



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Next season's CBS-TV schedule has youth in mind. p25

NAB sets out to streamline TV time standards. p28

PERSPECTIVE 1967: Bullish year for radio-TV. p41

Are licenses vulnerable at renewal or sale time? p90

Carl B. Ylvisaker Library
Moorhead, Minn.

2/29/67

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"I'll give you a million dollars
if you'll be my husband tonight."



Jack Lemmon, Romy Schneider and Dorothy Provine star in David Swift's delightful color comedy of two couples' frantic attempt to save \$15,000,000, a lady's reputation and an advertising man's job: "Good Neighbor Sam." One of Screen Gems' Post-1960 Feature Films for Television, Volume II. **Screen Gems**



*Les Biederman
President — Midwestern
Broadcasting Company
Traverse City, Michigan*

"CATV broadens broadcasting by filling the channel gap"

"Every empty channel on a viewer's TV set represents an opportunity for public service. By working hand in hand with network and local broadcasting stations, CATV can broaden the use of the television set and meet the insatiable desire of all viewers for more educational, entertainment and news programs.

"CATV can increase the number of hours of TV watched per viewer. It can bring in programs which, for one reason or another, are not available in a certain locality, yet they are of interest to

the viewers in that area. It can also provide crystal-clear reception of local TV stations regardless of obstructions or terrain.

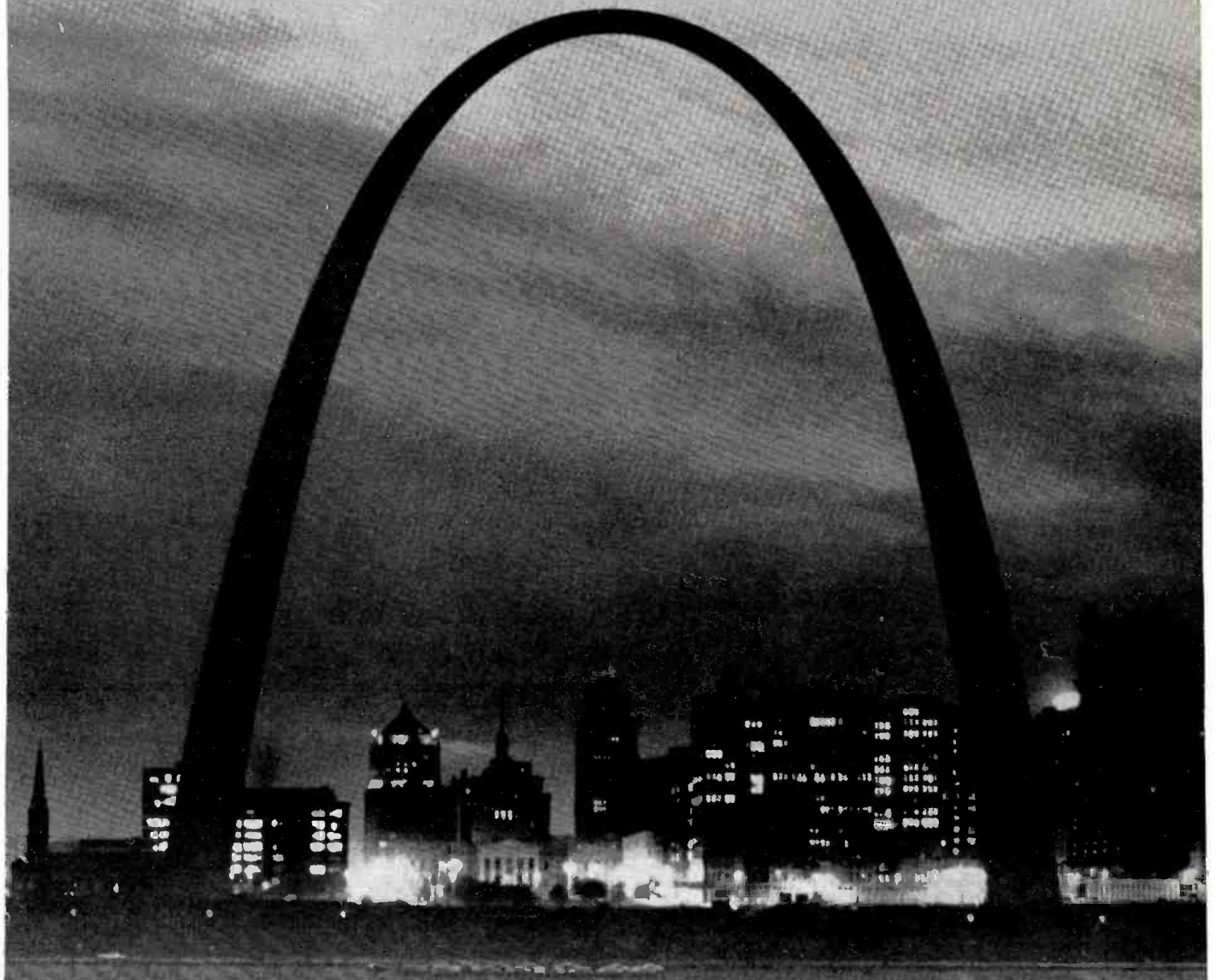
"Let us remember that a television set is a big investment for most people. When network and local TV stations dovetail their efforts with those of CATV, the people are bound to benefit."

This statement courtesy of Midwestern Broadcasting Company

JERROLD ELECTRONICS CORPORATION



Another Saint Louis First... 24 hour news coverage.



The first time in St. Louis, a television news desk is staffed around the clock. KTVI does it, of course! The only TV station to process its own color and black & white news film . . . the station with more working newsmen in the field, eight mobile news units, and a 40 channel communications center . . . the station that gets there first with the most.

MORE reasons why KTVI has the best news facility in St. Louis.

KTVI 2

ST. LOUIS  

Housewives first choice

To sell food items, health and beauty aids, hosiery, or any of the multitude of products purchased principally by the housewife, select the station that delivers more. In the nation's 12th ranked television market, KRLD-TV reaches 22.2% more housewives per average quarter-hour than the 2nd station; 70.2% more than the 3rd station; and 238.5% more than the 4th station.*

Contact your H-R representative for a most efficient schedule on the housewives' preferred station.

*November 1966 ARB Market Report
Television audience estimates
Sunday thru Saturday
9:00 AM to Midnight



KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

President Johnson is expected this week to ask Congress for legislation creating system of "public television" advocated by Carnegie Commission on Educational Television. In special message, President reportedly will request (1) excise tax on new TV sets, (2) chartering of Corp. for Public Television, (3) appropriation of \$20 million, as recommended in his budget message last month, for federal aid to states in establishing noncommercial stations.

Presumably, presidential message will also lend support to other Carnegie suggestions: additional expenditures for ETV by states and local governments, additional contributions from foundations and private donors (BROADCASTING, Jan. 30).

Harder bargains

Television networks have unusually tough selling ahead, according to agency sources, and blame is placed on uncertain state of national economy, which is defying near-term economic forecasting. "A guy's a nut if he buys something now that he might get for two-thirds the price later on," says one agency program vice president. One effect, according to agencies, is considerably more dealing in "guaranteed" circulation agreements that usually mean make-good minutes if original schedule's rating isn't up to snuff. Agency men are estimating that last half of network inventories to be sold for 1967-68 season will be available two months later than usual.

Candidates

Early-bird candidates for National Association of Broadcasters television board have begun campaigns seeking support. Two board members are up for re-election to second two-year term and four seats are vacant. Making bids are Burton LaDow KTVK(TV) Phoenix; Eldon Campbell, WFBM-TV Indianapolis; Eugene Wilkin, WGAN-TV Portland, Me., and Hamilton Shea, WSVB-TV Harrisonburg, Va. Up for re-election are Carl Lee, WKZO-TV Kalamazoo, Mich., and Charles Tower, Corinthian Broadcasting, New York.

Board members whose terms will end at NAB convention in Chicago in April are Joseph Baudino, Westinghouse Broadcasting, Washington; Otto Brandt, KING-TV Seattle; John E. Dille Jr., Communicana Group of Indiana,

joint board chairman, and Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla.

Samuels for Strouse

Announcement will be made this week of appointment of Perry S. Samuels, vice president-general manager of WPTV Albany, N. Y., as general manager of Avco's WWDC-AM-FM Washington. He will succeed Ben Strouse, who has resigned effective July 1 after 25 years with Washington independent, to devote his time to personal interests, including board chairmanship of Broadcast Electronics Inc., Silver Spring, Md., part-ownership of WEBB Baltimore and motion picture and real estate interests in Maryland. Strouse family (including heirs of Joe Katz) sold WWDC properties to Avco Sept. 1, 1965 for \$3.5 million.

50-50 fades

Stirrings deep within FCC indicate commission may be facing soon one of most controversial rulemakings it has ever issued—to prohibit television networks from controlling more than 50% of their prime-time programing. Ashbrook P. Bryant, head of commission's network study staff, has been reviewing voluminous comments filed in proceeding, and is expected to draft working paper for consideration by his superiors by end of March—or just about on second anniversary of issuance of rulemaking (BROADCASTING, March 29, 1965). It's little early to count commission noses on issue, but odds are against its being approved in anything like present form.

Bulls in broadcasting

New highs were achieved by three group owners last week listed on New York Stock Exchange. Capital Cities (with years low of 22¾) reached 43; Cox Broadcasting (low of 27½) attained 45½, and Storer Broadcasting (low of 28½) achieved 50. Taft (with year's low of 19¼) closed Friday at 40¾—one point below its year's high of 41¾.

Man in the market

Producer Allen Funt, whose nigh-perennial *Candid Camera* series is not being renewed by CBS-TV (story,

page 27), is actively seeking to purchase TV station properties to be operated now by himself and eventually by his son, now 20. Mr. Funt plans to keep his production staff intact in hopes that *Camera* and spin-off series, *Candid Kids*, can return to some network schedule as replacement in January 1968. He has basis for optimism: *Candid Camera* has been carried and canceled by NBC, ABC, old DuMont network and also CBS on previous occasions.

P for prestige

If CBS-TV sells all commercial minutes in its 1967 National Football League packages at current offering prices, gross revenues will hit \$40 million. This would allow network to "just about break even or make maybe a million, maybe two," according to one CBS official. CBS's commitment in rights totals about \$25.5 million. Added to this are costs of production, lines, etc., which official says will bring outlay to around \$40 million. Last year's NFL coverage yielded less than \$1 million profit. Reason for continuing with marginal property: NFL is considered prestige vehicle and liked by affiliates.

Football package deals at CBS are being offered as Plan A with 21 games for \$75,000 per commercial minute, Plan B of 16 games for \$48,000 per minute, and 24 games each in pregame plan for \$27,500 per minute, and in postgame for \$35,000 per minute. On package sales, network must allow for 15% agency commission. Availabilities are being offered first to national advertisers, and when "exhausted," will be sold to regional advertisers.

Oracle

What are essential ingredients for start of "viable" fourth network primarily of UHF outlets? Commissioner Robert E. Lee, FCC's most frequent spokesman in behalf of UHF, has this rule-of-thumb: Outlets in top 50 markets, with 50% saturation of sets with UHF capability. With some 25 of top 50 markets already UHF populated and with authorizations in all of others, he figures minimum criteria can be met by end of 1967.

We're turned on.

The color trend in Cleveland. We're leading it. A million hungry sports fans a year. They're ours. Hard-nosed news coverage at noon, six and eleven. Outstanding movies. Great CBS programming. You bet we're turned on. And by more and more Clevelanders every day. Because WJW-TV gives Clevelanders what they want, we can give you what you want — more for your buy month after month after month.

WJW-TV CLEVELAND We're turned on

NEW YORK W ^{HN}	LOS ANGELES K ^{GBS}	PHILADELPHIA W ^{IBG}	DETROIT W ^{JBK}	MIAMI W ^{GBS}
TOLEDO W ^{SPD}	CLEVELAND W ^{JW}	CLEVELAND W ^{JW-TV}	DETROIT W ^{JBK-TV}	MILWAUKEE W ^{ITI-TV}
ATLANTA W ^{AGA-TV}	TOLEDO W ^{SPD-TV}	BOSTON W ^{SBK-TV}	STORER BROADCASTING COMPANY	

WEEK IN BRIEF

CBS-TV reveals swing toward youth-catching fare as network announces 1967-68 schedule. Age-lifting strategy forces some of venerables off air. Casualty list includes 'Gunsmoke' and 'What's My Line.' See . . .

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LBJ's telecommunications adviser urges Congress to tackle problem of radio spectrum. In report to Senate and House commerce groups, O'Connell warns of stagnation unless new plan is drawn. See . . .

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PERSPECTIVE 1967

Economic outlook has broadcasting showing unusual strength in generally uncertain year. TV seen making sales advances of 10% in network, 8% in spot. Total radio billings could go up 12%. See . . .

TWO UP-CURVES . . . 41

Radio and TV last year showed increases in all areas: network, national, regional and local spot. TV time sales increased \$122.6 million to \$1.8 billion. Radio up 98.2 million to \$926 million. See . . .

FAT GAINS FOR BOTH . . . 42

Tight money market and new FCC controls didn't put damper on station trading in '66 as 409 properties worth \$137.5 million changed hands. Brokers are bullish about prospects in '67. See . . .

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What is an influencible?

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. **Influence the Influencibles®.** Get the response you want with Storz radio.

© 1965 Storz Broadcasting Co., Inc.

STORZ

WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
[R.A.R., Inc.]

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

Poole buying WPRO-TV for \$16.5 million

OPENS WAY FOR CAPITAL CITIES KTRK-TV ACQUISITION

Capital Cities Broadcasting signed Friday (Feb. 24) for sale of WPRO-TV Providence, R. I., to John B. Poole, Detroit attorney-broadcaster, for \$16.5 million (CLOSED CIRCUIT, Jan. 9). Sale is in anticipation of Capital Cities' proposed acquisition of KTRK-TV Houston for \$21.3 million (BROADCASTING, Nov. 21, 1966), since company already owns FCC limit of five VHF stations. Both sales are subject to FCC approval.

Mr. Poole is president and principal

owner of WJRT-TV Flint, Mich. Capital Cities, represented in negotiations by Howard Stark, is retaining WPRO radio (neither is it acquiring KTRH, KTRK-TV's radio affiliate). WPRO-TV is on channel 12.

Other Capital Cities TV stations are WTEN(TV) Albany and WKBW-TV Buffalo, N. Y., WTVB(TV) Durham, N. C. and WSJZ-TV Huntington, W. Va., all VHF and one UHF, WDCB(TV) Adams, Mass.

ASCAP members eye \$38 million melon

Members of American Society of Composers, Authors and Publishers will benefit from \$38,374,584 in net revenues garnered by licensing organization in 1966.

Financial figures were released at ASCAP's West Coast membership meeting in Los Angeles.

Record monetary melon for ASCAP writers and publishers comes as result of all-time high gross revenues of \$46,580,626 and comparative all-time low expenses of \$3,829,621. Although ASCAP does not identify income from TV-radio, it is generally understood broadcasting accounts for 85% of take.

Addressing meeting, ASCAP President Stanley Adams vehemently attacked rival Broadcast Music Inc. organization. Among other charges, he said BMI's broadcast survey system is "the greatest invitation to payola that exists anywhere."

Hawaii-Japan by Lani Bird

ABC International said Friday (Feb. 24) that ABC-TV affiliate KHVH-TV Honolulu broadcast over five-day span special programs live via Lani Bird satellite to NET in Tokyo for daily *Norio Kijima Morning Show*, which usually originates in Tokyo. Programs originated as remotes from various locations in Hawaii. Hawaii-Japan telecasts were conceived by Kenichiro Matsuoka, executive vice president of NET. Pickups from various landmarks in Hawaii were sent Sun.-Thurs., 1:30-

2:30 p.m., Hawaiian time, and received in Japan, Monday-Friday, 8:30-9:30 a.m. (one day lost in crossing international dateline).

'Full and open' access sought in Speck trial

Voice of broadcasters was heard Friday (Feb. 24) protesting restrictions placed on news coverage of Illinois murder trial.

National Association of Broadcasters President Vincent Wasilewski added his voice to chorus of protests from print media on coverage of Richard Speck trial in Peoria (see page 82). Speck is charged with murder of eight Chicago nurses last summer.

Mr. Wasilewski said several modifications of original court order "fall far short" of TV-radio objections. "The very right of the accused to a fair trial," he added, "is more likely to be served by public knowledge than by secrecy." Deploing court imposed restrictions, he said, "nothing less than full and open access, subject only to reasonable ground rules to preserve dignity and decorum within the courtroom" will be acceptable to TV-radio.

Earnings are up

Columbia Pictures has achieved comfortable increase in earnings for first six months of current fiscal year, it was reported Friday (Feb. 24) by A. Schneider, president. Columbia Pictures owns 89% of Screen Gems Inc., TV film syndicator and group broadcast owner (KCPX-AM-FM-TV Salt Lake City, WVUE(TV) New Orleans, and WAPA-TV

San Juan and WOLE-TV Aguadilla, both Puerto Rico).

For six months ended Dec. 31, 1966:

	1966	1965
Earnings per share	\$0.66	\$0.18
Income	1,370,000	443,000

Beefing up schedule with documentaries

ABC is announcing today (Feb. 27) new weekly TV series of six one-hour documentaries, all in color, as summer replacement for *ABC Stage 67* in Thursday, 10-11 p.m. EDT period. Six other shows selected from past ABC News-produced telecasts will be shown. Episodes start June 1 under overall title of *Summer Focus*.

ABC News will also produce six new shows. As announced by Thomas D. Wolf, ABC vice president and director of TV and documentary programs, first in series will be "The Young Drug Users," new exploration of teenage drug addiction. Five other new documentaries are "These Crazy Americans" (humorous foibles in this country); "Take a Deep Deadly Breath" on air pollution in major world cities; "Southern Accents: Northern Ghettos" on migration north of Negroes; two political specials based on political conventions to be held next year.

Reruns include, among others, "I

High Cotton

Station representation made *Congressional Record* last week. Rep. T. R. Kupferman (R-N. Y.) in remarks inserted in *Record* appendix, paid tribute to Edward Petry & Co. Inc. for its trade ad campaign demonstrating extent to which its TV station list, in cooperation with Advertising Council, had donated public service time for such efforts as mental retardation, forest fire prevention, Red Cross, Community Chest and other projects.

Inserted in *Record* was list of 37 TV stations repped by Petry, along with statement on campaign crediting Martin L. Niernan, Petry president, as its inspiration, with execution by Robert L. Hut-ton Jr., Petry promotion and advertising vice president, and Wesley Advertising, Petry agency.

WEEK'S HEADLINERS



Mr. Silverman

Don Silverman, associate producer with Talent Associates Ltd., New York, since last August, appointed director of daytime programs, East Coast, ABC-TV. He succeeds **Irwin W. Greenfield**, who recently

was named director, daytime programs, West Coast, ABC-TV. Earlier Mr. Silverman served with CBS-TV and NBC-TV in various production capacities and in 1963 formed his own company, Creative Television Inc.

Lawrence W. Bruff, former advertising VP of Liggett & Myers Tobacco Co., New York, appointed director of International Radio and Television Society, effective today (Feb. 27). Mr. Bruff succeeds **Claude Barrere** who died Dec. 2, 1966 (BROADCASTING, Dec. 5, 1966). Mr. Bruff's association with L&M spans period of nearly 20 years.

Prior to 1948 he was employed by Newell Emmett Co., predecessor to Cunningham & Walsh, as broadcast supervisor on Liggett & Myers.

Harry K. Renfro, VP, radio-TV at D'Arcy Advertising Co., St. Louis, resigns, effective April 1, to become head of his own broadcast management consultant business in St. Louis. Mr. Renfro joined D'Arcy in 1953 as manager of radio and television, and was named VP in 1960. He was responsible for establishing 100-station Cardinal



Mr. Renfro

Baseball Network and also helped organize Sports Network Inc. He is president of Missouri Broadcasting Inc.; executive VP of Calcasieu Radio & TV, operators of KPLC-AM-FM-TV Lake Charles, La.; and member of board of directors of Radio 1380, interim operators of KWK St. Louis.

For other personnel changes of the week see FATES & FORTUNES

Leonardo," "The Long Childhood of Timmy," "1776" and "The Songmakers."

Series ends Aug. 30 with special on Democratic convention.

Other ABC-TV activities:

■ Prime-time schedule for 1967-68 season (September-June) will include more than 75 specials of "documentary, cultural or entertainment nature" it was announced. Network says these programs represent more than two hours weekly. Among them are winter Olympics from Grenoble, France and "The Undersea World of Jacques-Yves Cousteau," series of one-hour "reality" adventures.

■ ABC Films will place 152 hour episodes of *Combat* into syndication for fall start on stations. Series, of which 25 programs are in color, has been on ABC-TV for five years and completes its network cycle at end of season.

Most going into TV

Insurance Company of North America, through N. W. Ayer & Son, both Philadelphia, this year plans largest advertising program in its 175-year history. Major part is earmarked for TV: co-sponsor of ABC-TV's NCAA college football, sponsor of NBC-TV specials

this spring and summer (beginning with "The State of Space" on Apr. 5), and local buy of half-hour series *Spirit of Philadelphia*, produced by and for WFIL-TV Philadelphia.

Networks adding more daytime color shows

ABC-TV will switch four daytime shows to color on April 3, and CBS-TV is flicking on color on two more of its regular daytime serials on March 13, for total of six CBS shows.

ABC's announcement Friday (Feb. 24) of more color in its daytime schedule was pointed up as having at least some relationship to ABC's emergency loan of \$25 million from ITT. ABC reportedly has expressed concern over being left behind by CBS and NBC in their conversion to full color, and over anticipated needs in making further programming commitments (BROADCASTING, Feb. 20). Attention also has been drawn to ABC's move to full color on early evening *Peter Jennings News* last month. Initial plans had been to go with color on news show next fall but ABC moved up timetable at request of affiliates.

Going color on ABC: *Newlywed*

Game at 2-2:30 EST; *Dream Girl '67* at 2:30-2:55; Marlene Sanders news show at 2:55-3 and *Dating Game* at 4-4:30. These become effective in April when ABC revamps daytime schedule, Monday-Friday, 10:30 a.m.-4:30 p.m. (BROADCASTING, Feb. 13).

CBS-TV said it will add two more daytime shows to color: *Search for Tomorrow* and *The Guiding Light*, which are scheduled Monday-Friday 12:30-12:45 and 12:45-1 respectively. They will join daytime regulars already in color—*Art Linkletter's House Party*, *Password*, *To Tell the Truth*, and *As the World Turns*.

Broadcasters help kill bill on games, contests

After strong protest from broadcasters and others Friday (Feb. 24) economic affairs committee of Maryland senate killed bill that would have prohibited contests or game promotions where prize winners are determined by chance.

Bill would have made anyone conducting such contest or game guilty of misdemeanor and subject to \$50 fine.

Robert B. Jones Jr., WFBR Baltimore, testifying for Maryland-District of Columbia-Delaware Broadcasters Association, said bill would discriminate against state broadcasters.

There are 15 TV stations and innumerable radio stations in neighboring states putting signals into Maryland, he said, and bill would put Maryland stations "at distinct competitive disadvantage" since populace could participate in games on out-of-state stations.

Billings, earnings rise

Papert, Koenig, Lois Inc., New York, has reported increases in both earnings and billings for fiscal 1966 over previous year.

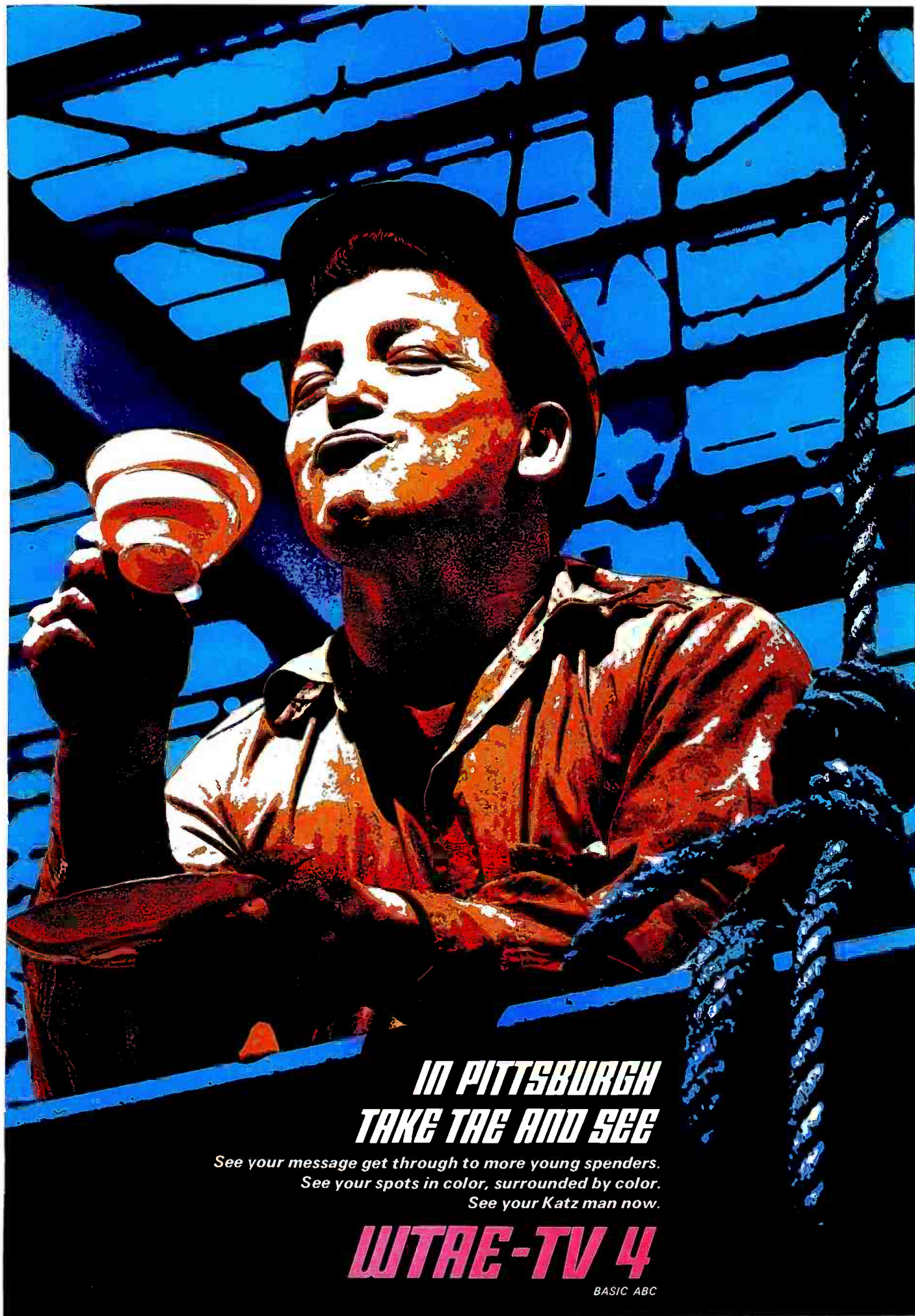
Year ended Nov. 30, 1966:

	1966	1965
Earnings per share	\$0.61	\$0.59
Gross billings	39,961,740	33,135,761
Net income	486,605	462,937

Joint overseas venture

Compton Advertising, New York, is announcing today (Feb. 27) formation of Compton-Clar International Werbeagentur GMBH in Heidelberg. New agency will be directed by Dick Zuver, former Compton management supervisor in New York. Compton-Clar, formed mutually with Clar GMBH & Co. (of which Compton has minority interest), will serve both founder agencies. Compton said its 1966 billings totaled \$144 million, ranking agency 14th internationally. Clar GMBH that year billed about \$7 million.

