co., William Ekberg, president (group broadcaster), has applied for a franchise. Installation would be \$15 to \$20 with a monthly charge of \$5 to \$6. The 12-channel system would include ETV, time and weather and FM radio.

■ Wahpeton, N. D.—Reidel Enterprises, Willmar, Minn., has been granted a franchise. The city will receive 2 1/2% of the annual gross receipts.

Crestline, Ohio—Continental Cablevision Inc. and Northern Ohio Telephone Co. have each applied for a franchise. Continental will charge \$10 installation and \$4.95 monthly fees. Northern Ohio will charge \$10 installation and \$5 monthly fees, and will pay 3% of gross revenues or, in lieu of payment, decrease monthly charge to \$3.80. Other applicants are Crestline Cable Co. and Crawford County Cablevision Co.

■ Walnutport borough, Pa.—Design Management Inc. has been granted a franchise. Company will offer 12 channels. Other applicants were Parkland TV Cable Co. and Carbon County TV Cable Co.

■ Morgantown, W. Va.—Morgantown-Community Cable Co. has received a new 10-year contract with the city. The city will receive an annual fee of \$500 in addition to \$6,000 or 3% of the annual gross receipts, whichever is greater. The monthly charge was limited to \$5.

BROADCASTING, January 23, 1967

**W**HEN Al Waack says he has a fish story to tell, you've got to believe him. He has—and the big ones didn't get away.

His adventures off Chile, Panama or Grenada tangling with deep sea beauties like white or blue marlin ring with the same authenticity and excitement that mark his daily activities in the business of broadcasting as vice president and director of advertising of Household Finance Corp. The big ones—the buys of radio and television that are both efficient and effective—don't get away there either.

So when Mr. Waack stands at the lectern on the roof of the St. Regis hotel in New York Feb. 16, you may be sure that whichever way the subject turns, his comments will be based on experience. The occasion will be the first radio advertising workshop sponsored jointly by the Radio Advertising Bureau and the Association of National Advertisers.

**An ANA 'First'** ■ The ANA is undertaking this unique workshop venture in cooperation with the RAB, the advertiser group says, because it is very much aware of the revitalization of radio and wants to give the medium the attention it deserves. This is the same reasoning that lies behind the move of the ANA a little over a year ago to separate radio from television and give it a committee of key users all its own.

Mr. Waack is a charter member of the ANA's radio advertising committee and last fall he succeeded General Motors Corp.'s Gail Smith as committee chairman. Mr. Waack also is chairman of the special program committee for the Feb. 16 workshop and as such will preside there.

Mr. Waack's modesty prompts him often to give credit to others for plans or ideas. But those who work with him say he never can disclaim being a good catalyst. He sees to it that a practical idea is put to work and brought to fruition.

**Instant Commercial** ■ One idea for the workshop is a plan to create and produce an original one-minute commercial on stage during the meeting. Other subjects include creative trends, audience measurement developments and radio success stories.

Under Mr. Waack's chairmanship, the ANA radio advertising committee also has a number of long-range projects under development. One of these is consultation with the RAB on the interpretation and dissemination of the All-Radio Methodology Study. Another is exploring ways and means to overcome such problems as product protection (15-minute separation is what advertisers would like) and proof of performance.

The ANA committee also is working with industry groups in developing im-

## Good catalyst gets credit for experience

proved station-by-station descriptions of radio programming. Similarly it seeks to develop simpler and more comparable rate information for radio stations to make buying easier.

Mr. Waack should know something about the subject. He made his first radio buy in 1936 as manager of the Household Finance Corp. office in Columbus, Ohio, and he has been involved in television since it became an advertising medium.

**Creative Touch Vital** ■ What is equally important is that Mr. Waack knows well every phase of the consumer finance business too, so he can quickly effect a harmonious marriage of message and medium. Presently he is devoting

### WEEK'S PROFILE



**Alfred George Waack**—vice president and director of advertising, Household Finance Corp., Chicago; b. Aug. 6, 1909, Cheboygan, Mich.; BA business administration, 1932, Michigan State; joined Household Finance Corp. 1932 as field representative at Flint, Mich., and promoted to assistant manager at Oak Park, Ill., in 1935, subsequently becoming manager of branches in Columbus, Ohio, Cleveland and half-dozen other Midwest cities; named district advertising manager of HFC in 1944 and eastern advertising manager in 1945; appointed director of advertising at HFC's Chicago headquarters in 1953 and elected VP 1954; chairman, radio advertising committee, Association of National Advertisers; member, advertising committee, National Consumer Finance Association; VP-director, Broadcast Advertising Club of Chicago; m. Mayme Stevens of Lansing, Mich., Jan. 14, 1933; hobbies—fishing and ham radio.

much time to the creation of basic themes and copy lines in association with HFC's advertising agency, Needham, Harper & Steers.