BROADCASTING, February 27, 1967



***IN PITTSBURGH
TAKE THE AND SEE***

*See your message get through to more young spenders.
See your spots in color, surrounded by color.
See your Katz man now.*

WTAE-TV 4

BASIC ABC

Best Gulf Coast Combo --- Best Gulf Coast Buy

K-NUZ

Houston's proven producer with professional personalities and award winning news staff. 24 Hours.

KQue

Number 1 FM in Houston with 280,000 watts of wonderful stereo... Soon 560,000 watts with twice the pleasure. 24 Hours.

KAY-G

Beaumont's flagship station with personalities and the ratings to make sales for products. 24 Hours.

For Complete Information



THE KATZ AGENCY, Inc.
STATION REPRESENTATIVES

QMI

represents K-Que in
New York, Chicago, Detroit
and Los Angeles.

In Houston call Dave Morris JA 3-2581

DATEBOOK

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

■Indicates first or revised listing.

Feb. 27-28—Workshop on copyright, sponsored by the National Community Television Association. Mayflower hotel, Washington.

Feb. 28—Annual meeting of the shareholders of Doyle Dane Bernbach Inc. to elect directors and to transact other business. Museum of Modern Art, New York.

MARCH

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

■Mar. 2—Forum on "The Cinematographer," sponsored by the New York chapter of the National Academy of Television Arts and Sciences. Participating directors of photography include Morris Hartzband, Andy Laszlo, Ross Lowell, Gerry Hirschfeld, David Quaid, Richard Shore, George Silano and Zoli Vidor. De Luxe Laboratories Theatre, New York.

Mar. 2-4—21st annual West Coast meeting of the Association of National Advertisers. Speakers are William R. Tinscher, president, Purex Corp.; Representative Lionel Van Deerlin (D-Calif.), and Dr. Jules Backman, research professor of economics, New York University. Hotel Del Coronado, San Diego.

March 2-4—Southern states conference (Region II) of the National Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.

Mar. 3—Annual Ball sponsored by Advertising Women of New York (AWNY). Tickets available through Eugenie C. Stamler, Norman, Craig & Kummel, 488 Madison Avenue, New York. Proceeds will go to AWNY Foundation for educational and charitable activities. Waldorf Astoria hotel, New York.

March 3-4—Annual radio-TV conference and clinic sponsored by the University of Oklahoma. University of Oklahoma, Norman.

March 4—Annual Ad Hatters Ball sponsored by the Women's Advertising Club of Baltimore. Emerson hotel, Baltimore.

■March 4-5—Meeting of the Tri-State TV Translator Association. Northern hotel, Billings, Mont.

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. Speakers include James R. Killian Jr., chairman of the corporation of the Massachusetts Institute of Technology and chairman of the Carnegie Commission on Educational Television; James McCormack, board chairman, Communications Satellite Corp.; and McGeorge Bundy, president of the Ford Foundation. Statler Hilton hotel, Washington.

March 6—Deadline for comments on FCC's proposed rulemaking that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license." In its notice of rulemaking the commission noted that some licensees manage to mislead audiences as to the city they are licensed to serve—despite their literal compliance with present station-identification rules.

March 6—Ninth annual broadcasting day sponsored by the University of Florida. Speakers include Bill Grove, director of public affairs at WJXT(TV) Jacksonville, Fla.; Russell C. Tornabene, manager, NBC Radio network news; Joseph L. Brechner,

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

Feb. 28—Chase-Park Plaza hotel, St. Louis

March 3—Terrace Hilton hotel, Cincinnati

March 17—Hyatt House motor hotel, Seattle

March 23—International hotel, Los Angeles

April 18—Downtowner motor inn, New Orleans

April 21—Sheraton Blackstone, Chicago

May 10—Hyatt House motor hotel, Burlingame, Calif.

May 11—Cherry Creek Inn, Denver

May 12—Town House motor inn, Omaha

May 22—Schine Ten Eyck hotel, Albany, N. Y.

May 26—Sheraton Barringer hotel, Charlotte, N. C.

June 12—Boston Statler Hilton, Boston

June 16—Sheraton hotel, Philadelphia

president, WFTV(TV) Orlando, Fla.; John Couric, vice president for public relations, National Association of Broadcasters; Charles K. Murdock Jr., vice president and general manager, WLW Cincinnati; Walter H. Stampfer Jr., *Chattanooga Times* and *Chattanooga Post* and former commercial manager of WAPQ Chattanooga; and Frank Jordan, director of election broadcasts, NBC News. University of Florida, Gainesville.

March 7—Special hearing on a space satellite system by the Board of Broadcast Governors. Ottawa.

March 7—Twenty-third annual dinner of the Radio-TV Correspondents Association. Shoreham hotel, Washington.

March 7—Thirteenth annual meeting and dinner of the New York State Broadcasters Association. Speaker will be Marcus Cohn, Washington attorney. Thruway Motor Inn, Albany, N. Y.

March 7—Seventh annual International Broadcasting awards presentation for best TV and radio commercials, sponsored by Hollywood Radio & Television Society. Hollywood Palladium, Hollywood.

■March 7-8—Meeting, executive committee, National Community Television Association. Madison hotel, Washington.

March 8-22—Third international conference on educational radio and television sponsored by the European Broadcasting Union, Paris.

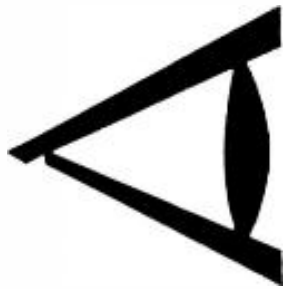
March 9—International Radio and Television Society awards its Gold Medal for 1967 to Robert W. Sarnoff, RCA president. Bob Hope will serve as master of ceremonies, Waldorf-Astoria hotel, New York.

March 9-10—Annual spring convention of Arkansas Broadcasters Association. Speakers include William Walker, director of broadcast management, National Association of Broadcasters. Coachman's Inn, Little Rock.

March 10-11—Annual meeting of the Arizona Community Television Association. Speakers include Arizona Governor Jack Williams. Valley Ho hotel, Scottsdale, Ariz.

■Mar. 11—First grand dinner dance ball sponsored by Film Producers Association of New York. Guest will be Mayor Lindsay, who will be honored for his efforts in attracting film production to the city with the first such award offered by the FPA since its foundation in 1948. FPA's officers and directors for 1967 will be installed at the dinner. The Plaza, New York.

■March 11—Hollywood chapter, National



**ALL EYES ARE ON
AVCO BROADCASTING**

Like WOAI Radio . . . and Not Just the Eyes of Texas, Either!

Watchful time buyers and advertisers know that WOAI is now FIRST in San Antonio 6 A.M. to Noon, third Noon to 6 P.M. Monday through Friday*. And *moving, man, moving!* Reformed and rejuvenated. Easy listening music. Brought up to the minute to better serve the thriving South

Texas market. Ask your BCG man for the story on The Forward Look in Broadcasting . . . WOAI, Radio Texas . . . biggest star in the Lone Star State.

*Nov.-Dec. 1966 Metro Pulse. Audience and related data are based on estimate provided by the source indicated and are subject to the qualifications issued by this service. Copy of qualifications available on request.

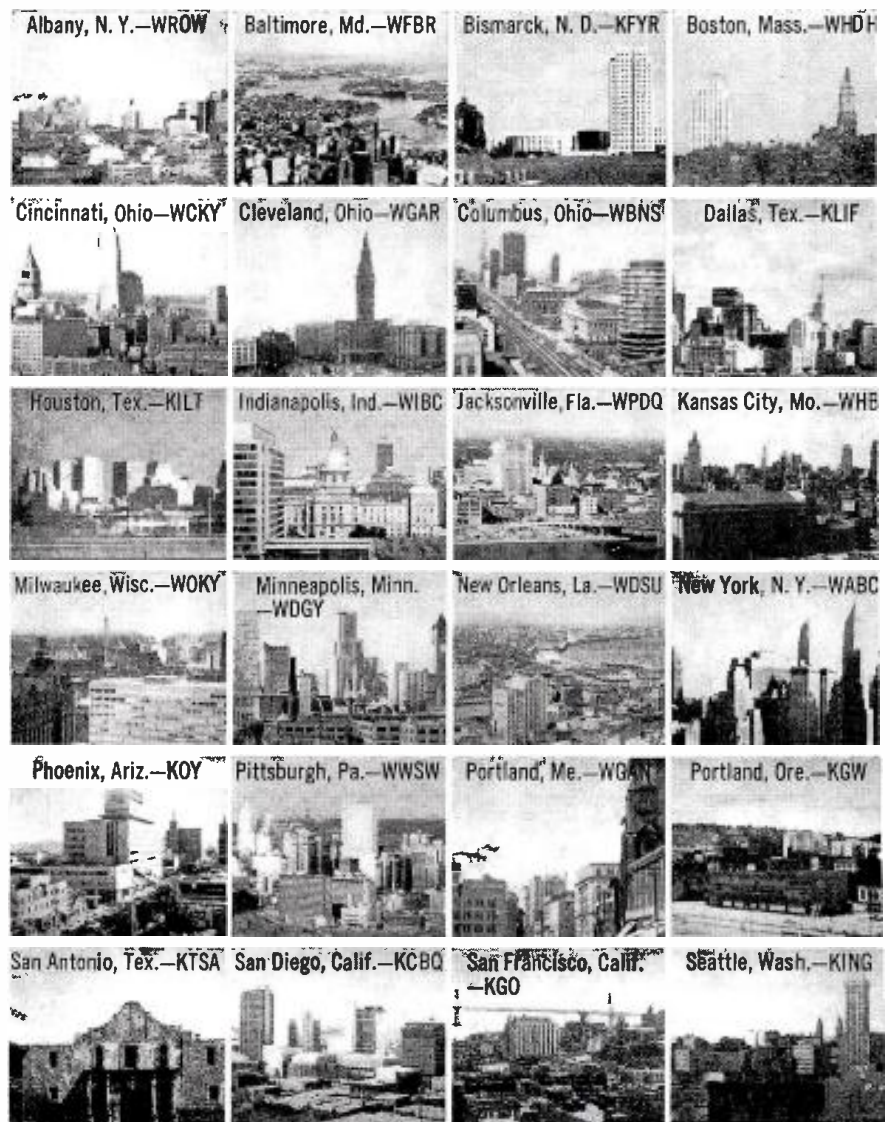


The Forward Look in Broadcasting

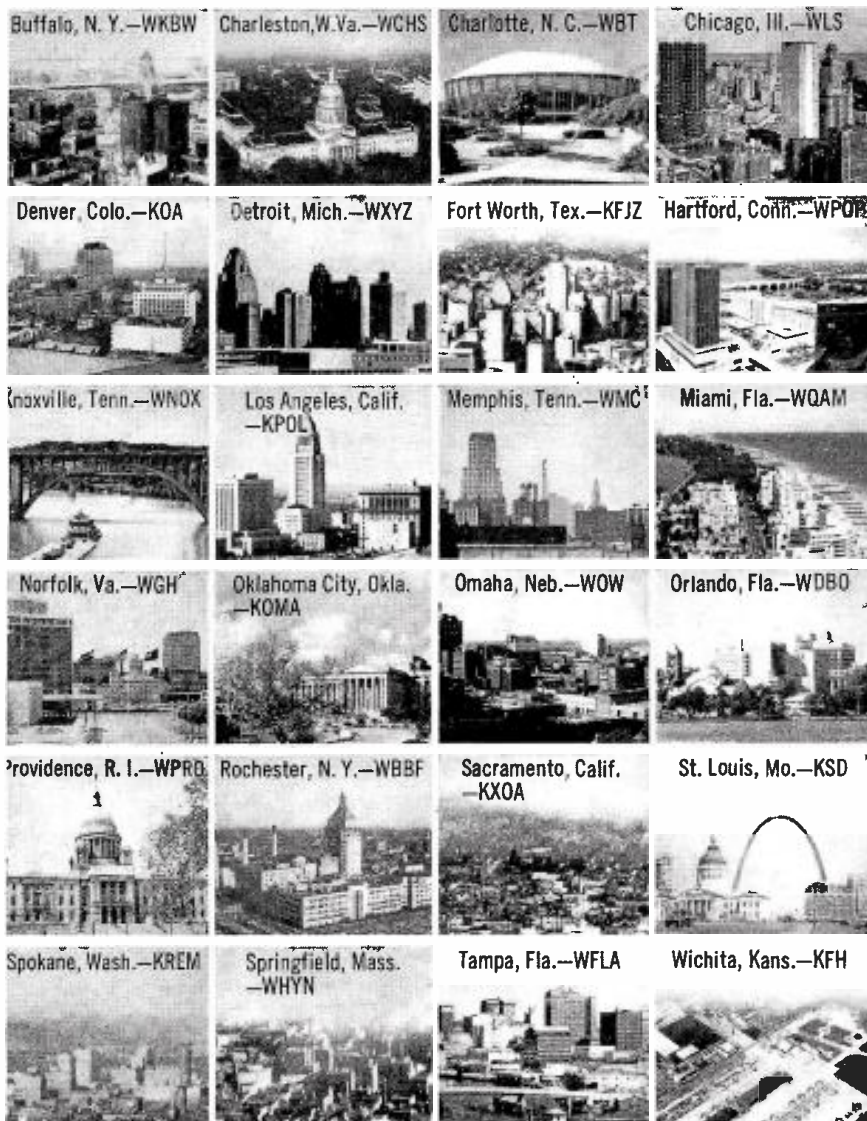
BROADCASTING CORPORATION

TELEVISION: WLW-T Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / WOAI-TV San Antonio
RADIO: WLW Cincinnati / WOAI San Antonio / WWDC Washington, D.C. / Represented by BCG / WWDC-FM Washington, D.C.
Represented by QMI / KYA & KOIT San Francisco / Represented by Edward Petry & Co.

What radio network 48 top markets most



reaches these efficiently?



**None.
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Radio Plans
reach them
most
efficiently.**

Now there are two better ways to buy multi-market radio. One is the Blair Radio Spot Bank Plan. The other is the Blair Radio Group Plan. Consider just a few of the advantages they give you, compared with buying radio on the old-fashioned network basis.

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Third, each plan offers special timing options, designed to suit your specific business needs.

And those points are only for openers. Just remember that today, the Blair Radio Plans let you buy multi-market radio schedules superior to what any network can offer.

Call your Blair man. Let him show you how a Blair Radio Plan is the better way to sales-manage your dollars.

Blair Radio



NOON TIME



IS PRIME TIME IN SHREVEPORT!

KSLA-TV's "NOON NEWS" (12-12:30 pm., Mon.-Fri.) DELIVERS MORE HOMES than EITHER OF OTHER TWO STATIONS delivers IN PRIME TIME! (6:30-10 pm, Sun.-Sat.)*

Look at the figures! KSLA-TV's "Noon News" delivers:

81,400 Adults
59,100 Women!
59,400 Homes!

82% Audience Share!

Only KSLA-TV's prime-night figures (6:30-10:00 pm, Sun.-Sat.) manage to top this noon-time delivery in Adults and Homes!

A Rating Fluke . . . ?

No . . . Things were the same way last Fall!

Interested in some Noon Time Prime? See your H-R-P rep for limited availabilities in this . . . and other prime news blocks.

KSLA-TV 12

SHREVEPORT, LOUISIANA

*A.R.B./Nov. '66 (Subject to reasonable error)

Academy of Television Arts and Sciences annual ball. Century Plaza hotel, Los Angeles.

March 12-17—Sixth annual Women's Page Workshop and the 1966 J. C. Penney-University of Missouri Journalism Awards sponsored by the University of Missouri. University of Missouri, Columbia.

March 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).

March 13-14—Annual meeting of NBC television affiliates and NBC officials, Beverly Hilton hotel, Beverly Hills, Calif., preceded on March 12 by reception at Century Plaza hotel. Meeting events at Beverly Hilton: Walter D. Scott, board chairman, and Julian Goodman, president of NBC, will give luncheon addresses March 13 and 14 respectively; business sessions; a visual presentation of network activities, and the program schedule planned for the fall season plus a discussion on news with a panel of NBC News correspondents.

March 15—Pennsylvania Association of Broadcasters dinner for Pennsylvania congressional delegation. PAB's Gold Medal will be awarded entertainer Gene Kelly. Statler Hilton hotel, Washington.

March 15—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 16—Annual meeting of stockholders of Cox Broadcasting Corp. to elect a board

NAB RADIO PROGRAM CLINICS

May 18-19—Hotel Utah, Salt Lake City
May 22-23—Rickey's Hyatt House, Palo Alto, Calif.
May 25-26—Skirvin hotel, Oklahoma City
June 4-5—Holiday Inn, Nashville
June 6-7—Sheraton Cadillac, Detroit
June 8-9—Marriott Motor hotel, Philadelphia

of directors and to transact other business. White Columns, Atlanta.

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

March 18—Deadline for entries to the "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU). Entries should be submitted to: Television suisse romande, 6, place des Eaux-Vives, 1200 Geneva, Switzerland.

March 20-23—Convention of the Institute of Electrical and Electronics Engineers. New York Hilton hotel, New York.

March 21—Deadline for reply comments on FCC's proposed rulemaking that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

■Indicates first or revised listing.

OPEN MIKE ®

Help with the nonburden

EDITOR: I want to congratulate you on your editorial, "Not the broadcaster's burden" (BROADCASTING, Feb. 20). I, too, wanted to write a scorching letter to *Life*. In fact, what they have been contributing through their articles to the American way of life is sometimes doubtful.

If I could have your permission, I would like to use your editorial on some of our broadcasts.—Ogden R. Davies, general manager, WKAP Allentown, Pa. (Permission granted. The BROADCASTING editorial criticized a *Life* proposal that television broadcasters and advertisers be taxed to support the "public television" system that the Carnegie Commission on Educational Television has proposed.)

Time spent for payoff

EDITOR: Jim Beach's Monday Memo from Chicago ("You can fill the job today, but tomorrow?"), BROADCASTING, Feb. 13) hit home here in New York. I'm as selfish as he is and because I will want to hire some of today's college students tomorrow I've been holding as many tours as my staff will tolerate. This proselytizing is part of the bridge Mr. Beach is building—and our firm's efforts are frankly motivated by the hope that we too can inspire students ". . . with the principles, ethics and challenges of advertising" as does Mr.

Beach and his Chicago Advertising Club.

In our Manhattan studios we've often had students from Columbia University, Pratt Institute, The School of Visual Arts—and far-afield trips from Pennsylvania State University, among others. It takes up a lot of our time, but our clients don't complain. In fact, they sit in on some of the discussions. And you know, in a way it's like the father who has a heart-to-heart talk with his son—and learns something from him! Some of these youngsters are ready now.—Samuel Magdoff, president, Elektra Film Productions Inc., New York.

For the record

EDITOR: In the report on Kaiser Industries' 1966 earnings (BROADCASTING, Feb. 20) you also noted that we own five UHF stations and one FM station.

Just for the record, our UHF-TV stations on the air are WKBG-TV Cambridge-Boston, WKBD-TV Detroit, KMTW (TV) Corona-Los Angeles and WKBS-TV Burlington, N. J.-Philadelphia. We also hold a construction permit for KHJK-TV in San Francisco.

In addition to the FM station in San Francisco, KFOG-FM, we have on the air an AM station in Cambridge, Mass., WXHR [request for call-letters change

Action Report

During 1966, the facilities phase of our expansion program moved closer to the time when each Gilmore station will be operating the finest telecasting equipment in its market.

Now that our coverage patterns have been strengthened and the required manpower skills assured, Gilmore Stations have turned to full-range creative programming, and *wider audience shares* are being generated.

The deeper penetrations of Gilmore Stations now offer alert marketers new opportunities for sharpened efficiency in four important growth areas totaling \$3 billion in sales value.



James S. Gilmore, Jr.
President

Jim Gilmore



GILMORE GROUP

"Equipment programs on schedule . . . coverage patterns approaching full strength . . . sharpened programming now building larger audience shares."

HAMILTON SHEA
Executive Vice-President



TUCSON, ARIZ.

KGUN-TV
ABC/Avery-Knodel

"We are using finest color facilities to brighten more and more programming hours . . . audience continues to broaden."

FRED VANCE
Manager



EVANSVILLE, IND.

WEHT-TV
CBS/Avery-Knodel

"All improvements operative . . . doubled tower height, channel change 50 to 25, advanced color equipment . . . audience rising."

WILLIAM HIGHT
Manager



JOPLIN, MO.

KODE-TV-AM
CBS/ABC/Avery-Knodel

"New tower and power have added new dimension to all our programming . . . we keep building our audience."

D. T. KNIGHT
Manager

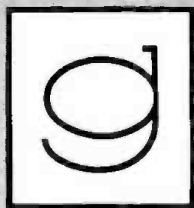


HARRISONBURG, VA.

WSVA-TV-AM-FM
NBC/CBS/ABC/Eastman

"Deeply involved with audience preference gauges . . . using strong local and three-network scheduling to increase dominance."

J. HARRY ABBOTT
Manager



A responsible factor in the community . . .

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING

KALAMAZOO, MICHIGAN 49006

KODE-TV Joplin

WEHT-TV Evansville

KGUN-TV Tucson

WSVA-TV Harrisonburg

KODE-AM Joplin

WSVA-AM Harrisonburg

WSVA-FM Harrisonburg

ANNOUNCING



3 unique, new
&
EXCITING
SERVICES
from
pepper

AIRPLAY
INTERNATIONAL
© 1967

monthly releases to meet
modern radio's
vital programming needs

1 CONTESTS & PROMOS

Each month, two clever, fully produced completely CUSTOMIZED station contests to attract listeners and listener response . . . a Sales Promo or Contest, completely CUSTOMIZED for sustaining use or sponsorship . . . and a minimum of 20 station or Deejay Promos completely CUSTOMIZED. Each Contest has at least five cuts. Everything ready to air right from our tape.

2 AIRCHECK SERVICE

Hear what the big stations are doing in the Top 75 markets. A monthly release of three top stations of Airplay's choice, one hour segments telescoped into 20 min. playing time for production and programming ideas. Also, 2 Airchecks per year, stations of your choice.

3 PROMOTION MUSIC

For the FIRST TIME! Original music beds created in our Studios, specifically designed for use under live copy. Monthly release contains 24 cuts with copy guides for continuity adaptation showing emphasis points, boffs, stabs, and up-lifts. All music styles included. Disc monthly in album cover with cataloged copyguide.



information, brochure
audition and market
exclusivity

CALL COLLECT
901-274-6674

AIRPLAY
INTERNATIONAL

a division of
PEPPER SOUND STUDIOS
Box 4006, Memphis, Tenn. 38104

to WCAS pending] and an FM station in Boston, WXHR-FM.—Harold V. Lauth, Kaiser Industries Corp., Washington.

Mhz/mHz/mhz controversy

EDITOR: Re Myles Friedman's letter (BROADCASTING, Jan. 30) and the Hz/hz controversy: While you may justifiably place Messrs. Hertz, Watt and Ohm on an equal plane, I charge discrimination (or lack of it) with regard to Messrs. mega and milli. These gentlemen differ by a factor of one billion, so why not follow the convention of capitalizing mega when abbreviated (as Mhz)?—Glenn Hauser, North American Shortwave Association, Albuquerque, N.M.

(Nice try, but BROADCASTING's editors decided some years ago that as long as no commercial broadcasters were transmitting with milliwatts of power or in the millicycle frequency range no confusion would result if m were used for mega.)

Keeping in touch

EDITOR: BROADCASTING YEARBOOK has proven to be an invaluable daily guide to keeping touch with the radio and television media both in Indiana and across the nation. If you would be so kind, I would very much appreciate your supplying me with the 1967 issue.—Vance Hartke, U. S. senator (D-Ind.), Committee on Commerce, Washington.

(Copy on the way. The Yearbook is now being distributed. Orders should be addressed to BROADCASTING, 1735 DeSales Street, N.W., Washington 20038.)

BOOK NOTES

"Best TV Commercials of the Year," edited by Wallace A. Ross, director of The American TV Commercials Festival, with the cooperation of Videorecord Inc. Published by The American TV Commercials Festival Inc., New York, distributed by Hastings House, Publishers, New York, 192 pp including advertisements (two pp in color). \$12.50.

Storyboard treatments, using stills from the finished commercials, show 70 winners in the 1966 American TV Commercials Festival. Brief analyses accompany the presentations, provided by those involved in the writing or production of the messages, with occasional comments from the editor. Full credits are listed.

The American TV Commercials Festival notes that copies are available to college advertising and broadcasting classes at \$9.50 postpaid, and a 16-mm print of the commercials is available for classroom use.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
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your official invitation to a festival

Your Official representative has exciting news for you! Twenty-six new, first-run FESTIVAL FEATURES—backed by an unprecedented audience-participation promotion push to bring in the dollars and ring up the ratings.

The features: Adult prime-time entertainment dealing with timely, exciting, off-beat subjects aimed at the new, more demanding tastes of the American TV audience. Top international boxoffice names, award-winning stories, breathtaking locales, half of them in magnificent color!

The promotion: A 70-market FESTIVAL FEATURES PRIZE CONTEST offering 150 all-expenses-paid trips to France's celebrated Cannes Film Festival in 1968.

CALL, WIRE, WRITE NOW! BE THE FIRST ONE IN YOUR MARKET TO MAKE IT EXCLUSIVE WITH OFFICIAL!

OFFICIAL FILMS, INC.
724 Fifth Ave.,
New York, N. Y.
212 PL 7-0100



Retailer found radio under his Christmas tree

Most of you, as you sit there reading BROADCASTING, have long forgotten about Christmas trees. But for me, as the owner of an independent neighborhood grocery store situated within the sprawling megalopolis of Los Angeles, Christmas trees mean dollars, profits, increased business and particularly, after this past season, a new outlook on the power of a few dollars wisely spent on radio advertising.

Allow me to digress a bit in order to set the stage for what I consider nothing short of a miraculous success story that came about through the combination of a good product, a good price, a good medium and guts enough to gamble on a hitherto untried idea.

Twenty-two years ago I started operating the produce department in the supermarket I now own. After a few years, taking every dollar I had and some I didn't have, I took over the entire market.

Running a one-store operation in the Los Angeles area, where chains of supermarkets abound and make their presence felt through large advertising budgets, is no easy task.

Radio? ■ However, by keeping our overhead down and prices low—by not getting caught up with every merchandising gimmick that came along—we have managed to keep the cash registers ringing and the mortgage paid. We even had enough money coming in to occasionally run some full-page ads in the local newspapers. But radio we assumed was a medium best left to the big boys with the multiple stores and the overwhelming budgets.

How wrong we were, in regard to radio, is the gist of this whole story.

It all started several years ago when I decided to make use of our parking lot during the holiday season to provide low-priced Christmas trees for regular customers. Our self-service tree lot proved a success and annually we would sell a few more trees and make a few more bucks.

Last November, with some reservations, I decided to gamble and contract for 5,000 trees. Having done so my reservations began to grow—"Could I really get rid of 5,000?"

That old adage, "it pays to advertise," kept running through my head. With a perishable product and a relatively limited time in which to move the product, I decided that something more than my newspaper ads was needed. I needed to attract customers

in larger numbers and from outside our own neighborhood.

With that in mind and my gambling instinct aroused I began calling radio stations. After six or seven calls, I was convinced—radio was for the big boys. I couldn't afford to gamble a grand for maybe only 30 spots.

I had given up on the idea, when the next morning, Ray Taylor, an account executive from KMPC Los Angeles stopped by the store on his way to the office. Ray explained that the station had no time available during the day, but he could sell me a piece of the all-night show (where 90% of the commercials aired are between the hours of 1 a.m. to 5 a.m.).

Who Needs It? ■ "Are you kidding?" I asked. "Sell Christmas trees from midnight to 6 a.m.? The store isn't even open during those hours." Besides, I didn't see the need of regional coverage on the grounds that no one from Santa Barbara or Orange county would drive all the way to the Mar Vista Market (in West Los Angeles) to buy a Christmas tree.

Fortunately, Ray wasn't daunted and he continued his pitch. For \$350 I could buy a package for a seven-day period, getting a total of 66 announcements, an identification with Pete Smith (the KMPC personality) and, as a bonus, wide-spread coverage that, if used properly, might just pay off in customers from the outlying areas.

Based on Ray's enthusiasm and his proof that people do listen to the radio during the wee-small hours, I gambled.

The approach we took for the commercials was to have Pete Smith tell his listeners to put the fun back into Christmas by making tree-selecting a family project—and, of course, getting the tree at a low price.

Our campaign started on Sunday, Dec. 11. By Thursday we were overwhelmed with people telling us "Pete sent me!" And Pete indeed had sent them—from Santa Barbara, from Orange county and from the San Fernando valley. Would you drive more than 50 miles with your whole family packed in the car just to pick out a Christmas tree?

In my 22 years at the Mar Vista Market I had never seen so much customer traffic. We were soon rid of the 5,000 Christmas trees I had contracted for. With over a week to go before Christmas I had no qualms in ordering another 5,000 trees. That wasn't enough! By Dec. 22 we had sold over 21,000 Christmas trees and had cleared more than \$20,000.

Not bad for a few days work, which really wasn't work. We weren't offering a whole lot of service. Customers had to pick out their own tree—for \$1, \$2 or \$3—a quarter would buy them a wooden base and we'd loan them a nail and a hammer. It turned out to be a real family project just as Pete Smith had promised.

Grocery Boost, Too ■ But that's not the entire story. We not only sold more trees than ever before, we had the biggest grocery week in the history of the store. What is even more significant is that since those "seven days in December"—as I refer to our radio campaign—there has been no appreciable letdown in the increased volume of business, which I directly attribute to the \$350 we wisely spent on radio advertising.

The big boys with the many stores and the huge advertising budgets are still around; but thanks to radio's ability to work with small budgets as well as large, they no longer stand as tall.



Dave Simmons attended the YMCA College in his hometown of Chicago. He migrated to Los Angeles 27 years ago. In 1945 he became the owner of the produce department at the Mar Vista Market (an independent supermarket in West Los Angeles). In 1958 Mr. Simmons purchased the entire store and has owned and operated the neighborhood grocery since that date. He is active in various civic and charitable organizations in the Los Angeles community.

Radio Station

WIL

In St. Louis

will be represented by the
EDWARD PETRY COMPANY
effective March 1, 1967

RCA
TR 70

NEWEST AND FINEST



Unexcelled Performance . . . Unequalled Features

COLOR TAPE RECORDER

...available today



The TR-70 Deluxe High Band Color Tape Recorder is the newest entry in a race where each new design "leapfrogs" the last. RCA engineers designing the TR-70 were not satisfied—dared not be satisfied—just to match the already available machines. They had to make the TR-70 better—much better. And they did. Thus, the TR-70 does everything, has everything (good) that the very best previously available recorder could boast of. But that's just the start. In addition it has a whole host of features and advantages not found in other recorders. Read on.

THE TR-70 DOES EVERYTHING

It produces the sharpest, most brilliant, truest color pictures you have seen. Makes superb color dupes through four generations. Offers all the wanted accessories—to electronically edit, compensate for dropouts, dimensional errors, variations in tapes. Operates at four switchable standards. And does it all more easily, more surely and more conveniently than ever before.

THE TR-70 HAS EVERYTHING

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

to install—just plug in modules: Velocity Error Correction, Automatic Chroma Control, Dropout Compensator and Remote Control. (Pixlock, Line Lock, ATC and Color ATC are part of basic machine.)

THE TR-70 HAS MORE

Features not available in other machines, features that make for better, easier, more convenient operation and maintenance. Such as all-front access, eye-level (and ear-level) monitoring, less floor space. Standard modules, all the same type, same extenders—easily removed (you don't need a screwdriver). Test points on front of panels, D-C metering panel, built-in FM test facility. Grouped operating controls, automatic guide positioning, foot-operated brake release. And many more. *To learn the whole story—hear all of the facts—call your RCA Broadcast Representative.*



The Most Trusted Name in Electronics

The World's First Teenage War Correspondent

BART'S BACK UP FRONT IN VIETNAM



Following full recuperation from his first tour, Bart McLendon returns to the combat zones of bristling Vietnam.

Bart McLendon, an ex-Marine, covers the war head-on — from soggy rice fields during skirmish night patrols, from the front cockpits of F-100's during low altitude air strikes, from half-lit, tangled jungles during raging firefights.

His first award-winning reports, interviews, and documentaries were aired over 47 radio stations — his columns read by millions in Chicago's **Sun-Times** and **53 Daily-News** wire affiliates.

Again, Bart McLendon's compelling coverage becomes immediately and exclusively available (as a public service) to broadcasters in the country's Top 100 markets.

**WRITE
WIRE
PHONE**

MITCHELL I. LEWIS, NATIONAL DIRECTOR OF PUBLIC AFFAIRS
2008 JACKSON STREET, DALLAS, TEXAS 75201
AREA CODE: 214-747-9311

CBS reshuffle: emphasis on youth

Network fall schedule begins to take shape with
CBS following ABC, NBC footsteps in dropping still-
popular over-50 appeal shows, adding new programs

The irresistible appeal of an expanding youth market is still taking age wrinkles off the face of network television.

A massive swing in TV program strategy to catch the fancy of younger viewers was apparent last week as CBS-TV announced its schedule for the 1967-68 season (see page 26). Developments indicated the evolution toward youth-catching fare—a clear movement for several years, especially at ABC-TV and NBC-TV—had just about run full course.

CBS-TV was cutting well-known programs from its schedule and it served to emphasize that some of television's familiar series were aging and so were their audiences.

The most notable casualty was the 12-year-old *Gunsmoke* which, for all its longevity, was still sporting a 21.7 rating and a 35% share of audience. But the guns that shot down *Gunsmoke* were hidden in another drawer. Break-outs from the latest A. C. Nielsen Co. report on the show indicate the program's audience was almost twice as large in the 50-and-over age group as in the 18-to-34 category.

Among male viewers of *Gunsmoke*, according to this report, little more than half as many fell in the latter spread as in the 50-and-over group. A similar pattern was discernible among female *Gunsmoke* watchers.

Other programs to fall victim of the demographic facts in the CBS-TV lineup include the game shows *I've Got a Secret*, *What's My Line* and *To Tell the Truth*, plus *Candid Camera*. These four half-hours, all considered heavies in terms of too much weight at the upper end of the age scale, had occupied the 10-11 p.m. blocks on Sunday and Monday nights and have been among the most secure of established network shows. *To Tell the Truth* had run for 10 years and *What's My Line* for 17.

Old Folks Favorites ■ The head-of-household count for *Line* in the 65-and-over age group was more than double that for 35-to-49 and three times larger than the under-35 group. *Secret's* 65-

and-over count nearly doubled its under-35 category and its 50-to-64 audience held a similar advantage over its 35-to-49's.

It was apparently the end of the CBS prime-time line for Goodson-Todman, whose game shows have speckled day and nighttime television schedules for years. No G-T game shows will appear in prime-time next season, but Mark Goodson, partner in the famed game-show factory, thinks the deletions represent considerably more than simple attention to audience demographics.

Mr. Goodson said the move to more movies and 90-minute movie-type productions is making it harder for half-hour programs in general, game shows or any other kind. "When they're up against the long shows and the movies there's a good chance they won't even be sampled," he said.

An independent industry observer

thought the game shows would have gone some time ago if it weren't for their attractive production costs—about \$35,000 per half-hour, compared to \$75,000 or more for a usual half-hour network film show.

Allen Funt, whose candid camera got chopped down with no apparent advance notice, listed among other laments in a radio interview last week that *Camera* had acquired an old-folks audience image (see page 27).

The rescheduling at CBS comprises eight new shows, one a 90-minute western called *Cimarron Strip* that will lead off Thursday nights at 7:30, three hours and four half-hours and a reshuffling of six current programs into new time periods.

View at NBC ■ A spokesman for NBC-TV doubted there'd be a single instance of program pruning in its schedule that could be attributed to old-age audience. Their cutting, he thought,

Ten shows get the axe on CBS this fall

Now that CBS-TV has announced what shows will be on its nighttime schedule next fall, what comes off?

The panel show as a vehicle, for one, and consequently, a substantial portion of what CBS has remaining in weekly live-on-tape entertainment. Exceptions to this: *Jackie Gleason*, *Smothers Brothers* and *Ed Sullivan*.

Ten shows in all go off. Aside from six of these being live-on-tape, six of the 10 programs have been on the CBS schedule four or more seasons: The oldest, *What's My Line?*, is playing its 17th on CBS, *I've Got a Secret* its 15th, *Gunsmoke* its 12th, *To Tell the Truth* its 10th, *Candid Camera* its seventh, and *Danny Kaye Show* is in its fourth.

The six weekly live-on-tape shows that will not return in the fall are

What's My Line, *Candid Camera*, *To Tell the Truth*, *Danny Kaye Show*, *I've Got a Secret* and *Coliseum*. Two mid-season replacements, *Mr. Terrific* and *Coliseum*, are among the nonreturnees. Another, *Smothers Brothers*, which hit the ratings bigtime against *Bonanza* on NBC in the Sunday, 9-10 p.m. period that's always been difficult for CBS, will be carried into the new season. *Pistols & Petticoats* will not return.

Come next fall, the three live-on-tape entertainment shows being retained will be joined by the newly scheduled *Carol Burnett Show*, a total of four hours of weekly programming in the tape form, down two hours from the current schedule.

CBS RESHUFFLE: EMPHASIS ON YOUTH continued

would result from general rather than specific rating anemia.

Among the programs dropping out of the NBC-TV schedule next season are *Hey, Landlord* and *The Andy Williams Show* (Sunday), *Captain Nice* and *Road West* (Monday), *Girl from U.N.C.L.E.* and *Occasional Wife* (Tuesday), *Chrysler Theater* (Wednesday), *T.H.E. Cat* and *Laredo* (Friday), and *Please Don't Eat the Daisies* and *Flipper* (Saturday).

Of these dropouts *Andy Williams* and *Chrysler Theater* weigh heavy on the old-age scale but both are reported by the network to be leaving for other reasons: *Andy Williams*, reportedly because he doesn't want to do a weekly show (he would have been back otherwise, says the network) and *Chrysler Theater* because the automaker is cutting back ad budgets, presumably as a result of the softer market for cars.

Whatever the reason for the *Williams* show departure, a recent Nielsen analysis indicates more than twice as many of its male viewers were in the 50-and-over age group as in the 18-34 age group. Women 50 and over watching *Williams* also outnumbered the 18-34 group by also almost two to one.

The Road West also shows a substantial margin of older viewers. *Please Don't Eat the Daisies* has a relatively

flat age profile.

New Shows Uncertain ■ NBC-TV officials were mum on new-season program replacements. They claim to be still at work on the prime-time chart and plan to release their final choices at their affiliates convention in Beverly Hills March 12-14.

Other sources talked more freely of the network's plans.

The biggest NBC hole to be plugged appears to be on Friday night, where *T.H.E. Cat* and *Laredo* are being dropped. A tentative NBC schedule lacks two Friday-night decisions to fill the gap between *Tarzan* and *Bell Telephone Hour* which is thought to be moving into the 10-11 p.m. spot that has been held by *Laredo*.

Other highly questionable periods for NBC are Sunday 8:30-9 and Tuesday 8:30-9. Ad agency sources say the latter spot will probably go to a situation-comedy, *Everwhere a Chick Chick* or *Sheriff Who*.

Tentative NBC plans for 1967-68: Sunday, *Walt Disney*, *Bonanza* and *High Chaparral*; Monday, *The Monkees*, *The Man From U.N.C.L.E.*, *Danny Thomas* and *Run for Your Life*; Tuesday, undecided up to 9-11 movie; Wednesday, *Virginian*, *Kraft Theater* and *I Spy*; Thursday, *Ironsides*, *Gannon* (one-hour spy show), *Dragnet* and

Dean Martin; Friday, *Tarzan* and *Bell Telephone Hour*; Saturday, *Maya*, *Get Smart* and movies.

No ABC Old-Age Problem ■ ABC-TV, like NBC-TV, has yet to make a formal announcement of its new-season prime-time grid but a tentative preliminary schedule can be pieced together from the comments of various agency programming officials.

This network, which has done most to acquire a youthful image, does not appear to be axing any current shows because of old-age appeal. In fact, ABC is ridding itself of *Combat*, whose most recent Nielsen rating was 18.8 and whose 49-and-under audience was easily more than twice the size of its audience 50 and over.

To replace *Combat* it's got another war series, *Garrison's Gorillas*, another Selmur Productions effort.

ABC-TV's tentative lineup: Sunday, *Voyage to the Bottom of the Sea*, *FBI* and movies; Monday, *Iron Horse* (or possibly *Hondo*, another western), *Rat Patrol*, *Felony Squad*, *Peyton Place* and *Big Valley*; Tuesday, *Garrison's Gorillas*, *The Invaders*, *Peyton Place* and an unnamed variety show (or possibly *Hollywood Palace*); Wednesday, *Taygar*, *Dilby* (or *Pickle Brothers*), *The Second Hundred Years* and movies; Thursday, *Batman*, *The Flying Nun*, *Bewitched*, *That Girl*, *Peyton Place* and *The Avengers*; Friday, *Off to See the Wizard*, an unnamed hour western, *Mrs. Thursday* (which is a British show about a cleaning woman who inherits an estate) and a variety show; Saturday, *Dating Game*, *Newlywed Game*, *Lawrence Welk*, *Will Sonnett* and *Iron Horse* (or *Hollywood Palace*).

Fall schedule announced by CBS

The evening schedule for CBS-TV for the fall of 1967 has been announced as follows (N=new; NT=new time period):

SUNDAY

7-7:30—*Lassie*
7:30-8—*Gentle Ben* (N)
8-9—*The Ed Sullivan Show*
9-10—*The Smothers Brothers Comedy Hour*
10-11—*Mission: Impossible* (NT)

MONDAY

7:30-8—*Gilligan's Island*
8-8:30—*Doc* (N)
8:30-9—*The Lucy Show*
9-9:30—*The Andy Griffith Show*
9:30-10—*Family Affair*
10-11—*The Carol Burnett Show* (N)

TUESDAY

7:30-8:30—*Daktari*
8:30-9:30—*The Red Skelton Comedy Hour*
9:30-10—*Good Morning, World* (N)

10-11—*Dundee and the Culhane* (N)

WEDNESDAY

7:30-8:30—*Lost In Space*
8:30-9—*The Beverly Hillbillies*
9-9:30—*Green Acres*
9:30-10—*He and She* (N)
10-11—*CBS News Hour* (NT)

THURSDAY

7:30-9—*Cimmaron Strip* (N)
9-11—*CBS Thursday Night Movies*

FRIDAY

7:30-8:30—*The Wild, Wild West*
8:30-9—*Gomer Pyle* (NT)
9-11—*CBS Friday Night Movies*

SATURDAY

7:30-8:30—*The Jackie Gleason Show*
8:30-9—*My Three Sons* (NT)
9-9:30—*Hogan's Heroes* (NT)
9:30-10—*Petticoat Junction* (NT)
10-11—*Mannix* (N)

National Nielsens give CBS 3 in row

CBS-TV last week won its third national Nielsen report in a row this season. Average audience ratings for the three TV networks for the two-week period (7:30-11 p.m.) through Feb. 5 were: CBS—21.0, NBC—19.5 and ABC—18.4.

Both CBS and NBC have now led in five of the 10 reports this season. Though ABC has not led in any one report, its score last week was its highest rating level reported for the 1966-67 year. For the season as a whole, NBC claims the lead with a 19.5, as against 19.4 for CBS and 17.0 for ABC.

Nielsen's report also gave its final ratings score on the Super Bowl football game (see page 27).

Three so-called "second season" programs landed among the top 30 in the national Nielsens. They are NBC-TV's *Dragnet* (16th place) and CBS-TV's

Funt admits 'Candid Camera' pays him over \$600,000 a year

Producer Allen Funt provided radio listeners last week with eye-opening details of the high finance and maneuvering associated with his *Candid Camera* series—which is not returning to CBS-TV for the 1967-68 season.

Mr. Funt appeared for three hours on the *Barry Farber Show* on WOR New York (11:15 p.m.-5:30 a.m.) shortly before CBS-TV unveiled its new fall schedule on Wednesday with *Candid Camera* conspicuously absent.

He said it was humiliating to learn first from the newspapers that *Camera* was being dropped but made it abundantly clear in discussing financial rewards of the series that he was not seeking sympathy.

It's a Living ■ He indicated that in the current year he will earn over \$600,000 as co-producer and co-host—"six times what the President of the United States does."

"It's sickening, it's absolutely sickening, for anybody to get the kind of money that television performers are paid," he said.

But beyond Mr. Funt there were other individuals to share the wealth generated by *Camera*, he reported. He said his agent, Ted Ashley, currently receives a weekly commission of \$7,500 for having sold the program seven years ago. The series is now priced at \$75,000 a week.

And in order to get *Candid Camera* on the *Garry Moore Show* as a weekly segment in the first place, Mr. Funt reported, he had to cut in



Bob Banner, producer of the Moore show, for a 50% interest. Mr. Funt also offered an unconventional view on show pricing: "I believe television and radio shows should be cheaper every year, because as they go on and as they age, they should de-escalate instead of escalate their prices. Why should we, seven years after we started, cost so much more than we did when we were the hottest, you know, in the top ten?"

If Mr. Funt and his cohorts are shedding any tears over the demise

of *Camera* in prime time, they'll be crying all the way to the bank. He said all parties to the show's production share in a generous capital-gains deal under which CBS can rerun *Camera* in the daytime for five years. It is now in the daytime lineup.

Mr. Funt said his own interest in the show was "substantial" and that "in a certain length of time I will own it all."

He said he was confident that in time *Camera* would be "renewed or resold" but appeared to oppose syndication, which he said "is only a way to make money." He thought the difference between exposure on a network and in syndication is "the difference between a Tiffany product and a dime-store product," but added he "may have to eat those words."

No Hard Feelings ■ He stressed several times that he did not begrudge the money that went and will go to Mr. Banner and others, pointing out that they made the series possible.

In another revelation Mr. Funt said that for commercial reasons television generally was sensitive about having too many Jews on an entertainment program. He said the rationale was that if a program is "too centered in New York, we know the rest of the country feels it is a Semitic kind of show." But he added that the desire to achieve a diversity of religious faiths and a broad sampling of different geographical settings was not unreasonable for a show directed at the entire country.

Smothers Brothers and Mr. Terrific (17 and 27 respectively).

National Nielsen Ratings
Top sponsored network television programs
Based on Nielsen estimates in first NTI report
for February 1967 (two weeks ending Feb. 5)*
Nielsen average audience (f)

Rank		Rating
1	Dean Martin Show** (NBC)	30.1
2	Andy Griffith Show (CBS)	29.9
3	Red Skelton Hour (CBS)	29.7
4	Lucy Show (CBS)	28.2
5	Jackie Gleason Show (CBS)	27.7
6	Bonanza (NBC)	27.1
7	Ed Sullivan Show (CBS)	26.2
8	Bewitched (ABC)	25.8
9	Daktari (CBS)	25.7
10	Green Acres (CBS)	24.9

*Subject to definitions and reminders contained in the NTI report. These are available upon request.

**Telecast only one week of this report interval.
(f) Households reached during the average minute of the program.

(s) "Special" or pre-empting program.

They're still playing The Super Bowl

Revised and "final" Nielsen figures on the dual coverage by CBS-TV and NBC-TV of the Super Bowl football game on Jan. 15 still gave CBS-TV the nod in the audience race. But still unsettled was which network captured the cost-per-thousand competition.

Nielsen did a retabulation of figures released two weeks ago (BROADCASTING, Feb. 13) and the latest compilation adds slightly to NBC's audience rating. The latest Nielsen recapitulation shows NBC had a rating of 18.5, reached 48% of persons tuned in to the game for a total of 24,070,000 people per minute in 10,160,000 homes. The comparable CBS-TV figures were rating, 22.6; percentage of people tuned in, 52; people

per minute, 26,750,000, and households, 12,410,000.

There was a wide difference in cost-per-thousand-persons and homes-reached figures, depending on which network was providing the information. CBS sources said the CPM figures were as follows: for homes, \$6.85 for CBS and \$6.89 for NBC and for people, \$3.18 for CBS and \$2.91 for NBC. On the other hand, NBC sources said the cost-per-thousand figures were: for homes, \$6.40 for NBC and \$6.85 for CBS and for people, \$2.70 for NBC and \$3.20 for CBS.

It is known that CBS charged more per commercial minute than NBC for the game. CBS based its CPM conclusions on \$85,000 a minute for CBS and \$70,000 for NBC, while NBC reached its cost-per-thousand estimate on \$85,000 a minute for CBS and \$65,000 for NBC.

Streamlining begins for time standards

NAB TV code board votes to approach problem by focusing on a three-way over-all view

The television code board of the National Association of Broadcasters last week began what Howard Bell, code authority director, called "a long overdue" project—a simplification of the time standards for television advertising.

At its meeting in Scottsdale, Ariz., Tuesday and Wednesday (Feb. 21-22), the nine-man code board unanimously adopted a "concept" that would see the standards rewritten with the emphasis on program interruptions and total non-program time.

In essence the concept would establish three basic standards:

- The total allowable nonprogram time in all periods.
- A limitation on the number of program interruptions.
- A limitation on the number of appeals to viewers during each hour.

Also under consideration is the "eventual elimination of the distinction between prime time and all other time." Mr. Bell said he could see "no logical reason" to keep the two types of times, but he feels elimination of the difference may have to be done in stages. "It won't happen overnight," he added.

(The code now calls for a maximum of 10 minutes, 20 seconds of commercial material in prime time, and 16 minutes, 20 seconds in all other times and limits consecutive announcements to three. Commercial material in all times includes billboards, promos for other programs, below-the-line credits and commercial copy. Public-service announcements are also included in prime time counting.)

(The code also defines station breaks and the maximum amount of material allowed in breaks, multiple-product announcements, prize identification, and billboards. It urges "care" in placement of nonprogram material, and "condemns or discourages" all but "casual reference" by talent in a show to another's product or service under any trade name.)

One of the significant things about the code board's action, Mr. Bell said, was that "for the first time we're standing back from the code a bit and trying



Mr. McCollough



Mr. Bell

to look at the whole problem instead of trying to solve each little problem as it comes up."

Instead of the usual "patchwork approach" of the past, he continued, "we're talking about basic philosophy."

Responsibility of broadcasters to the public was also touched on by Mr. Bell.

He described the objectives as creating "standards which are easier for the broadcaster to implement and which the public itself can more readily appreciate and understand."

As the time standards have increased in complexity, he said "they have been extremely difficult to administer from both the code authority's and broadcaster's standpoint. We have been involved with minutiae of detail and fine distinctions such as integrated vs. piggyback spots, above-the-line as opposed to below-the-line credits."

Does Public Understand? ■ He pointed out it is getting increasingly hard for the broadcaster "to live with such a complicated bit of machinery." In addition, he went on, "many of these complex details are also not understood or appreciated by the public. We doubt seriously if the public now makes some of the distinctions we now make, and if the public doesn't, then we're not serving it the way we should."

For the time being the code board did not buy the proposal outlined by NBC-TV that would have removed the current limits on the number of back-to-back commercials in favor of a limit on the number of interruptions (CLOSED CIRCUIT, Feb. 20).

The NBC proposal included defining prime time as 7:30-11 p.m. (it is now a locally established three-hour period between 6 p.m. and midnight); eliminating the 10-minute, 20-second limit on commercial time in prime time and replacing it with a 12-minute limit on all nonprogram material; setting a limit on the number of interruptions in a given hour, and restricting to 24 the number of viewer appeals per hour.

However, the code board's concept follows the NBC approach, and eventually that may be the path that is followed.

But before the decision is made, the code authority will put much of the responsibility for formulating new standards in the laps of the broadcasters.

By late this week Mr. Bell hopes to have letters in the mail to all TV stations, subscribers and nonsubscribers, asking their help. He will outline the concept and then ask them to assume that standard X is in effect (e.g. only six interruptions per hour and a total of 12 nonprogram minutes). The broadcasters will then be asked if such a plan makes sense, if it is feasible and what effect it will have on their ability to operate.

The whole purpose of such a study, Mr. Bell said, is to get from the field a "realistic appraisal" of what will happen under various circumstances.

Letters will also go to the American

Association of Advertising Agencies and the Association of National Advertisers asking for their comments.

In addition, Mr. Bell said, the code authority would seek the assistance of NAB's research committee, primarily to develop a research study on viewer reaction to various types of non-program-element placement. As a prelude to such a study, however, the code authority may seek stations that are willing to vary from the normal commercial placement and test the new concepts on-air.

The code board will be looking for fast work on this problem because it would like to present a formal recommendation to the NAB TV board in June. The code board is now aiming for an early June meeting so it can get its proposal in shape before the parent board's meeting June 25-July 1.

As outlined by the code board, the change will meet three objectives:

- Maintaining a reasonable standard "related to the public interest, public understanding and public concern."

- Simplifying and streamlining the standards.

- Providing a reasonable degree of flexibility to subscribers.

The Thinking ▪ The whole theory of the move was spelled out by one code board member as "turning the decisions on how to run a shop back to the broadcaster himself without lowering standards."

Although no one denied that the time standards were becoming increasingly involved, he said, they were getting "bogged down in details over every little picky item . . . [and] they weren't serving the best interests of everybody involved, particularly the viewer."

In a statement following the code board's move, Clair McCollough, Steinman Stations, Lancaster, Pa., code board chairman, said the board is calling "on all broadcasters to examine this concept in the light of their own community needs and the operational problems at their station . . . we seek the advice and counsel of all interested parties."

Agency appointments . . .

- Hilton Hotels Corp., Chicago, names McCann-Erickson there as agency for new line of cosmetics and other related products under label of Lady Hilton.

- McDonald's Southeastern Wisconsin Association, Milwaukee, names Cooper, Strock & Scannell there as agency effective March 1. Billings will exceed \$100,000.

- The Roquefort Cheese Association, New York, has appointed Dreher Advertising, same city, to handle advertising and promotion. Extensive campaign is being prepared for April showing.

BROADCASTING, February 27, 1967

Smoking in commercials still OK

By a vote of six to three the National Association of Broadcasters television code board last week turned down a proposal to ban smoking of cigarettes in commercials. The action came at the TV code board meeting in Scottsdale, Ariz.

Howard Bell, director of the code authority, had proposed the action as an addition to the cigarette guidelines approved by the code board last October (CLOSED CIRCUIT, Feb. 20). The code board is reported to have felt that the present guidelines, which are aimed at restricting the appeal of cigarettes to youth, are

sufficient, although it did not vote a reaffirmation of them.