Except for major buys in broadcasting, Mr. Waack now leaves much of the day-to-day detail to an assistant who in turn supervises eight district advertising managers in the U. S. and Canada. Because of varying state laws regulating consumer finance firms and different needs of the local loan office, all of the HFC buys in radio-TV are made at the local level.

But it is 52-week business in both media and most of the time it calls for saturation schedules. The basic format is the 50-second spot with a 10-second local tag. Television has been all color for some two and one-half years now. Color's impact is impressive, Mr. Waack says.

Presently HFC is using some 375 radio stations and about 185 TV stations in the U. S. and Canada. This is for the consumer-finance firm itself and doesn't include any of the radio-TV activities of its subsidiaries. One of these is Coast-to-Coast stores, which Mr. Waack assists in the creation of commercials.

He isn't involved, however, in radio-TV for Badger Paint and Hardware or City Products Corp.

**Big and Growing** ■ HFC considers itself the largest and oldest company in the consumer-finance field. As of December it had 1,481 local branch offices in the U. S. and Canada and is opening new branches this year at the rate of one a week.

When Mr. Waack says "effective" he knows precisely what that means. Each customer is checked carefully to keep track of where he learned of HFC. Mr. Waack and his staff also are described as among the most astute in broadcast advertising today because they keep a constant check of station performance market by market and are perpetually evaluating and re-evaluating trends and changes.

The district advertising managers are on the road for at least half of their time to study the markets and contact station managers. The media mix varies according to the market and the local needs or circumstances, he says.

Other types of radio play a big role in Mr. Waack's life too. His home is saturated with them ("Mrs. Waack is an avid listener") and they keep company with four television sets (two are color). He uses a citizen's band radio to get through to Needham, Harper & Steers when the phones are clogged and since high school he has been an avid amateur radio operator.

Mr. Waack's w9ysm Barrington, Ill., works the world. Next week while fishing off Grenada his portable vp2GSM will too.

Saying one thing, doing another

IF Lou Harris didn't have a considerable reputation as a public opinion researcher, we would suspect that sometimes he reaches a conclusion and then conducts research that will prove it. This ungracious near-lapse in our normally charitable disposition is brought on by Mr. Harris's latest explorations among TV viewers. In his latest study, published in newspapers last week, he reports—again—that television is losing its elite audiences, meaning the better-educated and more-affluent viewers.

The only thing wrong with this "finding" is that, like others Mr. Harris has made in the same gloomy vein, it contradicts fact. The reason is not hard to discern. For Mr. Harris was mining this lode with an impossible question: "Do you and your family tend to look at television more or less than you did a few years ago?"

It is possible to answer this question honestly—but not accurately with any certainty. When was "a few years ago?" What is the standard of reference? If he were asked whether he and his family "tend to eat more or less" than they did "a few years ago," what would be Mr. Harris's reply? We suspect a conscientious respondent would want to check his grocery bills before answering.

In television's case, the grocery bills are available. Nielsen, for one, has them on an hour-for-hour basis. And they show that viewing is up—not alone among the masses, but also among the very group where Mr. Harris's subjective questioning shows a decline.

Harvey Spiegel, vice president for research at the Television Bureau of Advertising, notes that the latest Nielsen figures show that during the average minute of October 1966, 2% more homes were watching TV than during October 1965. Among upper-income homes, viewing was up 12%. Among homes having professional or white-collar head-of-household, it was up 13%. Among homes where the household head was college-educated, it was up 6%, and among older people—another area where Mr. Harris discovered disaffection—it was up 8%.

Opinion polls, as Mr. Spiegel very carefully points out, can be of great value when properly used. They certainly are not a substitute for mechanical or diary measurement of the way people really behave. As Mr. Spiegel also notes, there is often a great difference between what people say and what they do—a fact known to researchers since the time of Cain and Abel.

The FCC's codes

THE CLOSED CIRCUIT page of last week's issue of this publication contained an instructive diagram of the apparatus of enforcement that the FCC has fashioned for the National Association of Broadcasters' radio and television codes. The diagram emerged from a report of an audience that Howard Bell, director of the NAB's Code Authority, obtained with FCC Chairman Rosel H. Hyde.

But first, as all continuity writers are taught to say in their first lesson, a word of recent history.

Last October the FCC adopted as its own guidelines the commercial time limitations in the NAB's two codes. The commission sent to all licensees a questionnaire requiring them to justify any excesses of commercial time above the codes' standards. As BROADCASTING editorialized at the time, the machinery of government enforcement of the broadcasters' own private system of self-regulation had thus been set in motion. Both the FCC and NAB, it is only a slight di-

gression to point out, have insisted that nothing of the sort is going on.