One cigarette manufacturer, Brown & Williamson, has attacked the present guidelines, which still have not been put into effect. Four B&W spots have failed to meet the guideline standards and the cigarette maker and its agency, Ted Bates, had refused to act on the spots until the code board met.

It is expected that the guidelines will be put into effect shortly and that a meeting will be held with Bates to resolve the difference of opinion.

Code drive paying off

48 radio outlets in Ala. signed; Miss. and Ga. next in NAB campaign

In one week Alabama went from 45th to 11th place in state rankings of subscribers to the National Association of Broadcasters radio code. The jump was directly attributable to a concerted subscriber drive conducted in the state by NAB headquarters and field men.

Beginning a three-week, tri-state drive with Alabama, the seven-man team signed 48 radio stations, more than double the 44 already in the code. Prior to the campaign, the 44 members made up only 27.2% of the 162 operating AM and FM stations in the state. Addition of the 48 members gives the code 92 stations (56.8%).

The NAB team made 92 calls on stations and worked closely with Julius Talton, WHBB Selma, president-elect of the Alabama Broadcasters Association, who laid the groundwork for the campaign. The NAB task force was made up of Charles Stone, radio code manager; William Carlisle, vice president for station services; Alvin King, director of state association liaison, and Spencer Denison, Oliver Henry, Ernest Sanders and Dan Valentine, field representatives.

The subscriber drive continued in Mississippi last week and will conclude in Georgia this week. Mississippi with

13 subscribers out of 105 operating station ranks 50th with 12.4%, and Georgia with 62 subscribers out of 200 stations ranks 44th with 31%.

The new Alabama subscribers are: WARI Abbeville; WCTA and WNBX(FM), both Andalusia; WHMA-AM-FM Anniston; WJOF(FM) and WKAC, both Athens; WAUD Auburn; WENN, WJLD-AM-FM, WVOK and WYDE, all Birmingham; WBSA Boaz; WBTS Bridgeport; WAGC Centre; WBIB Centerville; WKLF-AM-FM Clanton; WAJF, WHOS and WDRM-FM, all Decatur; WXAL Demopolis; WBLO Evergreen; WABF Fairhope; WTCB Flomaton; WJOI Florence; WZOB Fort Payne; WJBY and WLJM-FM, both Gadsden; WGEA Geneva; WBHP Huntville; WARF Jasper; WJAM Marion; WMOO Mobile; WMFC-AM-FM Monroeville; WAJM-FM, WAPX and WMGY, all Montgomery; WLCB Moulton; WFHK Pell City; WPID Piedmont; WVSM Rainsville; WELR Roanoke; WWRW Russellville; WTLS Tallahassee and WNPT Tuscaloosa.

Earlier the code announced a net gain of 30 stations between Nov. 15 and Dec. 15, 1966.

During that period 58 stations joined the code and 28 withdrew. The TV code, in the same period, added two more members: KRCG(TV) Jefferson and KMOS-TV Sedalia, both Missouri.

Radio additions: WTQX Selma, Ala.; KAWT Douglas, Ariz.; KAVR Apple Valley, KIFM(FM) Bakersfield, K1OT Barstow, KRDU Dinuba, KROP Brawley, KWTC Barstow, KWXY Cathedral City and KZON Santa Maria, all California; WCSJ Morris, Ill.; KLEY Wellington and KNIC Winfield, both Kansas; KALB-AM-FM Alexandria, KEVL White Castle and KPLC-FM Lake Charles, all Louisiana; WVAL Sauk Rapids, Minn.; KWOS Jefferson City, Mo.; KHAP Aztec, N. M.; WRNB New Bern, N. C.; WCSM-AM-FM

Bleats against TV make an advertiser weary

Television programing this season has improved generally both in content and production quality despite the "viewing with alarm" of many critics, Ward S. Hagan, director of marketing for Household Products Division of Colgate-Palmolive, said in a talk to Chicago's Broadcast Advertising Club.

Yes, he said, and there still is creativity in advertising and it's improving all the time. Advertising agencies everywhere also are doing better jobs and have been accepted as "mar-

keting partners" by their clients, he noted, disproving the cliché that it could only happen in Manhattan. And manufacturers really do know something about the consumer and his needs and are providing products that meet them, the C-P executive emphasized.

In fact, Mr. Hagan said he had gotten so tired of people taking pot shots at the business of broadcasting and advertising that he just had to go out to Chicago and say something cheerful.



Mr. Hagan (second from left) probably got an amen from many of the advertiser and agency executives present including (l to r) Paul Greenfield, executive vice president of Edward H. Weiss & Co.;

Robert Daubenspeck, vice president, broadcast media, Foote, Cone & Belding, and Martin J. Simmons, executive vice president and treasurer of Stern, Walters & Simmons Inc.

Celina, WMVR-AM-FM Sidney and WTVN-FM Columbus, all Ohio; KWFS-AM-FM Eugene, Ore.; WIVK-AM-FM Knoxville and WTNE Trenton, both Tennessee; KAML Kenedy-Karnes City, KBEC Waxahachie, KBER San Antonio, KBOP Pleasanton, KCTX Childress, KFYN Bonham, KGRI-AM-FM Henderson, KGTV Georgetown, KISS(FM) San Antonio, KIUN Pecos, KKAS Sisbee, KMAC San Antonio, KMCO Conroe, KMSC-FM Houston, KNET Palestine, KOPY Alice, KSIX Corpus Christi, KTHT Houston, KTLW Texas City, KTXJ-AM-FM Jasper, KVIL-AM-FM Dallas, KVMC Colorado City and KWRD Henderson, all Texas; WRDS South Charleston, W. Va.

Stations withdrawn: KEAP Fresno and KXOA-AM-FM Sacramento, both California; WAVP Avon Park, Fla.; WRLD West Point and WLET-AM-FM Toccoa, both Georgia; WCRA-AM-FM Effingham and WINI Murphysboro, both Illinois; WAIN Columbia, Ky.; WRJW Picayune and WDAL Meridian, both Mississippi; KPTL Carson City, Nev.; KTMC McAlester, Okla.; KUIK Hillsboro and KORE-AM-FM Springfield, both Oregon; WCNB Bloomsburg, Pa.; WGRV-AM-FM Greeneville, Tenn.; KSTA Coleman,

KTER Terrell and KXOL Forth Worth, all Texas; WRGM Richmond, Va.; KLOG Kelso, KSPO Spokane and KVAN Vancouver, all Washington.

Commercials in production . . .

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

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

'Cleveland Plain Dealer,' Cleveland (newspaper); musical logo for radio. Charles Barclay, production manager. Agency: Meldrum & Fewsmith Inc., Cleveland. Wally Kinz, account executive. Truman Rice, agency producer.

Focus Presentations Inc., 400 Park Avenue, New York 10022.

Procter & Gamble, Cincinnati (Downy); three 60's for TV, live on film. Chris Ishii, production

director. Agency: Grey Advertising, New York. Bill Fertig, agency producer.

Jefferson Productions, 1 Julian Price Place, Charlotte, N. C. 28208.

Gulf Oil Corp., Pittsburgh (promotion); three 20's for TV, live on tape. Reg Dunlap, production manager. Agency: Young & Rubicam, New York. Jim Rast, account executive. Walter Eckley, agency producer.

General Electric Co., Bridgeport, Conn. (power tools); one 60 for TV, live and animated on tape, color. Reg Dunlap, production manager. Agency: Clyne Maxon, New York. Tony Russo, agency producer.

First National Bank of Maryland, Baltimore (savings); two 60's for TV, live on tape, color. Reg Dunlap, production manager. Agency: W. B. Doner & Co., Baltimore. Barry Wiseman, agency producer.

Coca-Cola Co., Atlanta (Tab); one 20 for TV, live on tape, color. Reg Dunlap, agency producer. Agency: McCann-Erickson, New York. Heyward Siddons, agency producer.

Rival Pet Foods, Chicago (pet foods); six 60's, one 10 for TV, live on tape. Reg Dunlap, production manager. Agency: Dancer-Fitzgerald-Sample, New York. Bert Sapperstein, agency producer.

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

C&P Telephone Co. of Virginia, Washington (service); three for TV, on tape, color. Len Levin, director. Agency: Cargill, Wilson & Acree, Richmond, Va. Rudy Ward, agency producer.

Movierecord Inc., 845 Third Avenue, New York 10022.

Eastman Kodak Co., Rochester, N. Y. (Kodak International); three 60's for TV, live. Agency: J. Walter Thompson, New York. John Sircus, agency producer.

Liggett & Myers Tobacco Co., New York (Chesterfields); one 60 for TV, live. Agency: J. Walter Thompson, New York. Alfred Scott, agency producer.

American Home Products, New York (Black Flag insecticide); one 60 for TV, animated. Agency: Dillion-Cousin, New York. Richard Cousin, agency producer.

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

Orkin Exterminating, Atlanta (pest control); two 60's for radio, jingles. Bud Smalley, production manager. Agency: Kinro Advertising, Atlanta. James C. Llewellyn, account executive.

Arwell Inc., Atlanta; two 60's for radio, jingles. Wilson Northcross, production manager. Agency: Kinro Advertising, Atlanta. Jim Llewellyn, account executive.

American National Bank & Trust Co., Fort Lauderdale, Fla. (services); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Also in advertising . . .

Formed and located ■ Kabaker Gregory Inc., recently formed advertising agency, has located at 5670 Wilshire Boulevard, Los Angeles. Telephone number is (213) 937-4520. The agency was formed by Alvin Kabaker, formerly senior vice president and general manager of Compton Advertising's western division, and Frank Gregory, formerly account executive at same agency.

Name change ■ A Los Angeles-based agency, Brewer/Holzer/Taylor Inc. has changed its name to Holzer/Taylor/McTighe/Dawson Inc. The change re-

More people watch Channel 7 News ...here's a good reason why



This year, WHIO-TV's perennial winners of the Television Division, Ohio News Photographers Association Contest walked off with:

FEATURE CATEGORY

2nd, Cassells;
3rd, Upthegrove;
Honorable Mention,
Cassells

GENERAL NEWS

1st (TIE), Tamaska,
Upthegrove;
3rd (no second
place), Tamaska

SPOT NEWS

3rd, Upthegrove;
Honorable Mention,
Cassells, Tamaska

SPORTS

1st, Upthegrove;
2nd, Upthegrove

TEAM FILMING

One award,
Cassells and Tamaska

Thousands of people watch WHIO-TV for the best news coverage in the rich Dayton market. First in full color, film and studio, WHIO-TV news presentations are excellent spot buys for the national advertiser.



Represented by Petry



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

Katz Radio enlarges auto-promotion plan

Newspapers for years have increased their automotive advertising billing through the use of special automobile editorial feature sections at new-car-model time each fall.

Radio has its own similar promotion format now too, thanks to the Katz Radio Division of the Katz Agency Inc., national station representation firm. It is called MotoRally, an on-the-air auto showroom traffic-stimulation plan that worked success-

fully last fall on 32 stations and will be expanded this year to about 100 outlets. If the success story is repeated, the concept will be offered to the entire radio industry after that.

This was the news told to Detroit automobile marketing men and their advertising agency representatives last week during a luncheon presentation given in the motor capital by Katz Radio executives. The news appeared to be well received, based

on the initial reactions of the nearly 100 present, all of whom were quite aware of the softening in new car sales so far this calendar year.

Could Surpass Print ■ "This radio promotion could expand into a comprehensive publicity effort equal to if not surpassing the support offered to the automobile industry by print media," noted E. A. W. (Ted) Smith, director of special project sales for Katz.

He noted that auto advertising in spot radio was over \$46 million in the first nine months of 1966, more than that spent in all of 1965. Ford was by far the leading spot-radio brand, followed by Plymouth, Chevrolet and Dodge.

Mr. Smith recalled that the idea for MotoRally originated last year in the representative's Detroit office and was accepted on an experimental basis by 32 stations. They ran a wide range of promotional announcements, editorials, dealer interviews, contests, parades and other events under the MotoRally banner to support and merchandise the new-car advertising schedules.

Even if by some chance MotoRally doesn't go national, he said, some stations report they will set up their own local promotional campaigns because the concept produced so much new local business for them quite apart from the traditional factory dollars out of Detroit.



Discussing Katz Radio concept for auto advertising, 'MotoRally,' at Detroit meeting are (l to r) Richard D. O'Connor, Campbell-Ewald; Ray

Post, Chevrolet Division of General Motors, and James L. Greenwald, vice president of Katz Radio, New York.

fects the recent departure of Don Brewer who joined Jack Lawlor Advertising, Los Angeles, and the promotion of James D. McTighe and William Dawson to agency principals and vice presidents. Lou Holzer continues as chairman of the board.

Creative firm opens ■ Arts, Amusements, And So Forth Ltd. is the new film editorial firm established by Tony Granata, former senior film editor at Syncro Film Service. The new company will work mainly with commercials, although it will also service documentaries and features. It is located at 45 West 45th Street, New York; phone is (212) 582-6380.

Driver profile ■ A report that relates high mileage driving and radio listening is being made available by Radio Advertising Representatives Inc. The report, based on Westinghouse Broadcasting Co. studies made in five mar-

kets served by RAR-represented stations (New York, Chicago, Boston, Pittsburgh and Fort Wayne), notes that as annual mileage increases so does radio listening. Titled "Cars and Customers," the radio rep firm's report presents a profile on driver demographics, auto ownership and brand share of the market.

New rooms ■ Broadcast Sales Inc., New York, has moved to larger quarters at 745 Fifth Avenue. New phone number is (212) PLaza 9-8200.

Retail trends analysis ■ E. B. Weiss, vice president and director of special merchandising service, Doyle Dane Bernbach, New York, has released a roundup study of the newer trends in retailing, specifically those in mass retailing, food chains, department stores, drug outlets, variety chains, discount retailing, controlled label and robot retailing. "Retail trends that will shape tomorrow's marketing," is Mr.

Weiss' third such study made within the last four years in this field.

Business briefly . . .

Wham-O Manufacturing Co., San Gabriel, Calif., through Marlin Advertising, same city, will break \$400,000 national spot TV campaign in March to introduce new product, "Super Stuff." Introductory push will run for five weeks in more than 100 markets. About 200 stations will be used. Wham-O makes novelty toys.

United States Borax & Chemical Corp., Los Angeles, through McCann-Erickson Inc., same city, has bought six-month schedule of nighttime and daytime participations on ABC-TV for Borateem new laundry additive.

General Brewing Corp., San Francisco, through BBDO, same city, will spend about \$3 million this year to promote Lucky Lager and Lucky light draft beer brands. Campaign, featuring new

theme "There's No Other Beer Like a Lucky," will be on from 150 to 200 radio stations and on a still undetermined number of TV stations in 11 western states.

General Foods Corp., White Plains, N. Y., through Grey Advertising, New York, is test-marketing with TV its crystal sweet sugar substitute in Texas and Michigan markets.

Corning Glass Works (consumer products division), Corning, N. Y., will use 37 one-minute commercials on network TV between March 7 and May 10 (20 in *Today* show on NBC, 17 in variety of CBS nighttime programs). Most of commercials are multi-product messages, advertiser said, noting that this is the second season of its concentrated advertising on network TV. Carl Ally, New York, is agency.

North American Philips Co., New York, for Norelco cassette and tape recorders plans record \$1.5 million advertising budget in 1967 (20% over last year). Campaign theme "we re-invented tape recording" will be backed with spot TV in major markets. Norelco's agency, LaRoche, McCaffrey and McCall, New York, has prepared several one-minute color commercials, each allowing for 10-second dealer tie-ins.

Singer Co., through J. Walter Thompson Co., both New York, will sponsor one-hour music special, *Herb Alpert and the Tijuana Brass*, on CBS-TV Monday, April 24 (9-10 p.m.).

Buying spot is tough job

So, stations shouldn't
toss extra problems
into agencies' paths

Buying spot television is hard enough without the negative practices being thrust into the picture by some stations today, according to Edward M. Stern, vice president and director of media, Foote, Cone & Belding, Chicago.

Talking to the Chicago chapter of the Station Representatives Association last week, Mr. Stern said the area of control over what happens after a spot-TV buy is made has reached the crisis stage for agencies today. If advertisers don't get the air exposure in the manner or time they purchased it, he said, all of the fancy creative work and the other agency and station representative planning simply go down the drain.

"Agencies today are encountering billing discrepancies which cannot be

resolved for many spot-TV schedules," Mr. Stern said, warning that these cannot continue. Long delays in paying station bills are but one result, he explained.

Among the problems he cited are station failures to give spot rotations in the schedule as promised, failure to properly report which brands were aired when and confusing methods of listing makegoods. He also noted some stations won't tell an agency if its color commercial actually got on the air in color, explaining such refusal on the basis of since they don't charge extra for color they won't guarantee color.

Now and Then ■ As for this sort of color policy, Mr. Stern said, he wished to put stations on notice they would get by with a color miss now and then but "any flagrant abuse should cause us to strongly favor other stations over the offender."

Another practice Mr. Stern challenged is the running of late movie participations in a filler program after the conclusion of the movie. He noted one major station "had a secret policy" of overselling the late movie and then accommodating the extras in the post-movie filler show.

The FC&B official didn't have all bad news, however. Spot TV is much harder to buy than network, he noted, but this is the agency's job and FC&B is quite willing to tackle it. In fact FC&B will be buying even more spot TV this year, Mr. Stern said, probably some 50% more than it did just two years ago.



Mr. Stern

BAR's network report for week ending Feb. 19

The three TV networks added \$30,578,900 in net revenues in the week ended Feb. 19, bringing their total for the month to \$83,289,600 and for the year to that date to \$224,061,200.

The week's total was a little below the \$31,285,600 recorded the preceding week (BROADCASTING, Feb.

20).

The figures are estimates compiled by Broadcast Advertisers Reports and represent network revenues from time and program sales.

In the Feb. 13-19 week, BAR's estimates showed CBS-TV with \$11,659,200, NBC-TV with \$10,367,200 and ABC-TV with \$8,552,500. For

the year through Feb. 19 CBS-TV was shown with \$88,773,400, NBC-TV with \$73,732,400 and ABC-TV with \$61,555,400.

The following table presents BAR's estimates for the week and for the month and year through Feb. 19 by day-part, by television network and in total:

BAR Network-TV dollar revenue estimates—week ended Feb. 19, 1967
Net time & talent charges in thousands of dollars

Day parts	Networks	Week ended Feb. 19	Cume Feb 1-19	Cume Jan. 1-Feb. 19	Day parts	Networks	Week ended Feb. 19	Cume Feb 1-19	Cume Jan. 1-Feb. 19
Monday-Friday	ABC-TV	—	—	—	Monday-Sunday	NBC-TV	605.3	1,898.6	6,281.7
Sign-on-10 a.m.	CBS-TV	\$ 179.3	\$ 420.2	\$ 912.0		Total	1,829.3	5,641.7	17,181.9
	NBC-TV	325.4	807.3	1,869.2	Monday-Sunday	ABC-TV	5,598.9	15,724.1	40,938.9
	Total	504.7	1,227.5	2,781.2	7:30-11 p.m.	CBS-TV	6,082.7	17,248.6	45,423.9
Monday-Friday	ABC-TV	1,561.8	3,938.3	10,820.2		NBC-TV	6,973.9	17,892.2	45,206.0
10 a.m.-6 p.m.	CBS-TV	3,668.8	9,351.5	25,229.6		Total	18,655.5	50,864.9	131,568.8
	NBC-TV	1,734.1	4,441.8	13,126.4	Monday-Sunday	ABC-TV	36.0	226.4	475.4
	Total	6,964.7	17,731.6	49,176.2	11 p.m.-sign-off	CBS-TV	127.3	202.0	388.7
Saturday-Sunday	ABC-TV	1,015.5	2,884.5	6,192.9		NBC-TV	392.8	999.5	2,520.7
Sign-on-6 p.m.	CBS-TV	717.4	2,184.5	9,047.0		Total	556.1	1,427.9	3,384.8
	NBC-TV	335.7	1,327.0	4,728.4	Network totals	ABC-TV	8,552.5	23,841.9	61,555.4
	Total	2,068.6	6,396.0	19,968.3		CBS-TV	11,659.2	32,081.3	88,773.4
Monday-Sunday	ABC-TV	340.3	1,068.6	3,128.0		NBC-TV	10,367.2	27,366.4	73,732.4
6-7:30 p.m.	CBS-TV	883.7	2,674.5	7,772.2	Grand total all networks		\$30,578.9	\$83,289.6	\$224,061.2

Gas-pump hula

Car drivers in Alabama, Florida, Georgia, Kentucky and Mississippi who cruise into Chevron service stations this spring may be in for a little "island magic" besides gasoline and oil. Standard Oil of Kentucky plans to add a "come to Chevron island" theme to its "young ho" advertising campaign, backed up with spot radio and TV, print and outdoor advertising in those five states.

Emphasis will be on spot TV with 10- and 60-second color commercials. The campaign is being prepared by BBDO, New York, in association with Burton E. Wyatt & Co., Atlanta. Color commercials feature a sort of "dream" island, replacing the pump island, complete with hula dancers, palm trees, colorful flowers and a native drummer. Service stations will join the fantasy with posters, banners and other materials related to the island theme.

Radio-minded clients in new AKA's shop

A new agency, Ahrens-Kenerson Associates, New York, already has five clients and plans for radio advertising.

Marketing-Sales Director Roger H. Ahrens said last week: "Associated Artists Productions, which books acts like Sammy Davis Jr. and Herman and the Hermits around the country, will be using radio extensively. And Iris of Copenhagen, a growing chain of beauty salons will probably be getting into radio as well."

Another AKA client, The Paper Mill Playhouse, uses radio negotiated in trade deals. The Hebrew Arts School and Chappell & Co., the music publishers, are print accounts.

13% billing gain for KM&G

President Edward T. Parrack reported that Ketchum, MacLeod & Grove Inc. billed \$68.2 million in 1966, up 13.5% from their 1965 billing of \$60.1 million. The 45-year-old agency with headquarters in Pittsburgh and branches in New York, Houston and Washington, indicated that 1967 billings would range from 12% to 15% above 1966.

P&G, FTC agree on Folger acquisition

A consent order was signed last week by the Federal Trade Commission and the Procter & Gamble Co. under which the firm will sell a Houston coffee plant and the FTC approved the acquisition of J. A. Folger & Co., the largest independent coffee producer in the U. S.

The Houston plant was one of five acquired by P&G in 1963. The accord ordered the sale of the plant within five years and placed other restrictions on the firm. These include one that forbids P&G from accepting any media discounts or rate reductions on coffee advertising that result from advertising of its other products for the next five years and another prohibiting it from conducting any coffee promotion in conjunction with any of its other products for the same five-year period.

P&G President Howard Morgens said the agreement did not signify the firm admitted any wrongdoing. He said the giant firm had grown through its own product development rather than by acquisition.

Two FTC commissioners dissented. Commissioner Mary Gardiner Jones said the order would fail to remedy the anticompetitive ramifications the P&G acquisition of Folger would have in the coffee industry.

Monsanto buys Van Dyke

Monsanto Textiles Division, St. Louis, through Doyle Dane Bernbach, New York, will sponsor Dick Van Dyke's comedy special on CBS-TV Tuesday, April 11 (8:30-9:30 p.m. EST). Program is the first of three specials under long-term agreement between network and Dramatic Features Inc., Mr. Van Dyke's production company.

Agency appointments . . .

- Jack-In-The-Box Inc., San Diego, nationwide chain of drive-through restaurants, has appointed Doyle Dane Bernbach, Los Angeles, for its \$600,000 account, effective March 1.
- Craig-Panorama Inc., Los Angeles, division of Craig Corp., manufacturer of tape recorders, car stereos and radios, has named Boylhart, Lovett & Dean Inc., same city.

Rep appointments . . .

- WOLF Syracuse, N. Y.: Vic Piano Associates, New York.
- KWCY Cathedral City, Calif.: Paul H. Raymer Co., New York.

Casting by computer

Computer technology, which is rapidly swallowing up individual broadcast-media responsibilities, now has found a way to unseat the casting director. Computer Talent Inventory, a screening service started in Los Angeles last week, makes use of computer processing to cast performers for radio and television commercials. The key to the system is a comprehensive questionnaire that pinpoints the performer's every detail, including experience, physical characteristics and guild and agency affiliations. This information is processed by computer and made readily available to agencies and production houses free of charge. But performers who want their names and backgrounds kept on file are charged a service fee. Running the screening service are public relations executive Lanny Sher and Arthur L. Wilson, former director of management development for Aerojet-General Corp.

RAB, NAFMB team for new FM service

A joint project to advance the fortunes of FM radio was announced last week by the Radio Advertising Bureau and the National Association of FM Broadcasters.

The cooperative arrangement calls for RAB to set up a service addressed specifically to the problems of FM, to include a monthly publication for FM salesmen and collection and dissemination of FM sales success stories.

Under the plan NAFMB is expected to solicit support among its membership for the new RAB services and will also take part in preparing sales services for stations.

RAB President Miles David commented that his organization had been seeking a way to get into FM promotion for many months. He said that the plan had been developed with an eye to minimum duplication of effort by the two groups.

Mr. David said: "The NAFMB arrangement in no way overlaps with NAFMB's role as the national spokesman for FM radio while the Radio Advertising Bureau concentrates on producing sales services of value to FM station management, sales management and salesmen."

How does the most flexible director on TV call his shots?



With a Rank-Taylor-Hobson "Shot Box." An RTH Zoom Pre-set Servo Unit, more colorfully called a shot box, is the best right hand helper a director ever had. With a touch of a button his cameraman zooms the lens to one of seven pre-selected positions: five are pre-set to any desired angles over the whole zoom range; one is pre-set for extra narrow zoom and one for extra wide.

The cameraman can go from one angle to another in eleven different speed settings. Anywhere from a quick $\frac{3}{4}$ second switch to a slow five-minute zoom. (This automatic control eliminates unnatural effects caused by jerky zooming.) The reaction speed is set with the turn of a dial, located only three inches from the cameraman's hand grip.

And the hand grip gives the cameraman still more flexibility. On it is a spring-loaded, thumb-operated lever, with which he can over-ride any pre-selected setting. This lets him react to any unre-

hearsed situation. Or respond instantly to the directors instructions.

If you'd like to know more about the shot box, call Jim Tennyson or Roy Leavesley at 914-358-4450. (Collect, of course.) They might tell you that there's a servo model for nearly any Taylor-Hobson-Cooke lens. That its cool d.c. motors do not require cooling. (So it's very quiet.) And that if you made two full zooms per minute, five hours a day, you wouldn't even replace the brushes for 34 years.

Or if you have a more detailed question, write to them at Albion Optical Company, Inc., 260 N. Route 303, West Nyack, N.Y. 10094. Telex 137442, or come and visit us at the 1967 N.A.B Show . . . Booth number 251.



SOLE U.S. AGENTS FOR TAYLOR HOBSON COOKE

Across the back fence

USIA's Marks wants international free flow of communications

Leonard H. Marks, one-time Washington communications lawyer and former FCC law official, is the government's top professional communicator today as director of the United States Information Agency. Last week, in two speeches a continent apart, he expressed the hope for a communications millennium where the nations of the world will exchange information like next-door neighbors over a picket fence, and the belief that radio is the most effective medium to get news quickly to the peoples of the world.

Speaking before a luncheon meeting of the Hollywood Radio and Television Society, Mr. Marks pounded out the thesis that radio and television make up a tremendous force for modern diplomacy. But for the world to survive, he

emphasized, information must be permitted to flow freely.

"Why should there not be a treaty guaranteeing international freedom of information?" Mr. Marks asked. He indicated that as head of the USIA, he was trying to attain this goal.



Mr. Marks

Mr. Marks explained that the U.S. stands ready to exchange radio and TV programs with the Soviet Union and challenged Russian authorities to reciprocate.

Earlier, Mr. Marks made a particular point of spelling out USIA policy and illustrating how it's carried out. "I am convinced," he said, "that truth is our best propaganda." And he's satisfied that the true facts about unpleasant happenings in this country have to be told.

"If we don't, you can be sure it will be on Radio Moscow and Radio Peking with all its distortions the next day," he said.

As an example of how the USIA tells the truth even if it hurts, the head of the federal agency cited the recent

furor caused when Mayor John Lindsay of New York cancelled a luncheon for King Faisal of Saudi Arabia after the Arab leader supposedly made some uncomplimentary remarks about Jews. According to Mr. Marks, the USIA learned of the incident at 11:53 a.m., yet at noon the same day the Arab world "heard about this unfortunate event" through the Voice of America. Observed Mr. Marks: "We don't cover up our blemishes, but neither do we only show our wars."

Silver Anniversary ■ In a speech to the National Press Club in Washington, Mr. Marks paid tribute to the Voice of America, which celebrated its 25th year on Friday (Feb. 24).

Today, he said, the VOA pumps out 15-million watts from 100 transmitters in 38 languages, and, he said, soon it will be heard virtually all over the world.

To underscore the importance of what he termed the "communications revolution" in the last five years, he cited the rise in worldwide TV stations (from 64 nations to 104 nations), number of TV receivers (from 101 million to 182 million), and radio receivers (from 356 million to 543 million—"thanks to the low-cost transistor"). International broadcasting, the

Radio down under: Sydney swings, but New Zealand struggles

Commercial radio in New Zealand is "years behind the times." But radio in Australia, in terms of style and quality of presentation, "is right next door to radio in this country."

These observations were made to BROADCASTING by Ted Randal, head of Ted Randal Enterprises, a Hollywood-based radio programing consultancy firm. Mr. Randal is just back from a month-long visit to the two British Commonwealth countries, where he provided consultation to six stations in Australia and one still-developing operation in New Zealand. It was the programing specialist's second trip to the area in a year and he found Australian stations showing continuing improvement in format design and control.

According to Mr. Randal, 2SM Sydney, a tightly formatted, middle-of-the-road station, sounds like KOGO San Diego or WIP Philadelphia or KSFO San Francisco and could be competitive with them if it was operating in the U. S. Also in keeping

with our trends, he says that the Australian people "have become tremendously aware of popular music" and the top-40 format is the most favorably received radio sound in the country.

There are 111 commercial radio stations in Australia, but an average-size market such as Brisbane, with about 700,000 population, only has six outlets. This means less program specialization and a sort of unspoken mandate to be more things to more people in order to answer total community needs.

Broad Programing ■ As an example, Mr. Randal cites 2GB Sydney, which cannot be meaningfully compared to any U. S. station because it tries to provide service to so many different segments of its market—the size of San Francisco. It features a combination of talk and soft music interspersed with comprehensive news and sports coverage.

Mr. Randal, who also acts as a consultant to some 40 stations in

this country and once was a top-rated disk jockey for several West Coast stations, found a considerable degree of professionalism among the Australian radio broadcasters. Most of the on-air and management talent is home grown. And some 35% of the hit tunes showing up on the weekly music charts are Australian products. But, notes the American, "the Australians haven't equalled our recording techniques as yet and that's probably why we haven't heard more about their artists."

Some stations play Australian folk music but there's no country and western music as Americans know it. There's very little rhythm and blues heard and the government does not allow two-way telephone conversation programs. There are no all-news stations but news and sports are given considerable coverage. There are no commercial networks comparable to the ones in the U. S. Independent station, 2SM, has a 17-man news staff and 2HD Newcastle

USIA director said, has jumped from 16,000 hours weekly to 24,000 hours weekly.

And, he added, as a sign that VOA broadcasts are getting through each day, between 500 and 1,000 letters and postcards arrive at the VOA mailroom from all parts of the world, including the communist countries.

Radio, Mr. Marks added, is a "very effective means" of telling a story, particularly a fast-breaking news story. USIA uses other means, he concluded: magazines published for Russian, Polish and Arabic readers, motion-picture films, TV documentaries, USIA libraries. All are used in explaining the United States to the world.

Goonhilly Downs set for new earth station

A contract to build a second earth station in England for satellite communications at Goonhilly Downs, has been awarded to the Marconi Co. Ltd., Chelmsford, it has been announced.

The new earth station will have a 90-foot antenna and associated transmitting and receiving equipment capable of covering the entire satellite communications band. The installation, to

cost an estimated \$4 million, is due to be completed by April 1968, in time for operation with Intelsat III which is scheduled to be positioned in synchronous orbit over the Atlantic Ocean after the middle of next year.

Intelsat III, one of the six satellites being built by TRW Systems Inc., Redondo Beach, Calif., for the Communications Satellite Corp. under a \$4-million contract issued last summer, will be capable of handling 1,200 two-way telephone voice circuits, four TV channels and will have a five-year life.

London conference plans three continent panel

Twin highlights of the World Advertising Conference in London June 27-29 will be a Tokyo-New York-London debate via satellite TV of "Money, Leisure and the World Consumer," and the appearance of a Soviet delegate to discuss advertising in the USSR.

In all, the anticipated 2,500 delegates from 40 countries will hear 60 speakers, generally organized into platform discussion groups to facilitate audience participation. The conference language is English, with simultaneous translation into French, German and Spanish.

U.S. AM's face Cuban 'invasion'

Castro ignores frequency, power agreements; stations threaten to interfere here

The Cuban government has seven powerful radio stations either in operation or under construction that may cause major interference to broadcasting interests in the U. S., according to a report released by the Library of Congress in Washington. The report was based on a broadcast by a Cuban government official that was monitored in the U.S.

Four of the stations are currently in operation, the report stated. One of the transmitters is located near Holquin and operates on 600 kc with 150 kw, three times the power output of any U. S. station. Broadcasts from this particular operation will have a "substantial" impact on the nighttime skywaves on at least 15 U. S. station using the same regional channel frequency, FCC

uses a helicopter in conjunction with a patrol boat to give listeners the latest reports on shark activities.

In the Australian commercial system, the numeral in front of the call letters designates the market area in which a station is located. The lower the number the larger the market served. Thus 2 stands for the Sydney area, the largest market (about 3 million people out of a nationwide population of about 12 million) in the country. Melbourne, the next largest market, is designated 3; followed by Brisbane, 4; Adelaide, 5 and Perth, 6.

Even in those six major markets, Mr. Randal found that the average cost of commercial announcements was substantially out of proportion to radio's quality service, penetration and influence. He reports that most stations sell a 30-second spot for \$15. All announcements are of the 30-second length and usually no more than 18 minutes of commercial time is scheduled in any one hour.

Cigarette, automobile and small-

appliance makers are the heaviest supporters of the medium. There's also "a tremendous amount of regional and local advertising," Mr. Randal reports. Hard-liquor advertising is permitted on radio in Australia and is a good source of revenues.

Sees Need to Improve ■ Mr. Randal feels that radio commercials in the country are "not well done." Almost all are locally produced and lack "the fine touch and care" given to commercials made in this country. Many of the top U. S. advertising agencies, however, have branches in Australia.

On the other hand, Mr. Randal believes that radio research conducted in Australia may be better than its U. S. counterparts. The Anderson Analysis of Advertising Media, put out by The Anderson Analysis Pty. Ltd., cites the weather conditions that occurred during the survey period, lists the time spent by people who listened and breaks the audience down into three socio-

economic class groups (wealthy, middle class and industrial). The methodology used is the diary-personal interview.

Ted Randal sees "great expansion" ahead for the radio industry in Australia. He points out that its probable that industry revenues could reach a record \$25 million for the year.

The picture is entirely different in New Zealand, according to Mr. Randal. There is no commercial broadcasting in the country as yet and the government stations sampled "would have a tremendous struggle to win any audience at all even in a small U. S. market."

Radio International, Mr. Randal's client in New Zealand, is attempting to become the first legalized commercial radio station in the country (there is a commercial pirate operation). Even if such permission is granted, and it's expected by March, commercials would be restricted to a certain portion of the broadcast day.

officials said last week.

Another active transmitter, also near Holquin and operating with 50 kw, is said to be a former 1 kw station on 670 kc. "Such operation, if confirmed, would indicate almost complete elimination of the nighttime skywave service provided by class I-A station WMAQ Chicago," a commission source said. WMAQ is a clear-channel station that operates on 670 kc with 50 kw full-time.

The two other active transmitters are reportedly operating in Colon, with 30 kw, and Pinar del Rio, also with 30 kw. U.S. officials have no evidence these stations are in operation.

One transmitter under construction at Havana will reportedly operate with 150 kw. Two other stations—being

built in Santa Clara and Camaguey—will both operate with 60 kw. The Cubans have not disclosed the frequencies on which these stations will broadcast.

Cuba is known to have purchased six high-power transmitters from Czechoslovakia that are being installed by Czech engineers, the reported also stated.

FCC officials say there is nothing the U. S. can do about the Cuban operations. Cuba is a signatory to the North American Regional Broadcasting Agreement, but, under the Castro regime, has ignored its provisions. The agreement stipulates that certain frequencies are to be reserved for use only by regional stations in a fixed-power category.

BBC troubled by series on interracial marriage

Rainbow City may not be the British Broadcasting Corp.'s cup of tea after all. Last week network executives disagreed over the proposed nationwide screening of the television serial about an English girl and her Negro husband.

Network indecision on the series followed BBC's ban on *Cinderella* last month (BROADCASTING, Jan. 2).

In defense of *Rainbow City*, program chief David Porter said: "The serial will offend only diehard racialsists; it isn't specifically about racialism or the color bar, but it doesn't ignore these problems either."

The serial has been filmed through the third episode.

FINANCIAL REPORTS

Round two in MGM proxy bout

O'Brien, Levin trade verbal blows, but tally

of votes holds up stockholders' decision

The latest session in the extended proxy fight for control of Metro-Goldwyn-Mayer was staged in Loew's State theater in New York last Thursday (Feb. 23), and the opponents came out swinging. But results of the battle won't be known for several days.

MGM President Robert H. O'Brien pointed with pride to the corporation's earnings record in the last three years and promised continued growth and high earnings in the future. He was careful to emphasize MGM's "integral, primary purpose: the production and

distribution of feature films to theaters domestically and internationally, and to television." But the basis for most of his promises was "steadily rising prices for leases to television."

Mr. O'Brien said that the average price for each of the 63 films MGM leased to CBS-TV last year (BROADCASTING, Oct. 3, 1966) was \$800,000, and that he expects "the price to be \$1 million on the next go-around."

Even films rereleased to television would bring higher prices in the future, he said. CBS-TV "will be taking six-to-

nine films a year at \$400,000 each, and that is more than they went for on their initial release to television. We expect the price on rereleased features to go to at least \$500,000 each."

Levin's Views ■ Phillip J. Levin, self-described as "a minority of one on the board of directors" and leader of the opposition slate, accused the management of "going too fast on sales to television and too slowly on real estate."

But for "these too-quick sales to television," Mr. Levin asserted, "MGM would still be a deficit operation. The only real change in MGM's position is this increased demand for features for television."

The remainder of the profit cited by the management, he said, was due to "accounting changes, and nobody should boast about that."

Mr. Levin repeated his proposal for "a subsidiary for the film library, so that its true market value could become known."

He also urged "full financial disclosure through accounting by divisions," and "new energy in MGM's management, so that income from television can become what it should be—a bonus on the film operation—rather than a refuge and an excuse for inactivity, waste and lethargy."

There was continuous voting from 3:30 p.m. till 6 p.m. but it is said that the deciding votes probably will be cast by the mutual funds that control an estimated 20% of the MGM stock. The proxies will be counted by James E. Gaskin of Bankers Trust Co. and Kenneth D. McLaren of Corporation Trust, both New York, at an undisclosed location.

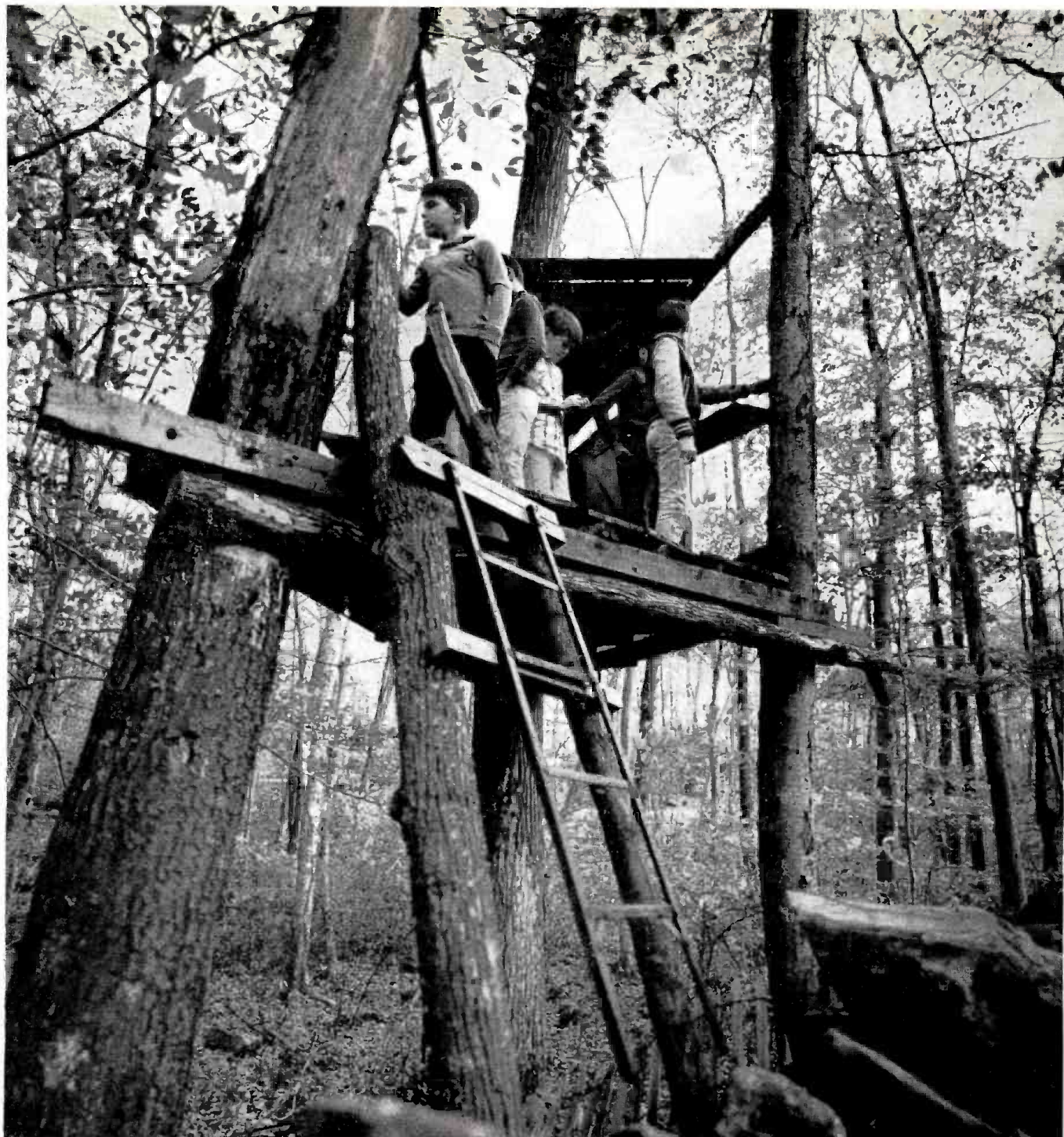
Last year, in the first proxy fight between Messrs. Levin and O'Brien over a management proposal to issue more stock, the count took 10 days.



MGM's O'Brien



Stockholder Levin



**You still find some places
around that don't use our wire
and cable.**

But they're pretty rare. Because at ITT we make wire and cable for literally thousands of uses — everything from your pop-up toaster to the Air Force's 2000-mile-an-hour experimental jet bomber, the XB-70A.

We even make wire for things that have never been wired before—like America's moon-bound Apollo space-

craft. Apollo needed wire that could withstand the incredible extremes of heat and cold. So we developed it.

And that's how it was with community antenna television: to give a better picture, we developed an ultra-distortion-free coaxial cable.

In all, our Wire and Cable Division makes over 23,000 different kinds of

wire and cable. And each fills a special need whether it's in a high-flying jet, a moon-bound space vehicle, a factory, or your home.

One of the reasons you take electricity for granted is because, at ITT, we don't.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

Screen Gems' net kept jumping by 'Monkees'

Record earnings and sales for the six-month period ended Dec. 31, 1966 were reported last week by Screen Gems Inc.

Jerome S. Hyams, executive vice president and general manager of SG, called the company's new TV series on NBC-TV, *The Monkees*, "one of the greatest success stories of the entertainment industry." He noted that the popularity of the music, records and products based on this series has had "a profitable impact on a number of company divisions."

For the six months ended Dec. 31:

	1966	1965
Earnings per share	\$0.65	\$0.62
Gross income	53,378,000	46,049,000
Net income	2,593,000	2,461,000

Landau/Unger film firm changes hands

Commonwealth United Corp., New York, a diversified company, has signed a contract to acquire the Landau/Unger Co., New York, TV and motion-picture producer, for 380,000 shares of CUC stock. The acquisition, announced last Thursday (Feb. 23), is subject to the approval of CUC stockholders during the company's annual meeting in May.

Landau/Unger recently announced its entry into the TV-documentary field. Its first offering is *Face of War*, a 102-minute study of a Marine rifle squad in action in Vietnam. The company has three feature films completed or in editing and has set five films for production over the next nine months. CUC, which has holdings in the shipping, real-estate and insurance fields, is listed on the American Stock Exchange and closed at 5 3/8 on Thursday, up 1/4 from Tuesday.

General Tire and RKO reach new income highs

Both General Tire & Rubber Co., Akron, Ohio, and its RKO General division have reported record earnings for the year ended Nov. 30, 1966. Consolidated sales for the parent firm increased 5.5% while net earnings were up 18% over 1965. The record \$77-million revenues of RKO General are not consolidated in the report of the parent company.

RKO General owns six TV stations (including its subscription-TV station, WHCT-TV Hartford, Conn.) and seven radio stations. In addition, the division operates RKO Sound Studios, New

York; Eastern Broadcasting Corp., Boston (owner and operator of the Muzak franchise in that area); Vumore Inc., Oklahoma City (a CATV owner and operator); Video Independent Theaters Inc., Oklahoma City; Pittsburgh Outdoor Advertising Inc., Pittsburgh; Electronics Leasing Corp., New York; The Equinox House Inc., a summer resort in Manchester, Vt.; Citadel Industries Inc., New York, and three Pepsi-Cola bottling companies in Ohio and Indiana. Through Video Independent Theaters Inc., RKO General owns 29.1% of H&B American Corp., a CATV owner and operator based in Beverly Hills, Calif.

General Tire & Rubber Co. and consolidated subsidiaries for the year ended Nov. 30:

	1966	1965
Earnings per share	\$2.92	\$2.48
Net sales	1,001,507,987	949,714,056
Net income	50,245,300	42,574,862
RKO-General revenues*	77,792,370	67,181,950
RKO-General net income	10,111,211	8,808,272

*Not included in consolidated net sales.

Storer gets more than expected from Northeast

Storer Broadcasting Co., group station operator and the principal owner of Northeast Airlines, reports net earnings up 23% for 1966.

The record profit was achieved on a gain of 13.4% in gross revenues. Stanton P. Kettler, president, said the company's return of its investment in Northeast had exceeded expectations because of the airline strike, which shut down competing airlines last summer.

Storer's year-end statement includes 85.7% of Northeast's net operating results.

Year ended Dec. 31:

	1966	1965
Earnings per share	\$2.56	\$2.34
Gross revenues	52,727,278	46,492,805
Operating earnings	9,912,829	8,059,062
Nonrecurring items*	720,954	1,524,885

*Gain of \$252,450 on sale of CATV's in Victorville and Wrightwood, both California, loss of \$281,093 on sale of manufacturing subsidiary and refund on prior federal taxes of \$749,597.

C-E-I-R taking steps to improve profits

C-E-I-R Inc., Washington (parent of the American Research Bureau), has reported lower revenues and earnings for the first fiscal quarter. Herbert W. Robinson, board chairman and president, noted that sales for the comparable first quarter in 1966 had included proceeds from ARB's TV Syndicated Coverage Study, which is produced only once every five years. Excluding these

proceeds, he said, first quarter sales for fiscal 1967 were about the same as a year earlier. If earnings from ARB's TV Syndicated Coverage Study are excluded in the first quarter of fiscal 1966, he said, net operating income is only slightly less than in the previous year.

Mr. Robinson said that his company had taken several measures to improve his firm's profitability. He said that the company's rate of investment had been brought under control and reduced. He said that whereas net investment in fiscal 1966 had been about \$2.4 million, the rate of investment in the first quarter of fiscal 1967 had been reduced to \$254,000 per annum. He stated that even greater reductions might have been possible if the firm had not elected to continue the development of ARB's Radio Audience Measurement Reports which, he said, absorb the bulk of present investment. Mr. Robinson said that sales increases of this service had been encouraging. He also noted that the firm had taken new steps to reduce overhead costs and improve operating margins.

For the first fiscal quarter of 1967; ended Dec. 31:

	1966	1965
Earnings per share	\$0.07	\$0.17
Gross income	5,682,000	6,203,000
Net income	121,000	275,000

H&B earnings unchanged as revenue goes up

H&B American Corp., Beverly Hills, Calif., owner and operator of CATV systems, has reported an increase in revenues for the first half of the fiscal year although net income remained at about the same level it was a year ago.

The company also announced it has declared a 12 1/2-cent semiannual dividend payable March 15 to stockholders of record March 1.

For the six months ended Jan. 31:

	1967	1966
Earnings per share	\$0.11	\$0.11
Revenues	2,804,555	2,479,319
Net income	278,839	278,054

Financial notes . . .

■ Twentieth Century-Fox Film Corp., New York, has declared a quarterly dividend of 30 cents per share on outstanding common stock, payable March 31 to stockholders of record March 15.

■ Chirurg & Cairns Inc., New York, has declared a quarterly dividend of 15 cents per share for the first quarter of 1967, payable on March 1 to stockholders of record as of February 15.

■ The board of directors of Walt Disney Productions, Burbank, Calif., has declared a cash dividend of 10 cents a share, payable April 1 to stockholders of record March 15.

PERSPECTIVE



Radio, TV: two up-curves to count on

BROADCAST STRENGTHS STAND OUT IN YEAR OF ECONOMIC QUESTIONS

With 1967 in full swing the economic analysts who keep closest watch on the broadcasting business seem a lot more certain about radio-TV's fortunes in the new year than about the economy in general.

In a year whose overall economic forecast is "unusual uncertainty" the broadcasting industry is expected to show unusual strength.

This is not to suggest that business analysts have come to consider broadcasting a recession-proof industry, but they do seem to feel it's more immune than most others.

Part of this preferred status may stem from the wide spectrum of American industry from which it draws its revenue and part from its seemingly unending ability to raise rates as the demand for its inventory grows, bringing its schedules closer to saturation.

In any case broadcast economists are looking for network television to advance in billings by as much as 10% in 1967, for national spot television to move ahead as much as 7% or 8% and for local TV to experience another boom year with revenues up 15% or more.

The outlook for radio seems to be suffering from projection jitters that have set in as a result of underestimation of last year's billing gains and a

fear of overcompensating for those mistakes in looking at the new year.

But taken in a bundle radio billings—network and spot—are expected to rise at least 8% and perhaps as much as 12%.

Questions Ahead ■ While broad-

casters may reasonably expect a strong, if not superstrong year, the country's major economic barometers are not all up to encouraging marks. Indeed, some economists are even predicting a minor recession in 1967, but they are certainly not in the majority. Others look for modest growth, and still others are expecting a substantial economic advance although not up to 1966 standards.

Among those in the last category is David Blank, vice president for economics and research of the CBS Broadcast Group, who expects a good growth in Gross National Product despite a number of unhealthy if not dangerous signs. Auto production and sales are down. Housing starts are still down, presumably as a result of tighter money policy initiated by the federal government last year. And, as one broadcast analyst noted, "if television doesn't sell houses, it does sell the refrigerators which go inside them."

Also enumerated as possible danger signs for the general economy are the rapid inventory accumulation which took place in 1966, especially in the final quarter, a large defense industry accumulation and recent declines in consumer spending for durable goods.

According to the more optimistic forecasters these unfavorable signs will be offset by counter trends already

PERSPECTIVE '67

Radio-TV both show gains

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New peak in TV sales

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Stature of radio gains

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Government pressure

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Advertisers find proof

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Station turnover

Page 77

Fat gains for both media in 1966

ADVANCES FOUND IN ALL SECTORS: NATIONAL, REGIONAL AND LOCAL

Whatever their prospects in 1967, both radio and television have entered the year with the confidence born of banking more billings in 1966 than in any other year of either's history. Time sales of radio in 1966 were 11.9% bigger than they were in 1965; television time sales were up 8.2%.

These are BROADCASTING's estimates of 1966 net time sales, after frequency and promotional discounts but before deductions of commissions to agencies and station representatives. They are comparable to annual time-sales data compiled by the FCC. (FCC data for 1966 will be published late in 1967.)

lished late in 1967.)

In all categories of business, network, national and regional spot and local, both radio and television made gains in 1966. Radio's total gain was \$98.2 million in 1966, television's was \$122.6 million.

BROADCASTING's 1966 estimates were compiled from figures supplied by large samples of radio and TV stations. Returns were tabulated by the Washington firm of Sinrod & Tash, certified public accountants.

In accompanying tables figures for earlier years are from the FCC.

TELEVISION TIME SALES 1948-1966

Year	National Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1948*	\$ 2,500,000	-----	-----	-----	\$ 6,200,000	-----	\$ 8,700,000	-----
1949	10,796,000	-----	\$ 7,275,000	-----	9,460,000	-----	27,530,000	-----
1950	35,210,000	+226.1	25,034,000	+244.1	30,385,000	+221.2	90,629,000	+229.2
1951	97,558,000	+177.1	59,733,000	+138.6	51,304,000	+ 68.8	208,595,000	+130.2
1952	137,664,000	+ 41.1	80,235,000	+ 34.3	65,171,000	+ 27.0	283,070,000	+ 35.7
1953	171,900,000	+ 24.9	124,318,000	+ 54.9	88,474,000	+ 35.8	384,692,000	+ 35.9
1954	241,224,000	+ 40.3	176,766,000	+ 42.2	120,131,000	+ 35.8	538,122,000	+ 39.9
1955	308,900,000	+ 28.1	222,400,000	+ 25.8	149,800,000	+ 24.7	681,100,000	+ 26.6
1956	367,700,000	+ 19.0	281,200,000	+ 26.4	174,200,000	+ 16.3	823,100,000	+ 20.8
1957	394,200,000	+ 7.7	300,500,000	+ 6.9	174,000,000	- 0.1	868,700,000	+ 5.5
1958	424,500,000	+ 7.7	345,200,000	+ 14.9	181,300,000	+ 4.2	951,000,000	+ 9.5
1959	445,800,000	+ 5.0	424,200,000	+ 22.9	200,600,000	+ 10.6	1,070,600,000	+ 12.6
1960	471,600,000	+ 5.8	459,200,000	+ 8.3	215,800,000	+ 7.6	1,146,600,000	+ 7.1
1961	480,300,000	+ 1.2	468,500,000	+ 2.0	211,200,000	- 2.1	1,160,000,000	+ 1.2
1962	521,500,000	+ 8.6	539,500,000	+ 15.2	242,500,000	+ 14.8	1,303,500,000	+ 12.4
1963	537,900,000	+ 3.1	600,700,000	+ 11.3	256,100,000	+ 5.6	1,394,700,000	+ 7.0
1964	563,400,000	+ 4.7	689,500,000	+ 14.8	297,000,000	+ 16.0	1,549,900,000	+ 11.1
1965	585,100,000	+ 3.9	764,500,000	+ 10.9	324,100,000	+ 9.1	1,673,700,000	+ 8.0
1966†	604,554,000	+ 3.3	821,330,000	+ 7.4	370,439,000	+ 14.3	1,796,323,000	+ 8.2

*In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.