This brings us to Howard Bell and his audience with Mr. Hyde. Somehow the word got around that the FCC was accepting explanations from a good many licensees who reported they were exceeding the codes' limitations on commercials. This meant, if true, that the magic had gone out of the 18 minutes of commercials per hour that the NAB decrees for radio and the 16 minutes and 20 seconds that it has said are the outer limits for television in all but three prime-time hours. And, horror of horrors for the code bureaucracy, it meant that code subscribers would begin to defect unless the codes were liberalized to accept whatever levels of commercial content the FCC was accepting. No wonder Mr. Bell, whose extensive organization is supported by code subscribers' dues, hustled down to see the FCC chairman.

It turned out that Mr. Bell's budget is secure. Mr. Hyde assured the code director that the FCC would permit no widespread violations of the codes. As he put it, licensees will have to submit "convincing" explanations based on the public interest. So what BROADCASTING has said all along is confirmed by the FCC chairman himself: The FCC is enforcing the codes and permitting few exceptions.

The inherent silliness of all this is, of course, that nobody has any facts to prove whether 18 minutes of commercial time for radio and 16 for TV are or are not reasonable standards. There is no research to indicate whether those or any other figures represent the limits of public tolerance or advertising effectiveness. The code figures have simply been sucked out of the broadcasters' thumbs.

The FCC has made no case for the soundness of the criteria; it has simply said that it borrowed the figures that broadcasters have chosen for themselves.

There is only one way out of the predicament. Broadcasters must admit at last that they have no information confirming the validity of their time standards.

In this week's "Monday Memo" on page 22, a major buyer of media, Herbert Zeltner of Needham, Harper & Steers, points to the lack of information about viewer response to the scheduling and quantity of nonprogram elements and calls for sophisticated research. His is a call that ought to be heeded by the NAB code boards, right after they give up their commercial time standards.



Drawn for BROADCASTING by Sid Hix  
 "To which audience do you credit a teen-ager watching TV, a transistor radio at one ear and a telephone at the other, with a record player on in the background?"

**These KSTP-TV personalities deliver**



JOHN MacDOUGALL - NEWS



BOB RYAN - NEWS



GENE BERRY - NEWS

**more than 10 million total NEWS-**



BROOKS HENDERSON - BUSINESS NEWS



JOHNNY MORRIS - WEATHER



PETE EVENSEN - WEATHER

**WEATHER-SPORTS impressions per**



AL TIGHE - SPORTS



STEVE CANNON - SPORTS

*Represented Nationally by  
Edward Petry & Co.*



COLOR TELEVISION  
MINNEAPOLIS • ST. PAUL  
HUBBARD BROADCASTING, INC.

**week\* . . . in COLOR!**

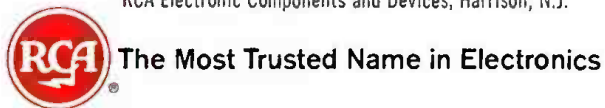
\*Source: Oct./Nov. 1966 NSI: Audience Data based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services.

**Announcing...**  
**for color and**  
**black and white,**  
**the new family of**  
**RCA image orthicons**  
**with a *big difference here***  
**that *shows up big here***

Now RCA brings you the "BIALKALI PHOTOCATHODE" in the new RCA-8673 and -8674 Image Orthicons. This major engineering innovation has greatly improved compatibility with its non-stick target, maintaining resolution and sensitivity over an extended tube lifetime and improving performance of *existing* color or black-and-white cameras. A simple change in a resistor chain provides proper voltages for a trio of these new Bialkali Photocathode Tubes. Wide-range, the 8673 and 8674 fit spectral requirements of all three channels...eliminating the need for another tube type for the blue channel.

Another big difference: the re-designed image section provides reduced distortion and freedom from "ghosts." These new tubes are available singly or as matched sets—a trio of 8673/S or 8674/S types for color service... types 8673 and 8674 for black and white. Main construction difference is in the target-to-mesh spacing. The closer-spaced 8673 enhances S/N ratio for quality performance under sufficient illumination. The 8674 has greater sensitivity under limited illumination. For complete information about the new RCA Bialkali Photocathode Image Orthicons, ask your RCA Broadcast Tube Distributor.

RCA Electronic Components and Devices, Harrison, N.J.



USE THIS CHART TO SELECT REPLACEMENT TYPES FOR THE TUBES YOU ARE NOW USING

UNDER SUFFICIENT LIGHTING LEVELS	
For color pick-up, If you're now using . . . You can replace with:	
4513/S	8673/S
7513/S	
For black & white pick-up, If you're now using . . . You can replace with:	
4513	
7513	8673
7513/L	
8093A	
8093A/L	
UNDER LIMITED LIGHTING LEVELS	
For color pick-up, If you're now using . . . You can replace with:	
4415S	8674S
4416S	
For black & white pick-up, If you're now using . . . You can replace with:	
7293A	8674
7293A/L	

**AVAILABLE FROM YOUR RCA BROADCAST TUBE DISTRIBUTOR**