†1966 figures estimated by BROADCASTING.

underway including increased spending in the government sector, a gradual relaxation of the government's tight money control and increases in capital spending.

A study published by the Interpublic Group of Companies estimates that total U. S. advertising expenditures will expand to \$17.8 billion in 1967. This would be an 8% gain over the \$16.5 billion expected as the final tally for the past year.

The same report shows basic media costs climbing by 5% in the new year. Network television should take the highest jump over last year's rate bar, clearing it by 8%. According to the Interpublic study, spot television rates will be up approximately 6%, in line with advances of the past two years.

Spot radio is accorded a 4% rate advance and network radio should cost 2% more than in the previous year.

Gains for Network TV = On the revenue

front CBS economist Blank anticipates network television will be up 10% and spot television ahead by about 8%. Network's unaccustomed growth advantage over spot, a new development in 1966,* is expected by all broadcast industry observers to continue this year.

The speed of network gains relative

*Network billings, in this context, refer to revenues from sales of both time and programming. Network time sales alone rose only 3.3% in 1966 over 1965, according to BROADCASTING's estimates (see above).

RADIO TIME SALES 1935-1966

Year	National Network	% change from previous year	Regional	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935 ¹	\$ 39,737,867		1		\$ 13,805,200		\$ 26,074,476		\$ 79,617,543	
1936 ²										
1937	56,192,396	+41.4	\$2,854,047		23,177,136	+67.4	35,745,394	+37.1	117,908,973	+48.1
1938	56,612,925	+ 0.7	2		28,109,185	+21.6	32,657,349	- 8.7	117,379,459	- 0.6
1939	62,621,689	+10.6	2		30,030,563	+ 6.8	37,315,774	+14.2	129,968,026	+10.7
1940*	71,919,428	+13.1	1,869,583		37,140,444	+23.8	44,756,792	+20.0	155,686,247	+20.5
1941	79,621,534	+10.7	2,752,073	+47.2	45,681,959	+23.0	51,697,651	+15.5	179,753,217	+15.4
1942	81,744,396	+ 2.7	3,444,581	+25.2	51,059,159	+11.8	53,898,916	+ 4.2	190,147,052	+ 5.8
1943	99,389,177	+21.6	6,256,508	+81.6	59,352,170	+16.2	64,104,309	+18.9	228,102,164	+20.0
1944	121,757,135	+22.5	7,612,366	+21.7	73,312,899	+23.5	84,960,347	+20.3	287,642,747	+26.1
1945	125,671,834	+ 3.2	8,301,702	+ 9.1	76,696,463	+ 4.6	99,814,042	+17.5	310,484,046	+ 7.9
1946	126,737,727	+ 0.8	8,043,381	+ 3.1	82,917,505	+ 8.1	116,380,301	+16.6	334,078,914	+ 7.6
1947	127,713,942	+ 0.8	7,012,689	-12.8	91,581,241	+10.4	147,778,814	+27.0	374,086,686	+12.0
1948	133,723,098	+ 4.5	7,329,255	+ 4.3	104,759,761	+14.4	170,908,165	+ 15.6	416,720,279	+11.4
1949	128,903,467	- 3.6	5,994,858	-18.2	108,314,507	+ 3.4	182,144,301	+ 6.5	425,357,133	+ 2.1
1950	124,633,089	- 3.3	6,897,127	+15.0	118,823,880	+ 9.7	203,210,834	+11.6	453,564,930	+ 6.6
1951	113,984,000	- 8.5	8,481,000	+23.0	119,559,000	+ 0.6	214,519,000	+ 5.6	456,543,000	+ 0.6
1952	102,528,000	-10.0	7,334,000	-13.5	123,658,000	+ 3.4	239,631,000	+11.7	473,151,000	+ 3.6
1953	92,865,000	- 9.4	5,192,000	-29.2	129,605,000	+ 4.8	249,544,000	+ 4.1	477,206,000	+ 0.9
1954	78,917,000	-15.0	4,767,000	- 8.2	120,168,000	- 7.3	247,478,000	- 0.8	451,330,000	- 5.4
1955	60,268,000	-23.6	3,809,000	-20.1	120,393,000	+ 0.2	272,011,000	+ 9.9	456,481,000	+ 0.7
1956	44,839,000	-25.6	3,585,000	- 5.9	145,461,000	+20.8	297,822,000	+ 9.5	491,707,000	+ 7.7
1957	47,951,000	+ 6.9	3,709,000	+ 3.5	169,511,000	+16.5	316,493,000	+ 6.3	537,664,000	+ 9.3
1958	42,786,000	- 8.7	3,733,000	+ 0.6	171,939,000	+ 1.4	323,207,000	+ 2.0	541,665,000	+ 0.9
1959	35,633,000	-23.4		**	188,143,000	+ 9.4	359,138,000	+11.1	582,914,000	+ 7.6
1960	35,026,000	- 1.7			202,102,000	+ 7.4	385,346,000	+ 7.3	622,474,000	+ 6.8
1961	35,837,000	+ 2.3			197,352,000	- 2.4	384,053,000	- 0.3	617,242,000	- 0.9
1962	37,326,000	+ 4.2			208,455,000	+ 5.6	419,468,000	+ 9.2	665,249,000	+ 7.8
1963	41,797,000	+12.0			220,227,000	+ 5.6	449,717,000	+ 7.2	711,741,000	+ 7.0
1964	43,783,000	+ 4.8			232,038,000	+ 5.4	487,947,000	+ 8.5	763,768,000	+ 7.3
1965	44,602,000	+ 1.9			247,942,000	+ 6.9	535,238,000	+ 9.7	827,782,000	+ 8.4
1966†	46,999,000	+ 5.4			283,631,000	+14.4	595,388,000	+11.2	926,018,000	+11.9

¹Nationwide and regional networks combined.

²Data not available.

†1966 figures estimated by BROADCASTING. All others are from FCC.

*Figures prior to this date not comparable in all categories.

**Regional network calculations discontinued in 1959.

to spot has generally been attributed to increasingly flexible sales practices but these differences, according to CBS's Dr. Blank, are now stabilizing and spot's growth rate should eventually catch up and, within two or three years, once again surpass that of the networks.

Other broadcast industry analysts are less optimistic about spot's rate of growth in 1967. Emanuel Gerard of Roth Gerard & Co., who expects the networks to have a "great year" in

terms of profit on revenue gains of about 8%, looks for "relatively flat" revenues for spot, which he thinks may be ahead anywhere from 3% to 5%.

The same analyst expects "another monster year" for local television.

Phil Clark of Burnham & Co. thinks network TV billings will show big increases in 1967 but expects more modest gains—around 6% to 7%—for spot and local. He considers the network business less cyclical than spot

and local and thus more likely to hold up in event of an economic downturn.

Most analysts of the industry are already crediting color television as a vast new lever for higher rates and revenues. George McCloughlin, a Reynolds & Co. broadcast specialist, who considers the rapid transition to color TV and its acceptance by advertisers the most important industry development of the past year, notes color's value is being reflected in higher rates.

Television: Another new peak for sales

BUSINESS IMPROVES AS EVEN CRITICS ADMIT MEDIUM SELLS PRODUCTS

Television is primed for another record sales year in 1967, though the perennial cry of "problems" seems to be the most strident in years.

Criticism over the quality of TV programing, costs and advertising practices is a way of life in television. But even the sharpest critic of the medium, after all is said and done, acknowledges that TV can't be ignored because it sells products and services on a scale that is unmatched.

Threaded through the prophecies of various industry officials questioned by BROADCASTING was unmistakable evidence that television in 1967 will surpass 1966 levels by a comfortable margin (barring a severe reversal in the nation's economy). When estimates were provided, they ranged from 5% to 10% increases.

The Television Bureau of Advertising, which in the past has proved to be a reliable barometer of the economic health of television, estimates that in 1967 total television expenditures will climb to \$3.06 billion, a 10% jump over 1966. TVB foresees that network will swell to \$1.52 billion, 10% over last year; spot to \$1.02 billion, a 9% advance over 1966, and

local to \$520 million, a 13% gain.

TVB notes that 1966 ended with \$2,775,000,000 in total TV expenditures, an increase of 10% over 1965, and adds that the year was marked also by a growth in the number of homes tuned to TV each day.

Harvey Spiegel, TVB vice president, research, attributes the gains in the number of homes tuned to TV to two factors: an increase in the number of color homes, which view TV more than monochrome homes, and the growth in the number of multiset homes.

Mr. Spiegel said that in early 1965 color penetration stood at 5% and jumped to 17% by the end of 1966. Similarly, he said, from the start of 1965 the number of homes with two or more TV sets rose from 19% to 25% of all TV households.

The severest critics of television are its best customers, the advertising agencies. In this year's survey, they chastized the medium for a variety of reasons: high costs; erosion of values through loss of billboards; lack of product protection; deterioration of program quality; lack of program innovation; reliance on motion pictures;

overcommercialization.

Madison Avenue View ■ Agency officials foresaw little in the way of program innovation in 1967 but several indicated that a trend is shaping up in "late buying" of network shows as a means of achieving what they called more-efficient buys when prices are lowered. Agencies indicated there was an even more pronounced move on the part of advertisers to buy participations dispersed among the networks and in different types of programs on a short-term basis to reduce their investment risk.

Station representatives expressed the hope that the NAB code board could devise some accommodation with the TV networks vis-a-vis piggybacks. This year will be one in which the 30-second commercial is expected to pose some problems, particularly with pricing, they pointed out. Several reps pointed out that the first quarter of 1967 has been erratic but they were optimistic that the situation would improve unless the economy as a whole dipped.

The three television networks were extremely buoyant about prospects for 1967 and were confident that despite the expressed misgivings of many agen-

Radio: Gains sure in billings, stature

AURAL MEDIUM FINDS ITS PART IN ADVERTISING GROWING EACH YEAR

Radio is moving into 1967 with brighter hopes—and with more solid reasons for bright hopes—than at any other time since television first cast a dark shadow over the radio business.

In 1966, the tide clearly appeared to turn. The slide had been arrested long before. Actually, in fact, it might be argued that the slide never really occurred, because in only two post-television years have radio's time sales failed to exceed those of the preceding year. But network sales had tailed off drastically from 1949 until 1962, while national spot sales, and to some extent local business, have frequently been sluggish and at times appeared to move ahead only in fits and starts.

What happened in 1966 came as a surprise to most forecasters. Industry sources a year ago were thinking in terms of modest gains. A consensus put

the probable sales increase at 5% over 1965 levels, with local expected to get a 7.5% gain, national and regional spot



about 4% and network business about 2%.

What happened was something else again: Radio sales as a whole, and each of three elements individually, did about twice as well as predicted.

Best in Years ■ With two exceptions,

network's annual rate of growth in 1966 appeared to be the biggest since 1944. Spot's was greater than in any year since 1948 except for two back-to-back splurges in the mid-1950's, and local's rivaled anything since 1948. For radio as a whole, the year's growth rate was by far the biggest since TV's effects first began to be felt in 1949 (see tables, pages 42 and 43).

The unexpected achievements of 1966 are attributed to a number of reasons that in many cases may be distilled into more aggressive salesmanship all along the line or the self-stimulating influence of success that leads a test advertiser to become a regular advertiser—or a regular user to become a bigger user—and that draws his competitors into the medium as well.

More specifically, it was felt that spiraling costs of other media made

cy officials that the year would be another record-shattering one.

'Flexibility and Variety' ■ Thomas W. Moore, president of ABC-TV, offered two reasons for record sales in 1967 and the 1967-68 year in particular: Television's advantages and superiority have been demonstrated and accepted, particularly with color, and networks now are offering "much greater flexibility and program variety," ranging from inexpensive daytime scatter plans to high-quality, prestigious programming.

He noted that the marketplace has changed. He said program costs are now higher, largely because of color, and conventional buying of conventional programming has become flexible and occurs later.

"While the industry may experience some anxious moments this spring, I think it will be because of unfamiliarity with the new programming and sponsorship patterns, rather than long-term results, which will be greater for sponsors, broadcasters and the public particularly."

Thomas H. Dawson, president of CBS-TV, said the network is looking forward to another record-breaking year in 1967, pointing out that the first- and second-quarter business is "substantially higher than last year."

He cited the impact of color and the increase in color set ownership as factors that are impressive to advertisers. Mr. Dawson said CBS-TV is "greatly encouraged" by the continued efficiency

of daytime TV, the advertisers' interest in the network's sports schedule and by the reception accorded to quality specials. He singled out *Death of a Salesman*, *The Glass Menagerie* and *CBS Playhouse* as examples of programs that have had "fine ratings" and critical and audience acclaim.

Don Durgin, president of NBC-TV, said that with the renewed strength of the network's daytime schedule and the



most successful nighttime schedule in years as the foundation for the 1967-68 season, "we believe we can safely forecast another record year in 1967."

"Two significant strengths of the NBC-TV audience performance and resulting sales success have been our pronounced lead in delivery of young adults and in delivery of color homes," Mr. Durgin stated. "In both areas, the trend to NBC-TV is accelerating as reported by Nielsen. For example, this past fall 20% of NBC-TV's audience came from color homes (although only 15% of the TV homes were color homes). This spring approximately 25%

of NBC-TV's audience will come from color homes and by the end of 1967, the NBC-TV network will be receiving about one-third of its audience from color homes. Being the only full-color network has certainly paid off."

Programming ■ Robert J. Stefan, vice president and director of radio-TV programming for BBDO, pinpointed the lack of opportunity to try new programming as TV's most pressing problem. High costs and the risks involved militate against experimentation, he observed.

"Television continues to improve on a technical level but the engineers are ahead of the creative people," he pointed out.

The overriding trend in TV today, he stated, is for advertisers to "spread their investments around even more than they have in the past" in order to achieve efficiency and to reduce risk.

Despite the problems, Mr. Stefan expressed the view that BBDO's investment in television in 1967 will rise appreciably over 1966.

"Television's big plus is still that it provides heavy impact and enormous reach through the combination of sight, sound and color," Mr. Stefan stated.

Scatter Plan Use ■ A vice president-broadcast director of another major agency predicts more TV spending in 1967, noting such contributing factors of increased use of network scatter plans for "opportunity buys" or as ad-
(Continued on page 46)

radio's values look even more attractive than usual and added to its billings, especially in the latter part of the year; that radio made progress in establishing its credentials for significant representation in media-mix plans; that advertisers and agencies showed an increasing awareness of the creative possibilities of radio advertising, and that the All Radio Methodology Study (ARMS) and other research projects went a long way toward documenting radio's reach.

Radio sales executives have no illusions about the need for hard work being over, however. The biggest challenge, in the opinion of many, is to maintain momentum and, if anything, increase sales efforts at all levels: national, regional and local.

What's to Come? ■ There is some reluctance to predict what sales gains may be expected this year. This reluctance does not appear to reflect a lack of confidence in radio's prospects, however, except to the extent that the outlook for radio may be tied to the general economic outlook, which at the moment is more uncertain than usual.

To a great extent the hesitancy about predicting 1967 growth rates seems to stem from a feeling that, after underestimating 1966, it might be too easy to "overcompensate" and hold out unrealistically optimistic goals for 1967.

Overall, the consensus appears to be that—unless the general economy goes into a spin—radio billings ought to rise somewhere between 8% and 12% this year.

Station reps point to a growing number of major advertisers expanding their radio commitments or planning to test radio on a larger scale than in the past, but in translating this increased activity into dollar results they take a conservative tack, speaking for the most part in terms like "at least modest gains."

The networks are optimistic.

ABC: Six Straight ■ Robert R. Pauley, president of ABC Radio, noted that 1966 was the sixth straight year in which his network exceeded the preceding year's sales, and said that "1967 shows great promise, as the first quarter of this year is one of the highest sales quarters in the history of the network

since the advent of television.

"This," Mr. Pauley said, "is certainly convincing evidence that more and more advertisers are turning to radio, and is further supported by the fact that the ABC Radio Network's *Breakfast Club* with Don McNeill is sold out for the first quarter of 1967. We anticipate further growth during 1967 as the ABC Radio Network as a whole approaches sellout."

CBS: High Hopes ■ Arthur Hull Hayes, president of CBS Radio, cited bounding sales of radio sets as evidence of "radio's continuing popularity growth" and noted that CBS Radio research experts "have high hopes" for the so-called RADAR study, aimed at ascertaining radio's cumulative-audience dimensions and underwritten by all four networks under the name Radio's All-Dimension Audience Research (BROADCASTING, Jan. 2).

"The advertising community has become increasingly aware of the public's extraordinary involvement with radio," Mr. Hayes said. "This is reflected in continued expansion in radio's
(Continued on page 48)

TELEVISION: ANOTHER NEW PEAK FOR SALES continued

ditional purchases "on top of" single program commitments. He said that scatter plans, usually in six- to eight-week flights, allow the advertiser his "most efficient" method of reaching the greatest number of people in a given area.

Increased costs of program buys have led the advertiser to the scatter plan as a method of purchase, and some buyers are increasingly turning to fringe time to lower their CPM's, he said.

Late Buying ■ It used to be that television networks could quickly nail down some of the bigger sales to the bigger advertisers well in advance of a new program season. Not so nowadays, said Lee Currilin, vice president in charge of programing, Benton & Bowles.

Mr. Currilin sees a trend away from early buys many major advertiser who in "reluctance or withdrawal" hold back until as late as August when networks have unsold time on their hands and become itchy for business.

"This is obviously buying on an opportunistic basis," Mr. Currilin said.

program formats.

He expressed some concern that TV may be losing at least part of its better-educated audience. Mr. Kemp acknowledged that he had no idea how an upgrading of programing could be achieved and added:

"Frankly, I feel that many of the commercials are better than the programs. Commercial production has made many advances in photographic and narrative techniques. Programing ought to catch up to the commercials."

He said stations have to "face up to the fact" that multicorporate announcements are here and that they should learn to live with the 30-second spot.

He agreed that despite carping by critics, TV's ability to demonstrate products is unsurpassed and he voiced the view that Compton's investment in TV would increase in 1967 though its percentage probably would remain at about 69% to 70% of overall billing. In his opinion, color will help increase TV advertising, making it even more competitive with print.

percentage of total billing would remain at about 60%.

Billboards Lost, Too ■ Paul Roth, vice president and media director of Kenyon & Eckhardt, voiced concern over losses of value in TV because of constantly rising costs, loss of billboards and a lowering of the quality of TV programing as a whole.

Mr. Roth felt that K&E would spend about the same in TV in 1967 as in 1966 but said it is going to examine its investments more carefully in terms of prices and program values. He claimed that the agency plans to take a closer look at other media, particularly radio, and is planning several tests this year in that medium.

"The piggyback is our one hedge against costs," Mr. Roth said. "More and more agencies are learning to write commercials in 30 seconds. Who needs a minute when we can say all we want to say in 30 seconds?"

Mr. Roth pointed out that affiliates more and more are exercising added control over their prime time and are exhibiting a stronger inclination to preempt network series and schedule



Mr. Roth



Mr. Hollender



Mr. Ommerle



Mr. Stefan



Mr. Currilin



Mr. Kemp

He believes either the networks must hold the price line on scatter plans or make the prices more attractive to the "up-front buyer" who "gets the pick of the best [programs] early," or both.

But Mr. Currilin sees no radical change in the TV marketplace, the smaller advertiser still getting a good buy and the big advertiser using the medium "as much as ever even though it costs more."

He predicted that the 30-second commercial may well become the basic unit of sale in television if current trends continue and sees a move underway for the "complete elimination of billboards in network television except for the major sponsorship shows." He finds piggybacks no longer controversial.

CATV will continue to be watched by advertisers, he said. "It may be a factor in five years."

Costs vs. Programing ■ Frank Kemp, senior vice president in charge of media and programing for Compton Advertising, feels that TV's major problems are to keep costs down and to develop new

Big Advantage ■ Alfred L. Hollender, executive vice president, broadcast programing, Grey Advertising, said there is an increasing opportunity in TV to effect short-term network scatter plans with favorable costs-per-thousand and that this constitutes one of TV's biggest advantages in 1967.

He acknowledged that TV is the strongest sales medium in advertising, but claimed it is beset by a host of problems: increased program costs, overcommercialization through back-to-back minutes and number of commercials per minute, lack of program innovation and lack of uniformity by networks with respect to commercial clearances.

"The trends in TV in 1967," Mr. Hollender reported, "are more movies and the 90-minute show as a result of the popularity of feature films, and the decrease in the CPM through increased use of piggybacks."

Mr. Hollender envisioned that Grey would be expanding its investments in TV in 1967 because of the growth of the agency primarily, though TV's

their own movies in evening time.

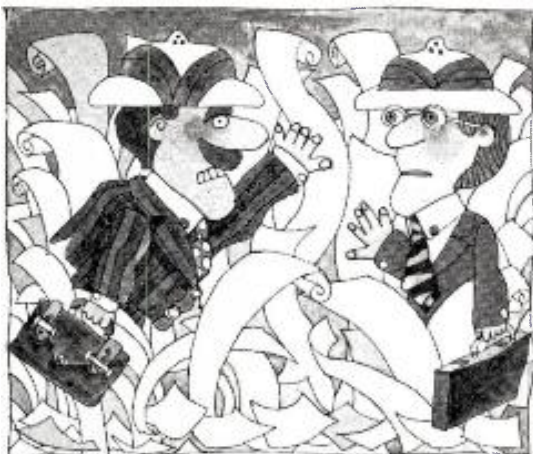
Richard Trea, media director of Richard K. Manoff Inc., shares the common agency concern with rising television costs, and views a number of significant trends as responses to the situation.

"I think we'll see a reduction in the number of pilots and a trend toward presentation films and even scripts as the basis of buying shows, which is unfortunate. When the number and cost of failures are so high, predictions of new shows' success are still based on intuition. On the other hand, the development of the second season allows you two rolls of the dice. For example, six of the seven new shows ABC put in are doing better than the shows they replaced," he said.

"Increased network competition, for example the trend toward the *Tonight* show format in late night programing, and the expansion of late night programing by the Overmyer Network offer advertisers a more varied opportunity."

Rate Concern ■ Harry G. Ommerle, senior vice president and radio-TV director, Sullivan, Stauffer, Colwell &

Through The Paperwork Jungle...



Spot Radio and Spot Television have spawned a thicket of paperwork that causes confusion and, occasionally, friction between buyer and seller. Spot's very speed and flexibility create most of the trouble. Paper piles on paper in an effort to catch up with the changing requirements of those who buy Spot.

The problem has become so serious that the TvB, the 4-A's, the ANA, and the Station Representatives Association have appointed committees to seek an industry-wide solution. We're working closely with all of them. But until an industry-wide answer is found, we suggest that station representatives bill and collect for all the national Spot advertising broadcast by stations they represent.

One Monthly Bill

Katz has had a central accounting service for over 30 years, ever since we've been in broadcasting. We bill and collect for all the Spot advertising that we sell. Agencies get one bill each month for each account with schedules on Katz-represented stations. Spot's paperwork jungle could be drastically reduced if all repre-

sentatives were to follow this procedure.

Of course, billing itself is only a small part of the accounting problem. Spot campaigns differ according to frequency per week and year, time and length of announcements, rate and product protection, pre-emptibility, etc. And, it's in the nature of the Spot business that all of these items change daily.

The Next Logical Step

By acting as the central billing and collecting source for all the stations whose time he sells, the representative will simplify the flow of paperwork. The added burdens on the station representative should not be too severe since he already does most of that work for his own records. The process of billing and collecting is the next logical step.

Guaranteed Payment

At Katz, we go even further. We guarantee payment to all stations for the advertising they run. Katz-represented stations receive one check each month for all the national Spot business they carry, whether or not Katz has been reimbursed. This central accounting service produces substantial clerical savings for Katz-represented stations. And the stations have no problem with delinquent national accounts or delayed payments. More important, advertisers and agencies benefit from the standardized Katz Spot accounting procedures.

When all station representatives provide a central accounting service, the Spot paperwork problem will be much closer to an industrywide solution.



Katz Radio

Katz Television

Station Representatives/666 Fifth Ave./New York, N.Y.

Bayles, is concerned about higher network rates and production costs. "It is increasingly difficult to develop equally effective CPM's," he says.

Mr. Ommerle is also upset by "shrinking product protection and the proliferation of brands. Segmental protection means that where we had 20-30

protection, we can now have as little as 10 minutes."

He is "surprised by the lack of fresh thinking in new program concepts, particularly comedies," and blames movies on TV for the failure of many new shows. "The odds against a new program that is running opposite

a movie are considerably higher than they were before."

On balance, however, Mr. Ommerle recognizes "television's continuing ability to attract large audiences and its impact," and calls TV "the most efficient medium for package goods and other mass distribution products."

RADIO: GAINS SURE IN BILLINGS, STATURE continued

advertising revenues, with all the networks apparently making gains. CBS Radio Network revenues advanced 11% last year. At the same time, our company-owned stations group moved ahead 6%.

"We believe that the radio industry will enjoy close to an 8% gain in 1967, bringing its advertising revenues near the billion-dollar mark by year's end. If the RADAR study results meet industry needs and expectations, talk of rate increases will be in order."

Mutual Moves ■ Matthew J. Culligan, president of Mutual, said his network's future "looks bright" and stressed current program moves underway there, the broad outlines of which have been approved by Mutual affiliates.

The plans include more live coverage of sports events; additional news

Network announced that its sales for the first half of 1967 were 16% ahead of the comparable period last year. Since that time, the brisk sales pace has continued, with healthy increases indicated for the balance of 1967 as well."

Best Yet to Be ■ RAB's President Miles David, who felt that even the unexpectedly good showing radio made in 1966 was not real progress in relation to what the medium is capable of doing, said that "radio has the potential to pull ahead of its recent good growth patterns and start achieving consistent 12% to 15% over-all annual increases and better" (see statement, page 50).

The following is a roundup of typical observations by officials of leading advertising agencies:

Despite TV's "tremendous odds,"

Agency test of its station performance affidavits. This is another radio development that should be watched, he noted. (Katz is completing its second test and by the end of February expects to report results on the possible adoption of a standard affidavit checking service.)

Information Gap ■ Radio has to find a way to tell the agency what an advertiser buys in audience, Herbert Maneloveg, vice president and director of media, BBDO, said, noting that in his opinion the audience information gap in radio is what hampers it most. He also said that now FM apparently is in the grip of the information lag.

Mr. Maneloveg, who is in charge of media at the agency that's the biggest biller in radio in the U. S., said that only a few advertising agencies, and BBDO of course is one of them, have the media analysis people available to develop on their own the various data necessary to plot out radio's dimensions for clients. He noted, however, that this process is both expensive and time-consuming.

The agency executive readily acknowledges that most radio stations have neither the money nor the resources to do meaningful and expensive audience studies on their own. Thus, radio audience research has to be an all-industry effort, Mr. Maneloveg said. Industry-wide efforts made thus far—he cited the ARMS project as one of these—appear to be more politically oriented than helpful, he said.

Television ratings services in the past few years have changed the numbers into "people ratings, viewers per set and the like," the type of information needed in all media. But radio, he said, has no "important or reliable information of this kind. This is particularly important in radio because of its being splintered."

It's so in FM now, Mr. Maneloveg continued. "At one time we could assume that FM had a 'better' audience. Now since January [AM and FM program separation] we don't know if FM is 'different,' yet we ought to find out. With FM apart from AM one might say that we have about twice as many radio stations as before."

Mr. Maneloveg said projections on BBDO's radio volume this year—up or down from the approximate \$32-33 million billed in 1966—would be difficult because radio nowadays is seldom



Mr. Zeltner

Mr. Maneloveg

Mr. Fuller

Mr. Buchanan

(headline news on the hour); a new weekend program service, tentatively titled "Wide Wide Weekend"; "Pilot Line," a project to encourage talent to come up with new show ideas; more emphasis on political news, an "Editor's Notebook" and greater use of worldwide news-gathering services.

NBC Gets the Sign ■ Stephen B. Labunski, president of the NBC Radio Division, said that "it is an encouraging sign for network radio, as indicated by NBC sales for 1967, that there is a marked tendency toward healthier and longer advance bookings from advertisers. A significant example is that the du Pont buy as sole sponsor of 16 hours of NBC Radio's 'Monitor' for the weekend of June 10-11, representing an expenditure of nearly a quarter-million, was actually committed more than six months before the air date.

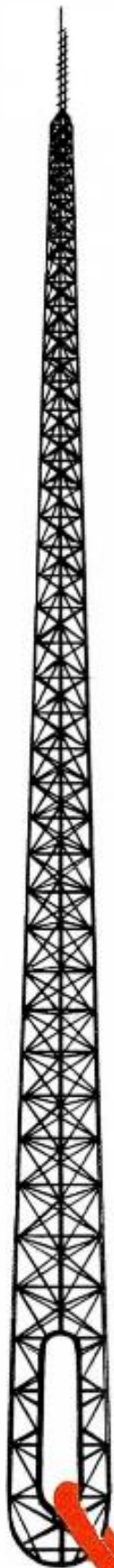
"Late in January, the NBC Radio

radio's advantages continue to be reach, frequency and low cost, according to George S. Burrows, vice president and media manager, N. W. Ayer & Son, Philadelphia.

Mr. Burrows said the FCC nonduplication ruling for AM and FM stations bears special watching. This change in program format can affect the values of an FM audience, and make it more valuable, he indicated. FM listening patterns are now shifting a little, he said: It's not only an FM audience at night, but also in the daytime. He believed FM stations will become an important factor in daytime buying.

Ayer's billings in radio suffered an offset last year when big radio spender Plymouth left the agency.

Referring to radio rate cards as pretty much unchanged, Mr. Burrows expressed interest in a recent Katz



SEW UP

THE BIG TIDEWATER VIRGINIA MARKET!

HIGH TOWER

WVEC·TV

Since WVEC-TV sent its tower
skyrocketing into the air 1049 feet —
ratings, too, have climbed to towering
new heights!

Before you decide on your buy in the
Norfolk/Hampton area — check
WVEC-TV. It's the stitch in time that
can sew up Virginia's most important
market for you!

WVEC·TV

Norfolk/Hampton
Virginia



THE
KATZ
AGENCY,
INC.

Radio could do even better, RAB's David declares

Good as it was, radio's 1966 sales record wasn't good enough. That's the view of Miles David, president of the Radio Advertising Bureau. In a special statement last week, he said:

"For last year's Perspective issue we said that if radio achieved a 5% to 7% growth rate in 1966, it would not be sufficient 'progress relative to our potential.' Radio just about doubled this growth rate in 1966—but I still don't think that's progress! Radio has the potential to pull ahead of its recent good growth patterns and start achieving consistent 12% to 15% over-all increases and better.

"I think the potential of radio nationally is best understood by those who have spent time with national advertising management and heard how strongly they express interest in radio's potential to them.

"For example, just a few days ago RAB held a radio workshop in cooperation with the Association of National Advertisers—the first such meeting in broadcast history. We attracted about twice as many advertisers and agency executives as anticipated. And a very high percentage of those attending were not current

radio advertisers. This is just one of the indications RAB finds as we call on top-level executives of both agencies and clients that our best growth years are ahead of us.

"While local radio has grown more rapidly in recent years than national radio, it too has not attained as substantial growth as possible. Locally, some of the keys to more rapid growth include strengthening sales staffs; deeper and more extensive sales training; and, in general, development of a higher level of professionalism in radio salesmanship.

Why not a 20% annual over-all growth rate for local radio? It's possible provided that we don't consider a local salesman equipped if he has a ratecard, a shoeshine and a thump on the back before he hits the street. It takes a lot more today locally as well as nationally to sell the increasingly scientific buyer.

"I look to 1967 to see greater all-out sales and promotion efforts by radio to meet the national, regional and local sales opportunities. If we as an industry glide, we will lose our momentum. I don't think that will happen.

"At the ANA-RAB workshop, one well-known broadcaster commented that he felt radio had really arrived when he saw top-level advertising executives devote so much time and interest to our medium. In the words of Alfred Waack, vice president and advertising director of Household Finance Corp. and chairman of ANA radio committee: 'This meeting marks a turning point in recent radio history.' Al Waack also predicted radio will hit its first billion-dollar year in 1967. Herbert Zeltner, senior vice president, Needham, Harper & Steers, made the same prediction for 1967 at the ANA-RAB meeting.

"We're so enthusiastic at RAB about what can be achieved that we will work that much harder to see if we can beat the figures that these two customers have suggested are our potential for this year.

"Incidentally, a not insubstantial possibility for contributing to the billionaire-year opportunity is greater growth among major retailers. RAB has had extensive meetings recently with half a dozen major chains who are undertaking new radio activity."

RADIO: GAINS SURE IN BILLINGS, STATURE continued

bought on a long-term basis—"first we must determine just what we are going to buy," he noted.

Stumbling Blocks ■ Joseph Burbeck, head timebuyer at Compton Advertising, considers the paucity of meaningful rating information and the "lack of involvement" by listeners to commercials the stumbling blocks to greater usage of radio by some advertisers and agencies.

He acknowledged that Compton is heavily oriented toward TV and away from radio (estimated 1966 radio billing: \$5.5 million) and does not believe the agency's investment in the medium will grow significantly, if at all, in 1967.

One experiment that Compton plans to undertake this year is to test spot radio in markets in which spot TV availabilities are scarce and the cost-per-thousand is high. He cited San Francisco as such a market in which a radio test is planned, but did not know whether the concept would spread to other areas.

Mr. Burbeck's view is that radio measuring services do not provide substantial "believability," and that radio commercials, even in proportion to the

dollars invested, do not have the impact or the involvement that TV commercials provide. For Procter & Gamble, he noted, Compton places a hefty schedule in ethnic radio to reach audiences under favorable environmental conditions.

A Long Look ■ Herbert Zeltner, senior vice president and director of marketing services of Needham, Harper & Steers, New York, took a long look at radio in a major speech in closed workshop sessions sponsored by the Radio Advertising Bureau and the Association of National Advertisers 10 days ago (BROADCASTING, Feb. 20).

In his view, advertisers, agencies and broadcasters all share responsibility for radio's failure to make greater progress and, similarly, jointly hold the keys for bigger and better use of the medium. After noting the need for greater creativity in both commercials and media planning, Mr. Zeltner said in a passage made public last week:

"With the large number of stations, lack of standardization in scheduling and measurement limitations, radio is a particularly difficult medium to buy effectively. Yet, all too often, it falls

the lot of junior buyers—ill-equipped to properly evaluate the limited research available—to handle this complex job. . . .

"The audience measurement problem in radio has probably received more trade press attention, meeting time and development money than all the other areas combined. . . . Yet we certainly have delayed an unconscionably long time in finding an acceptable alternative [to present practices] . . .

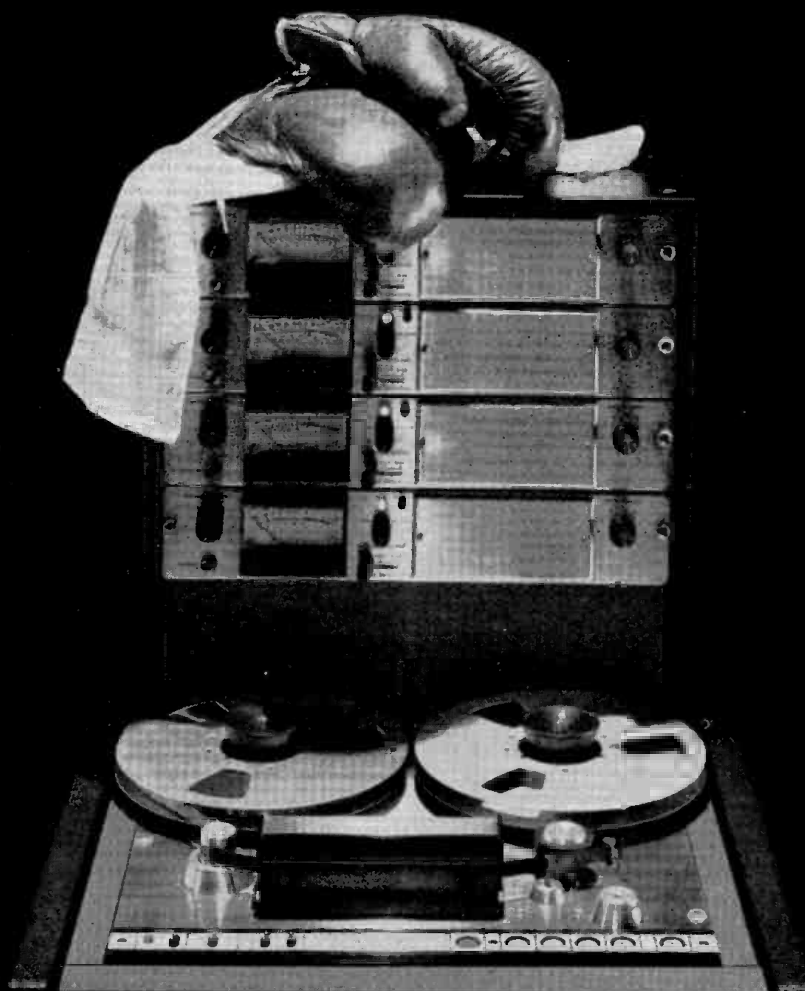
"[Another] problem area is bargain-basement thinking. All of us share some of the guilt. . . .

"In their pursuit of revenue, after prime evening hours were lost to television, many station operators became as opportunistic as public tolerance would permit in shoe-horning a maximum number of commercials in the limited traffic hours available.

"In fact, the whole tendency of our business to view radio advertising as a super-efficient tonnage device stresses just one aspect of the medium while overlooking some other valuable strengths."

Mr. Zeltner urged that agency creative people and media planners abandon "stereotyped" approaches to radio. "We've seen that radio is pervasive,

A rugged new professional from Ampex is ready for all assignments



Start with a 1, 2, 3 or 4 track Record/Reproduce; or Reproduce-only. Plug-ins make changes fast.

Introducing: The AG-440

It's ready. Rugged. With new solid maintainability for the broadcaster. New lightning-fast convertibility for the master recording studio. Our new Ampex AG-440 professional audio recorder has everything—no other recorder can match all of these features:

Precision-milled transport surfaces assure automatic alignment of heads, motors and assemblies. Exclusive ribbed, heavy-duty die-cast top plate maintains precision alignment.

Plug-in head assembly and plug-in heads permit rapid interchange . . . 4, 3, 2 and 1 channels.

Instant tape-guide convertible—from ¼" to ½" tape.

Exclusive front mounted plug-in boards for bias amp, record and reproduce electronics. Instant replacement.

Master bias oscillator and regulated power supply, in transport. Feeds up to four channels.

New three-way push-button editing: 1.) brake release for manual cueing, 2.) play-edit, and 3.) fast-cue-finding.

Ampex SEL-SYNC* on every channel for track revisions and fully synchronized sound-on-sound.

Exclusive precision-lapped triple-shielding on play head minimizes magnetic interference.

Jewel-bearing idler in head assembly reduces scrape flutter modulation.

Individual switches adjust tensions for different reel size on each side.

Adjustable turntables accept reels up to 11½ inch.

Push-button solenoids permit either local or remote control with smooth tape handling.

Newest Ampex advanced engineering, all solid state.

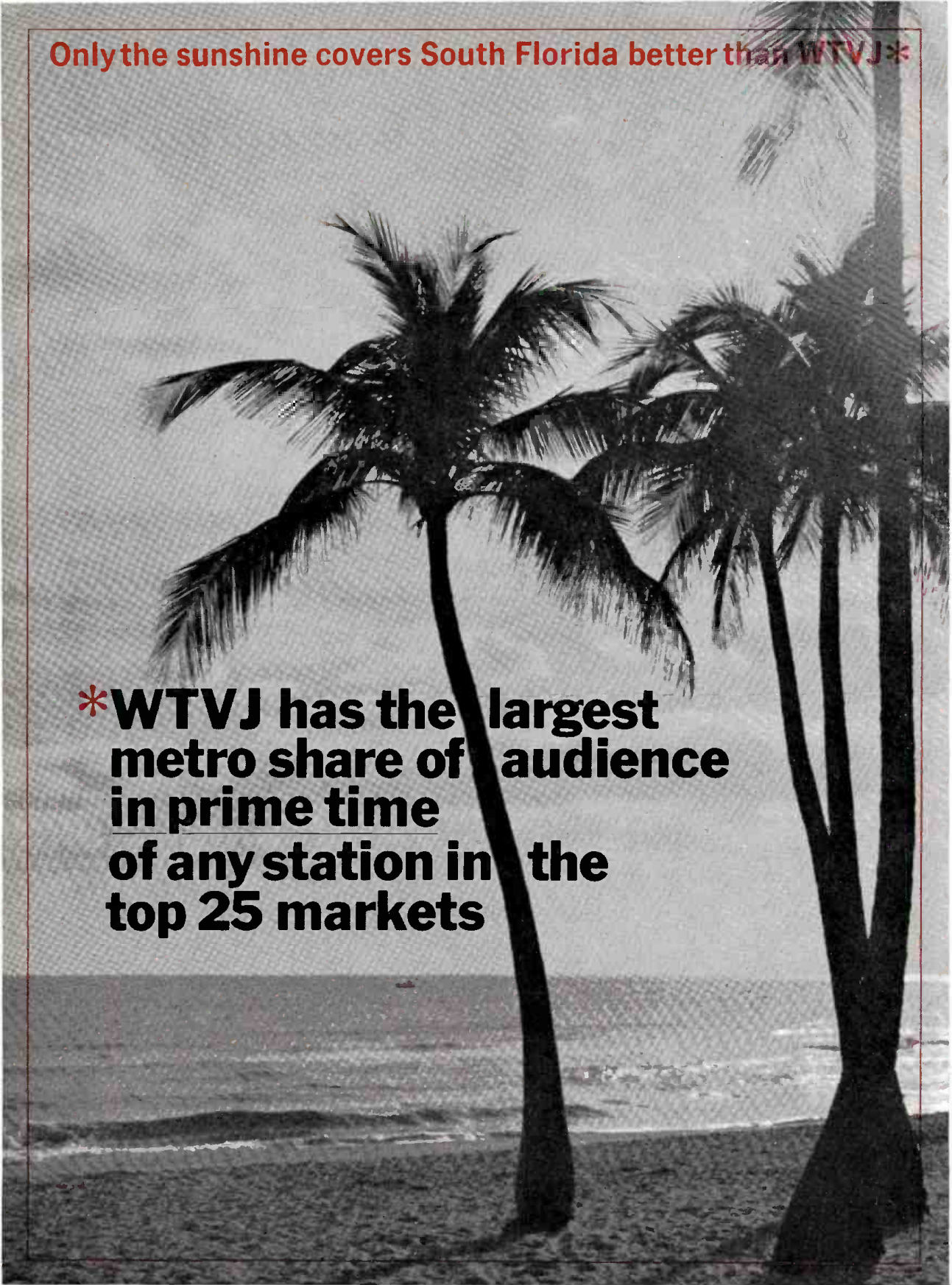
Your choice of interchangeable versions for rack mounting, console or portable case—all expandable and ready for all assignments! *TM Ampex Corp.

For an illustrated brochure showing many other features of our rugged new AG-440 professional recorders, write to: Ampex, Room 7-14B, Redwood City, Calif. 94063.

NAME _____
COMPANY _____
ADDRESS _____
CITY/STATE/ZIP _____

AMPEX

Career opportunities? Write Box D, Redwood City, Calif. 94064.



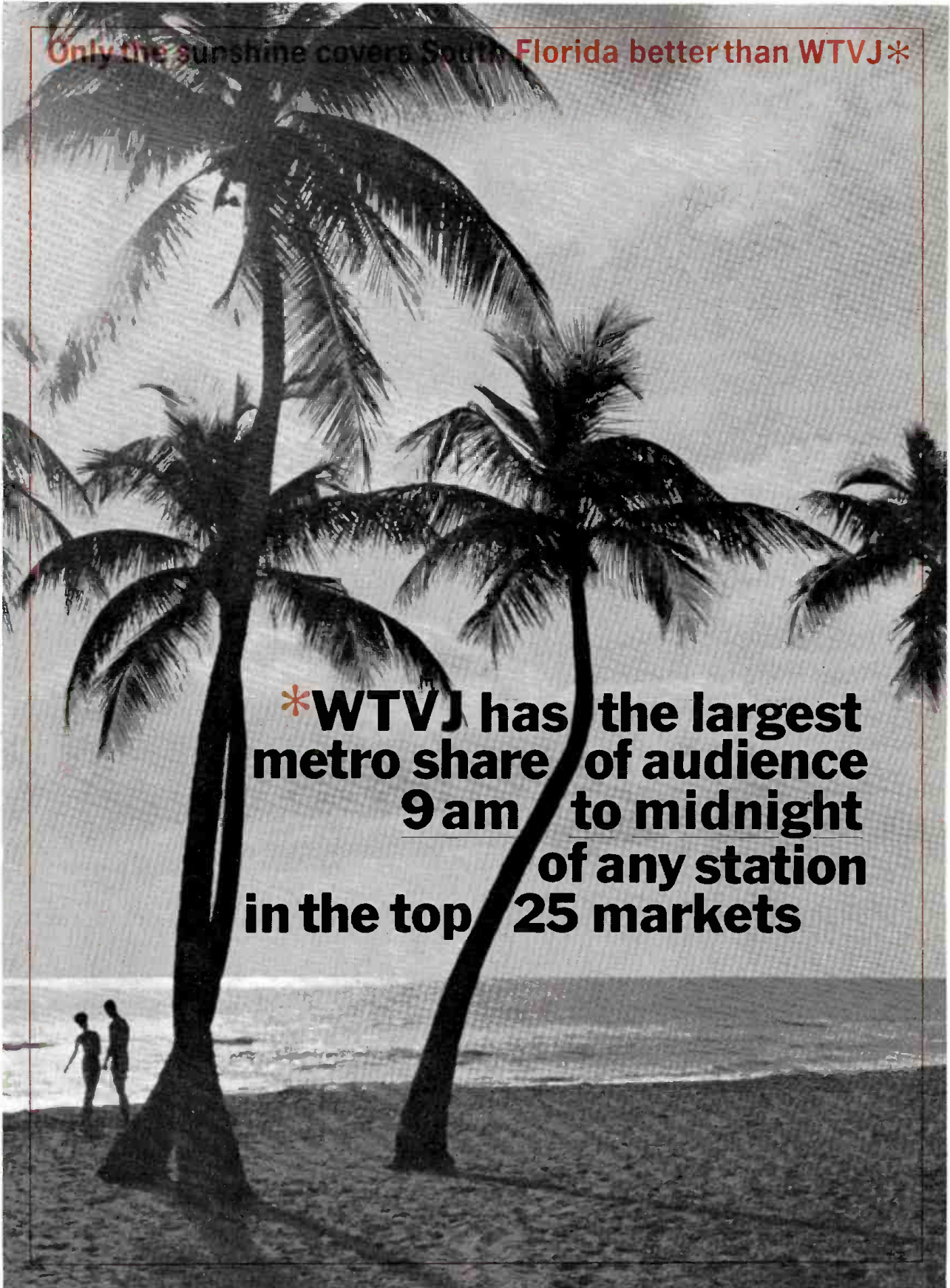
Only the sunshine covers South Florida better than WTVJ*

***WTVJ has the largest
metro share of audience
in prime time
of any station in the
top 25 markets**

November 1966 ARB, 7:30 to 11 p.m. (6:30 to 10 p.m. Central Time), Sunday through Saturday; markets of three or more vhf stations. (Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Complete color facilities / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate





Only the sunshine covers South Florida better than WTVJ*

***WTVJ has the largest
metro share of audience
9 am to midnight
of any station
in the top 25 markets**

November 1966 ARB, 9 a.m. to midnight, Sunday through Saturday; markets of three or more vhf stations. (Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Complete color facilities / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate

BROADCASTING, February 27, 1967



RADIO GAINS IN BILLINGS, STATURE *continued*

immediate, selective, efficient and effective," he said, and suggested that advertisers, agencies and broadcasters might profitably work together in testing new approaches in both buying and programing. In the long run, he thought it not too fantastic to assume that advertisers "sometime soon" will be sponsoring major programs on radio to reach specialized audiences.

Rating Needs ■ Radio's most pressing problem continues to be its lack of detailed and reliable rating information, according to Robert Buchanan, vice president and manager of the broadcasting department, J. Walter Thompson Co. The growing amount of demographic information that is being provided by television only accentuates radio's predicament, Mr. Buchanan observed.

"I think the ARMS study is only a

beginning; radio research has a long way to go," he commented.

Radio's strength lies in its ability to deliver audiences at a relatively low cost, he stated, and JWT finds radio particularly useful in regional and local advertising campaigns.

He could discern no noteworthy trends in either radio advertising or programing, except to point out that FM is bound to grow gradually, with its appeal to specific cross-sections of the population.

Mr. Buchanan declined to speculate on whether or not Thompson's billing in radio would grow this year, but traditionally its accounts have made 5% to 6% of over-all U. S. domestic expenditures in the medium (estimated radio billing in 1966: \$22 million).

A Good Buy ■ Despite long-standing problems of inadequate research infor-

mation and a continuing fractionalization of the audience, Young & Rubicam intends to bolster its radio investment in 1967, according to James Fuller, Y&R supervisor, broadcast. Y&R, which allotted about \$12.5 million to the medium last year, considers radio a good buy for some clients under certain marketing conditions, Mr. Fuller noted.

Radio provides frequency at low cost, he indicated, and can be used effectively with other media. In many markets, he added, FM is a "good buy" on some stations, providing required selectivity. He envisions a larger use of FM in 1967 by some Y&R clients.

He expressed dissatisfaction with radio research as a whole. Mr. Fuller does not believe that the ARMS study has been helpful ("If anything, it confused matters even more"). He said in general radio measuring services "end up by calling one another names."

No letup in government pressures

AMONG BIG ISSUES: EDITORIAL FREEDOM, PAY TV, SATELLITES, ETV

To broadcasters viewing the Washington scene, 1967 is a year of transition. Old issues that have stirred bitter controversy over the years are fading, but new ones, of perhaps greater significance, are developing to take their place. At the FCC there is no longer the concentration on broadcasting matters there once was; top priority now goes to communications satellites and other developments in communications technology.

In Congress, action is expected on copyright legislation that would make CATV systems liable for the payment of fees for some of the material they transmit. Of equal importance is a review of educational television policy promised in the Senate.

But what worries the National Association of Broadcasters particularly is congressional concern with broadcasters in the fields of politics and journalism. A report follows on what the commission and Congress have in store for broadcasters—and what the NAB plans to do about it. First the FCC.

Ten months after Rosel H. Hyde, the FCC's senior member, became acting chairman, and eight months after President Johnson removed the "acting" from the title, the commission has acquired a new tone. But it's one that results from the swift pace of developments in the communications industry as well as from changes in personnel.

Strictly Business ■ No longer does the commission seem eager, as it often did under Mr. Hyde's predecessors as chair-

man, Newton N. Minow and E. William Henry, to engage the forces of the broadcasting industry in controversy. Instead, it appears more concerned with keeping up with, let alone ahead of problems, and with reducing backlogs.

Indeed, it isn't broadcasting as such



that dominates the commission's thinking but communications satellites and the whole matrix of related problems in the exotic field of space communications. CATV, the AT&T rate inquiry, and the Chinese puzzle involved in making the spectrum available to the multiplying numbers of its would-be users.

Thus, while the commission is, as one member put it, "more middle of the road" than it was under the liberal Mr. Henry, the significance of the work at the agency isn't less. Indeed, the issues generated by the problems now under study could have far greater implications for broadcasting than many of those with which the commission has stirred controversy in the past.

Ford Proposal ■ The Ford Foundation proposal for financing educational

television in part through charges paid by network users of a domestic satellite system—filed in the commission's inquiry into the feasibility of private ownership of such a system—points to the development of a nationwide, non-commercial service that could rival commercial television in professionalism. So does the Carnegie Commission on Educational Television's report on "public television." Chairman Hyde, noting the relationship between the two proposals, says the commission will have a major role in the development of any new system.

The commission's action last year in asserting jurisdiction over all CATV's didn't end the problems of fitting the burgeoning cable-TV industry into the general framework of the television system; it created a host of new ones. A task force designed to deal with the cases arising under the new rules has been virtually overwhelmed, and CATV backlogs are on the rise. In addition, some commissioners are concerned about the delicate question of CATV program origination. They would like Congress to handle the issue of whether or not CATV's should originate programing, either in general legislation clarifying the commission's authority over CATV or in the pending copyright bill. If Congress doesn't, the commission will be stuck with it.

A blue-ribbon panel assembled by the Department of Commerce has recommended the establishment of a heavily financed research organization, to be

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An in-depth study of "Purchasing Behavior in the Salt Lake Market" by Frank N. Magid Associates, January 1967.

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- BRAND PREFERENCE
- INCOME, AGE, EDUCATION OF PURCHASERS
- STATION PREFERENCE
- VIEWING HABITS

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NO LETUP IN GOVERNMENT PRESSURES *continued*

housed in Commerce, to study the critical problem of spectrum-space shortage. The commission, however, prefers to do its own research in the area, in collaboration with other affected agencies. This issue—in which the reallocation of spectrum space now assigned to broadcasting may be involved—is yet to be resolved. But in the meantime the commission has sponsored a study by land-mobile radio users of ways in which they can make more effective use of the spectrum space already allocated to them, and a test of the feasibility of land-mobile use of vacant TV channels is scheduled to begin in Washington next month.

Rate Research ■ The commission's inquiry into the rate structure of AT&T—a massive undertaking—will lead, probably next fall, to questions involving the reasonableness of rates the utility charges for program transmissions.



Commissioner Johnson



Chairman Hyde



Commissioner Loevinger

AT&T, which says its return on such service is 0.9%, plans to request approval of increases that would boost broadcaster costs some \$18 million annually.

In addition, there is the issue which has split the commission, attracted national publicity to it, and generated a kind of cliff-hanger suspense—the proposed merger of ABC and International Telephone & Telegraph Corp. The commission, which approved the merger on a 4-to-3 vote in December, is under Department of Justice pressure to reopen the case and hold a hearing. But in asking the department to show the evidence on which it requested the hearing, the commission indicated it was keeping its cool. A decision on the department's petition could come early in March.

But these are merely the new-style issues before the commission. Some old-style issues, part of the legacy of former Chairman Henry, will command the commission's attention in the months ahead.

Should the commission—to take a

major example—prevent the networks from controlling more than 50% of their prime-time programing, and bar them from domestic syndication, as a means of stimulating competition in the program-production market? And what of the proposal, aimed at diversifying control of television stations in the major markets, to limit acquisitions to three TV outlets (no more than two of them VHF's) in the top-50 markets?

Pay-TV Question ■ Pending also is an issue which is the product of a rule-making proposal originally urged on the commission 15 years ago—one that would provide for a nationwide system of pay television. The commission received comments last fall in what it promised would be the last round of comments in the ancient proceeding, and is expected to issue a final order this year—very possibly before the August hiatus if the commissioners do

not order an oral argument.

Predictions are hazardous, but neither the 50-50 nor the top-50 proposal appears likely to emerge as a rule in anything like its present form, if at all. The 50-50 proposal was issued two years ago by a 4-to-2 vote of the commission. And as one of the majority on the issue remarked recently, in dated Madison Avenue: "We ran it up the flagpole, but no one saluted"—a reference to the views expressed in the rule-making proceeding.

The commission issued the top-50 proposal for comment on a 4-to-3 vote in June 1965, and then proceeded to indicate it wasn't so sure the idea was a good one. In four successive cases it waived an interim policy it had adopted to hold the line pending action on the proposal. At the time of the last waiver, in October, Commissioner Lee Loevinger, who had voted for the rulemaking, said he believes the proposal is too restrictive as it applies to UHF.

Maybe Pay TV ■ But the prospects are brighter for the pay-television proposal. Although major elements in the

broadcasting industry have vigorously opposed it, some commissioners seem disposed to give pay-TV entrepreneurs the chance they ask to gamble on the public's willingness to pay for programing.

In dealing with these matters, the commission, members and staffers say, is more unified than it was under Chairman Henry, and credit Chairman Hyde for this state of affairs. They note that the chairman, a gentlemanly and respected veteran of 42 years' of government service, is able to effect compromises among warring factions within the commission that would have been beyond the reach of his predecessor.

But if the chairman has one particular burden to bear, other commissioners and staffers say, it is the commission's newest and youngest member, Nicholas Johnson. His 80-page free-swinging dissent in the ABC-ITT case was regarded by some members of the majority as an attack on their integrity, a fact that doesn't make it easier for them to deal with him. And Commissioner Johnson himself is said to roil the waters at meetings. "You can't negotiate with him," said one official.

However, Commissioner Johnson, a former head of the Maritime Administration who joined the commission July 1, is an extremely serious-minded hard-working young man who regrets the "wild man" image some say he is acquiring. Throughout many of the 16 dissenting and concurring statements he has written runs the theme that the commission should seek pragmatic solutions on the basis of all available information. "It bothers me," he said the other day "when thought gets associated in the public mind with the forces of evil."

Loevinger Star on Rise ■ If it's true that the commission is, save for Commissioner Johnson, more cohesive than it was under Chairman Henry, it also appears to be true that Commissioner Loevinger, who was Mr. Henry's frequent critic, has more influence within the commission than he once did.

Although a Democrat, Commissioner Loevinger was always close in attitude to Chairman Hyde, a Republican, and now that Mr. Hyde is chairman, he frequently calls on Mr. Loevinger for advice—particularly in broadcast matters.

Mr. Loevinger's view that broadcasters should have wide latitude of expression, within the bounds established by statute and the fairness doctrine, was clearly reflected in the commission's order renewing without a hearing the license of KTYM Inglewood, Calif., the station that the Anti-Defamation League of B'nai B'rith has accused of anti-Semitism. That case is now in court on appeal by the ADL. (True, the commission recently ordered a hear-

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"Ask Your Neighbor" isn't the only WTMJ program luring listeners these days. Contact our representatives for details on our complete new radio line-up . . . they'll find a perfect spot for you too.

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Are you getting the attention color gives your product? Or are you back in the black-and-white ages, where nobody can really afford to be?

Your producer and laboratory rely on the quality and dependability of Eastman color film systems. And Eastman engineering service is continually working behind the scenes to make sure your commercials are color-perfect.

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Dallas: 214/FL-1-3221

Hollywood: 213/464-6131

New York: 212/MU-7-7080

San Francisco: 415/PR-6-6055

Kodak
TRADEMARK

"Slow down, world— this kid wants to get on"

"This is a fine little girl that got sidetracked from the rest of the world. Now she's trying to make it back.

"There are lots of kids like this. Little folks that hurt all over, trying to learn how to walk. Trying to do things other kids don't have to learn. They'll make it, too, if they don't run out of hope.

"Hope is a job for Easter Seals. Special doctors and nurses. Special equipment. Special love—special ways to keep these little ones full of hope. It costs money.

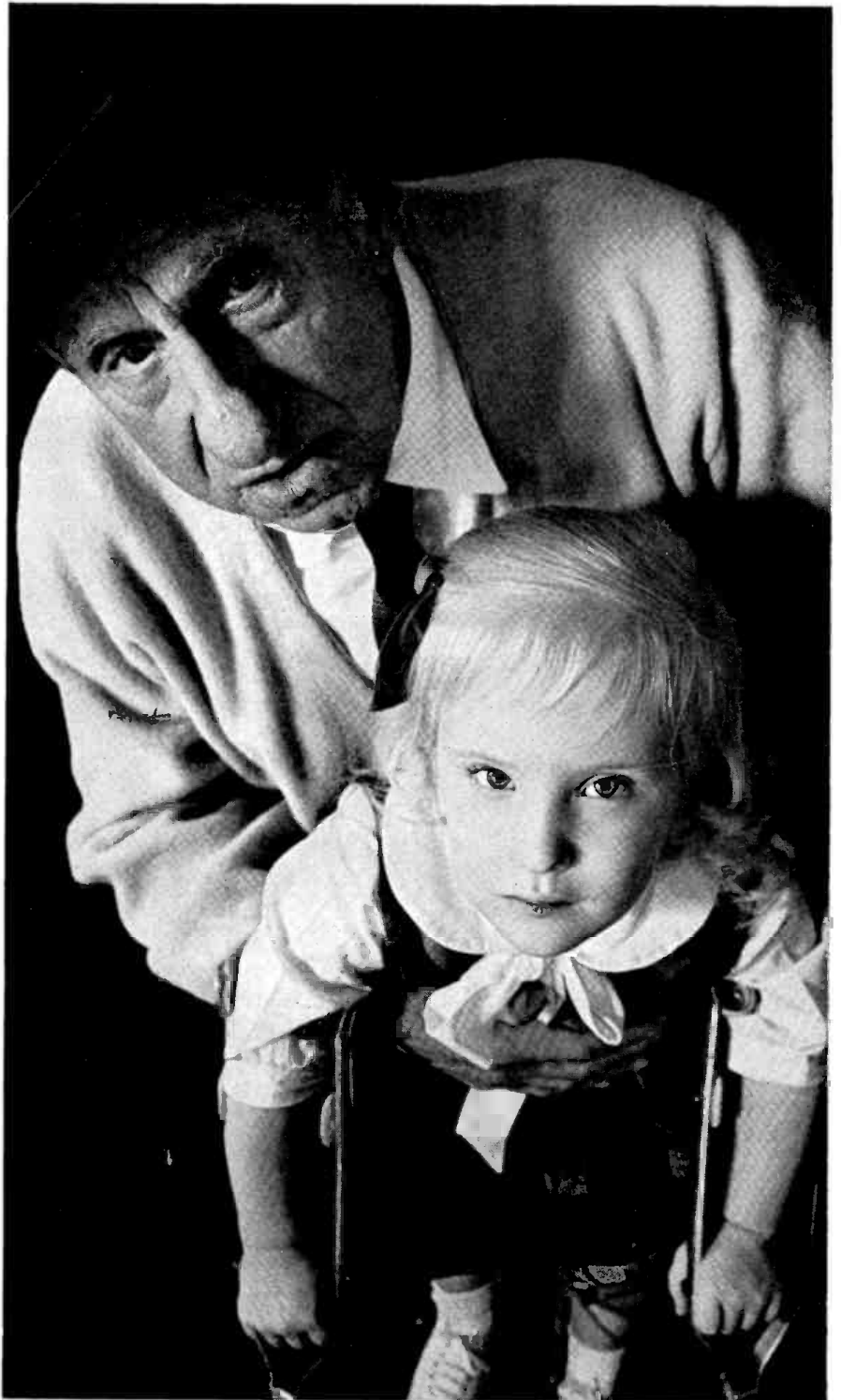
"But not a lot if we split it up.

"How about you m'friend? Slow down a minute, and reach out a hand with a few dollars in it, for Easter Seals. If you do, you'll put one of these little kids a little closer to catching up with the rest of the world. And that's a fine thing."

Jimmy Durante
Spring, 1967

Easter Seal Fund Appeal

ADDRESS: EASTER SEALS, C/O POSTMASTER,
YOUR CITY, YOUR PERSONAL ZIP CODE



Leigh Anne, 5, was born paralyzed from the waist down, and Easter Seals are helping her learn to walk and care for herself. Jimmy Durante is National Chairman of the 1967 Easter Seal Fund Appeal.

NO LETUP IN GOVERNMENT PRESSURES continued

ing on the renewal applications of WXUR-AM-FM Media, Pa., on programming issues, but that was only after the stations, which are owned by a seminary headed by Dr. Carl McIntire, asked for an opportunity to disprove the charges made against them in a hearing.)

Commissioner Loevinger has also taken the lead in the handling of the ABC-ITT case. He is personally reviewing the hundreds of documents filed by the department and the parties in connection with the department's request that the commission hold a hearing.

Penalty Rate Unchanged ■ In at least one respect, there has been no change in commission policies under Chairman Hyde—it is as free as it was under Chairman Henry in the fines, short-term license renewals and other sanctions imposed on stations accused of violating its rules.

Indeed, the commission seemed to go a step beyond Chairman Henry in his determination to police broadcasters' commercialization practices when it mailed a questionnaire to all 7,000 licensees which appeared designed to hold broadcasters to the commercial time limits of the National Association of Broadcasters radio and TV codes. Even Chairman Henry didn't dare try that, some staffers point out.

However, the true import of the questionnaire is yet to be revealed. For the commission has been floundering for several weeks in an effort to decide what to do with the information it has obtained.

The commission looked far more decisive in the past year in some very tough, very fundamental cases involving communications satellites. In one—the so-called authorized-users case—it ruled that the Communications Satellite Corp. could deal only with international common carriers and that other would-be users could deal directly with Comsat only in "unique circumstances," on the theory that Comsat was to be a carrier's carrier.

In another, involving the Defense Department's request for 30 circuits of service from Comsat's Pacific satellite, the commission worked out arrangements with a number of affected agencies to permit the department's needs to be met. And in a third case it adopted a new interim policy on ownership of the satellite systems' earth stations—an action which ended a squabble among Comsat and the carriers and eliminated a serious roadblock to the establishment of worldwide space-communications system.

To some commissioners the contrast between the commission's performance on the commercials and the satellite-

system issues is somewhat embarrassing. They don't say the commission shouldn't be concerned with commercial practices. But they bemoan the time spent on the issue when issues that could truly be called cosmic require attention.

It's this attitude that Chairman Hyde cites in predicting that the commission increasingly will devote itself to "bigger" issues. But, he also adds with a sigh, "there's always somebody wanting to raise a question about what people are watching on TV."

On the Hill ■ But if the FCC in 1967 appears more willing than it's been in the past to steer clear of controversy with broadcasters, Congress is heading head-on into a clash with industry over one of its sensitive functions—the reporting—and commenting on—political and controversial issues. Copyright and educational television, however, are the only subjects affecting broadcasting on which legislation is expected.

At a time when congressional attitudes toward most national issues are at best uncertain, Capitol Hill's inclinations concerning problems of interest to the broadcasting community remain

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- Independent Television Corp.
- King Features Syndicate
- Krantz Films, Inc.
- Medallion Picture Corp.
- Medallion Television
- Enterprises, Inc.
- National Telefilm Associates
- North American
Television Associates
- Official Films, Inc.
- Paramount Television Pictures
- Walter Reade Organization
- Peter M. Roebbeck & Co., Inc.
- RKO General Productions
- Show Corporation of America
- Seven Arts Associated Corp.
- Spanish International Network
- The Tele-Dynamics Corp.
- Tele Features
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NO LETUP IN GOVERNMENT PRESSURES continued

shrouded in doubt.

There may be some spadework done in new areas, some work in familiar regions, but little actual legislation affecting broadcasting is foreseen. The only possibilities involve educational television, where new funds may be appropriated, and community antenna television, where long-pending copyright legislation will probably be passed.

However, a great deal of attention has been promised for other subjects. The Senate Communications Subcommittee is conducting a massive study of broadcasters' handling of public affairs and controversial programming, and on the outcome will hinge a decision as to whether legislation to govern such broadcasts is introduced. The results of a questionnaire sent broadcasters late last year, currently being tabulated on computers at the Bureau of Standards,

dates.

What this entire public-affairs package in both chambers of Congress may indicate is that 1967 could be a landmark year in the lengthy discussion on defining the proper journalistic role of broadcasting.

Hearings that may help fashion national policy in another segment of broadcasting will be held in the Senate: Senator Warren G. Magnuson (D-Wash.) chairman of the Commerce Committee, has promised a thorough review of educational-television needs. Legislation that provided for federal aid to ETV will expire this year, and discussion over the renewal of the financial-assistance program and the resulting appropriation will help lay a basis for a decision as to whether the government will elevate ETV from its status of a poor relation of the com-

a profound impact on CATV is the proposed revision of the copyright laws. The House Judiciary Committee had completed its work on the bill in 1966, but that effort also fell victim to adjournment. However, the measure has been reintroduced, and it is expected to gain committee clearance again quickly. In the Senate, a judiciary subcommittee already held hearings on the CATV aspects of the bill, and has scheduled hearings on the remainder within the next few weeks. Observers expect the measure to be passed this year. As cleared in the House and foreseen in the Senate, the bill would impose copyright liability on CATV's in some instances while granting them immunity when they act mostly as a passive antenna without altering broadcasts or originating programs.

ABC-ITT on Capitol Hill ■ Two other issues may also affect broadcasting. They are the proposed merger of ITT and ABC and attention to consumer protection. There is considerable interest in the proposed merger, and the House Small Business subcommittee, which has launched a "preliminary" inquiry, has a distinctive liberal cast that can be counted on to view with critical eye the small-business ramifications of the merger. The group has asked the FCC, Justice Department, ABC and ITT for data in the case and hopes to have its preliminary study over in about six weeks, about when the merger should be accomplished if approved. And the House Commerce Committee and Senate Small Business Subcommittee on Antitrust and Monopoly are also interested in the matter. However, ITT, whose political might seems to be considerable, ABC and other supporters of the merger may be able to sidetrack some of the proposed inquiries.

With Senator Magnuson taking the lead as the chief spokesman for consumer affairs in Congress, and with growing White House support, the movement will probably be a force to be reckoned with. Of particular interest to broadcasters and to the consumer supporters alike are advertising practices. Among the bills contemplated are proposals to have the government furnish product testing information, to support testing itself, to prescribe curbs or alteration of cigarette commercials and to force full disclosure of credit costs in promotions. The credit-cost measure is being given better chance of passage than in past years and some of the others cannot be dismissed entirely. The trend in this direction seems strong despite an apparently more conservative Congress. Some lawmakers see consumer protection as a good crusade that is popular with the electorate.

There are many other legislative possibilities in the current Congress



Sen. Magnuson

Sen. Pastore

Rep. Macdonald

Rep. Staggers

will be disclosed in a report by Subcommittee Chairman Senator John O. Pastore (D-R.I.), who plans to hold hearings in the matter.

There will be other excursions into the role of broadcasting as a journalistic medium. Senator Pastore has already said his subcommittee will probe broadcasting of election results before all polling places figuring in the reports have closed. In addition, the House Commerce Committee intends to examine the subject of election predictions by the networks. Subcommittee staff members are also gathering data on complaints about the lack of fairness by broadcasters in political campaigns and in the general area of fairness on controversial issues. Some legislators are concerned over what they consider to be the overabundance of ultraconservative programs on the air, many of which they feel are masquerading as religious programs.

Potential Dynamite ■ Perhaps the most explosive facet of this scrutiny will be the House committee's study of editorializing. Chairman Harley O. Staggers (D-W.Va.) and Speaker John W. McCormack (D-Mass.) question the authority of broadcasters to editorialize and endorse political candi-

mercial broadcasting industry. Certain to figure importantly in the hearing, expected to be held this summer, are the recommendations of the Carnegie Commission on Educational TV. (See page 68).

Although 1967 will see the emergence of discussion on the topics of public affairs and noncommercial broadcasting, the year will be marked by the almost total eclipse of one of the hottest issues of 1966.

That now-dead issue is the bitterly contested CATV legislation. The contest over whether Congress should legislate to give the FCC authority to regulate CATV systems was credited in some Capitol Hill offices with attracting more constituent interest than any other issue, including Vietnam and crime. The bill was reported out by the House Commerce Committee after months of strife but was eventually pigeon-holed in the Rules Committee. No one seems interested in reviving the measure; most are willing to let the FCC operate as it chooses, unless the courts throw a roadblock in its way.

CATV, however, is involved in another piece of legislation, perhaps one of the few that seems destined for ultimate passage. The bill that could have

A Bright New Galaxy In The Stereophonic Air!

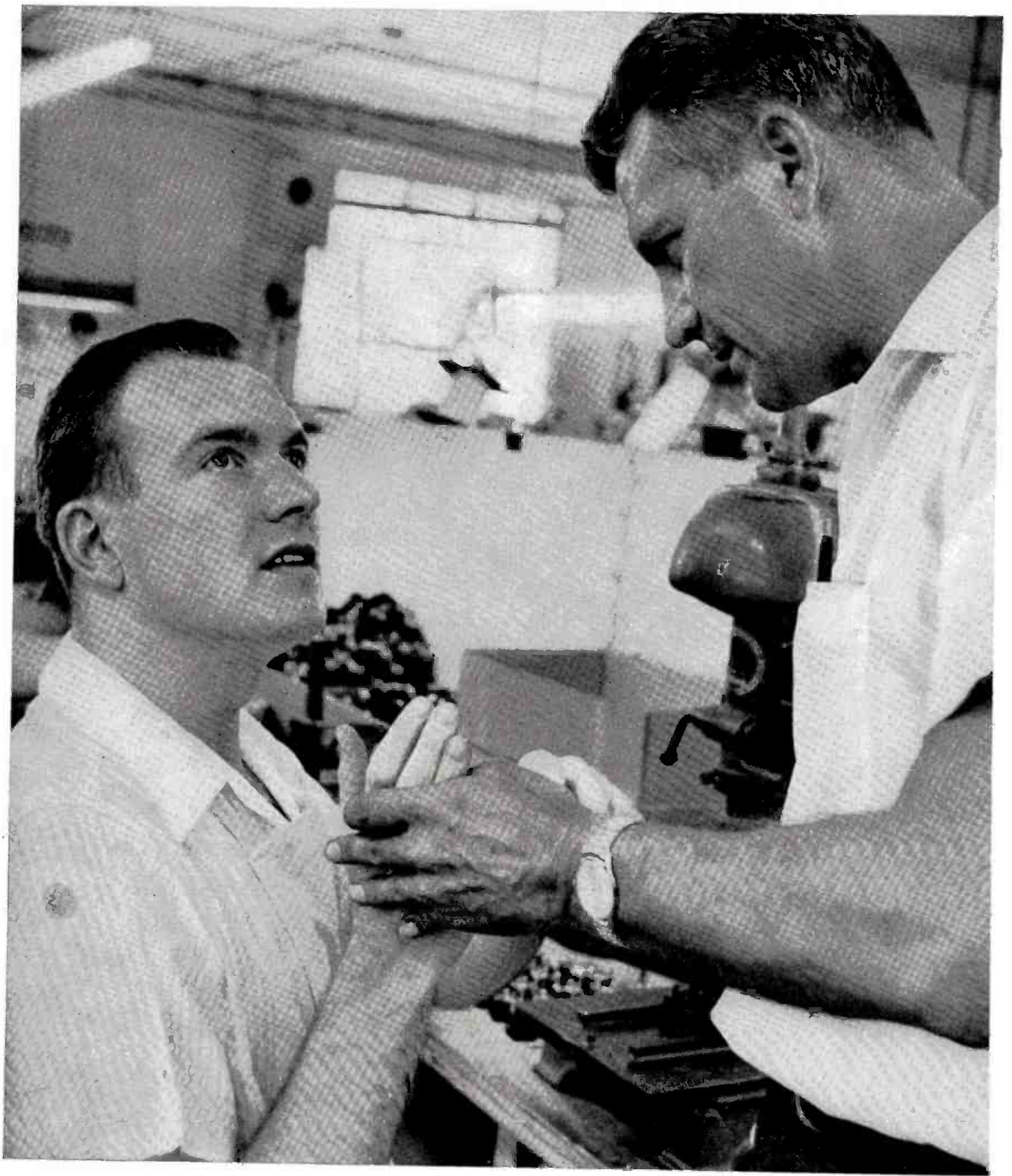
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The New England Quality Network is represented regionally by the Harold H. Segal Company, 224 Clarendon Street, Boston, Massachusetts.



Who's handicapped? Not these Western Electric suppliers.

Their eyes may be blind, but their fingers can see. Their bodies may be confined to wheelchairs, but they can all learn skills that can serve the community. And, serving, they can earn their independence and maintain their dignity.

All over the country are organizations dedicated to developing the skills of the so-called handicapped. Western Electric is proud to have been among the first to have made use of these skills. And we are pleased to report that in no case do we have to lower

our extremely high standards to accept their work. This is true even though what they make for us is some of the most complex communications equipment we supply to the Bell telephone companies.

sociated Craftsmen: Although blind and if, Edward Ries of Hackensack, N.J., assembles devices to control the signal level in II System switchboards. Sponsored by the Bergen County Tuberculosis and Health Association, Associated Craftsmen operates a private company, employing and training people with many kinds of handicaps.



Western Electric
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM



Goodwill Industries: Both his legs are gone, but Fred Denning can still do important work for Western Electric. Here he's packing terminal boards, part of the key telephone assembly. Goodwill Industries, a nationwide "sheltered workshop," employs 75 severely handicapped people in Central Indiana who do many jobs for our Indianapolis Works.



Pace Industrial Corporation: Paralyzed from the waist down, Miss Dorothy Pace supervises the production of high-quality communications equipment. In 1963, Western Electric's Merrimack Valley Works provided assistance to Miss Pace in setting up this workshop for the handicapped and preparing them for production.

that would affect broadcasting, communications or advertising. However, such measures as amendment or repeal of the uniform-time laws, longer broadcast-license terms, or some change in the Communications Act to provide for free political broadcasts are not receiving the backing or interest that legislative winners require. The last of the three, however, might rate as a dark horse.

Human Element ■ However, as in other Congresses, the sources of the most fireworks may turn out to be individual members of Congress, unexpected reactions or sudden events. Individuals who might play an important role in Congress are Senators Magnuson and Pastore, because of their key committee assignments; Philip A. Hart (D-Mich.), who has always been prominent in consumer affairs; Representative Staggers, as head of the House Commerce Committee and perhaps the leading force in the communications area in that group, Representative John Dingell (D-Mich.), a frequent critic of the FCC, who heads the small-business group studying the ITT-ABC merger; Representatives John Moss (D-Calif.) and Lionel Van Deerlin (D-Calif.), who are members of the House Communications Subcommittee and have carved out reputations as activists in the past.

But most important of all may be the relatively unknown Representative Torbert Macdonald (D-Mass.), who is being counted on to become chairman of the House Communications Subcommittee. Representative Macdonald is generally considered a liberal, but he has no record on which his attitude toward broadcasting can be judged. He has not been on the subcommittee or active in the communications field, and he has withheld comment on his policies until he is officially named. Observers are not predicting whether he will defer to Chairman Staggers; strike out on his own, following his natural inclinations, or follow the advice of Representatives Moss and Van Deerlin. But as subcommittee chairman, he has the potential of becoming one of the most important members of Congress so far as the broadcasters are concerned.

Also not to be ignored in handing out key roles for individuals in Congress are the professional committee staff members. These largely anonymous persons who are experts in their field do most of the spadework on all issues, and their advice is listened to closely by the members of Congress. Many times the spark for legislation, stands on various issues, and proposals

for investigations originate with these persons.

Industry Spokesman ■ One National Association of Broadcasters official, aware of congressional interest in broadcast journalism and advertising, has his own estimate of 1967: "a time of peril." Paul Comstock, NAB's vice president for government relations, has a prescription for broadcasters' defense: Attack, attack, attack.

The Washington outlook for the NAB is bleak, particularly on Capitol Hill. At the top of NAB's "trouble" list are the senators and representatives pushing for what NAB construes as an attack on editorial freedom.

The initial discontent in the 90th Congress is with editorializing in support of political candidates—an issue that has cropped up following each biennial national election for years. This attack has been successfully met by broadcasters before.

But the bigger concern in the NAB's eyes is the habit of recent Congresses to expand the scope of some hearings. If hearings are held on editorializing, Mr. Comstock has noted, "they may be expanded to the broader subjects of editorials in general, 'slanted' news, 'balance' in programming, and control over the 'people's airwaves.' In short, a hearing could open a Pandora's box of pet peves of disgruntled individuals and petulant pressure groups."

Fight All the Way ■ The way to defend against a formal challenge, from the NAB's point of view, is to fight it all the way from the grass-roots level to the White House and back again. Broadcasting must "vindicate [its] right to editorialize and carry the fight against existing restrictions as well," Mr. Comstock charges.

The continued references, overt and covert, by government officials toward advertising generally have also caused concern at NAB. The major area of advertising that Congress will probably be shooting at this year is cigarettes. NAB will be attempting "to convince" Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee that his bill to make tar and nicotine content a mandatory item in advertising should not be passed in its present form. Such a law was eliminated from the present cigarette labeling act, and should one be passed now, NAB looks on it as "a bad precedent for advertising of many other products."

What to do about satellites is another complex issue and NAB is trying to divorce the ETV financing proposals from the general discussion of

communications satellites, although the two are becoming entwined.

One thing is crystal clear. Any proposal to pay for ETV through charges to the users of domestic satellites, or by assessment against broadcasters, or by special taxes on TV set purchases will be opposed by NAB.

The satellite issue, the kindred proposal of the Ford Foundation for an ETV system financed by satellite users, and the Carnegie Commission report on ETV will all be taken up today (Feb. 27) when the NAB's Future of Broadcasting Committee meets in Washington.

'Loudness' Issue ■ Still of concern to the industry is the stigma attached to the word "loudness" especially when it relates to a television commercial on the late, late show. The NAB engineering advisory committee has given tentative approval to one system of measuring subjective loudness. The system, employing a noise burst and voice-only copy by which to set levels, has been employed for some months now by CBS-TV. The network currently is producing 30 test tapes to be used in the field at large and small stations—to see if it actually does help in preventing commercials from being too loud.

In the broad area of commercials, the industry is coming under increasing fire from within its ranks and from outside to do something about time standards. The NAB Code Authority is concerned about the situation and the response it drew recently from stations, groups and advertisers when it asked for comments on TV time standards, has pointed out the importance of the subject (see story this issue).

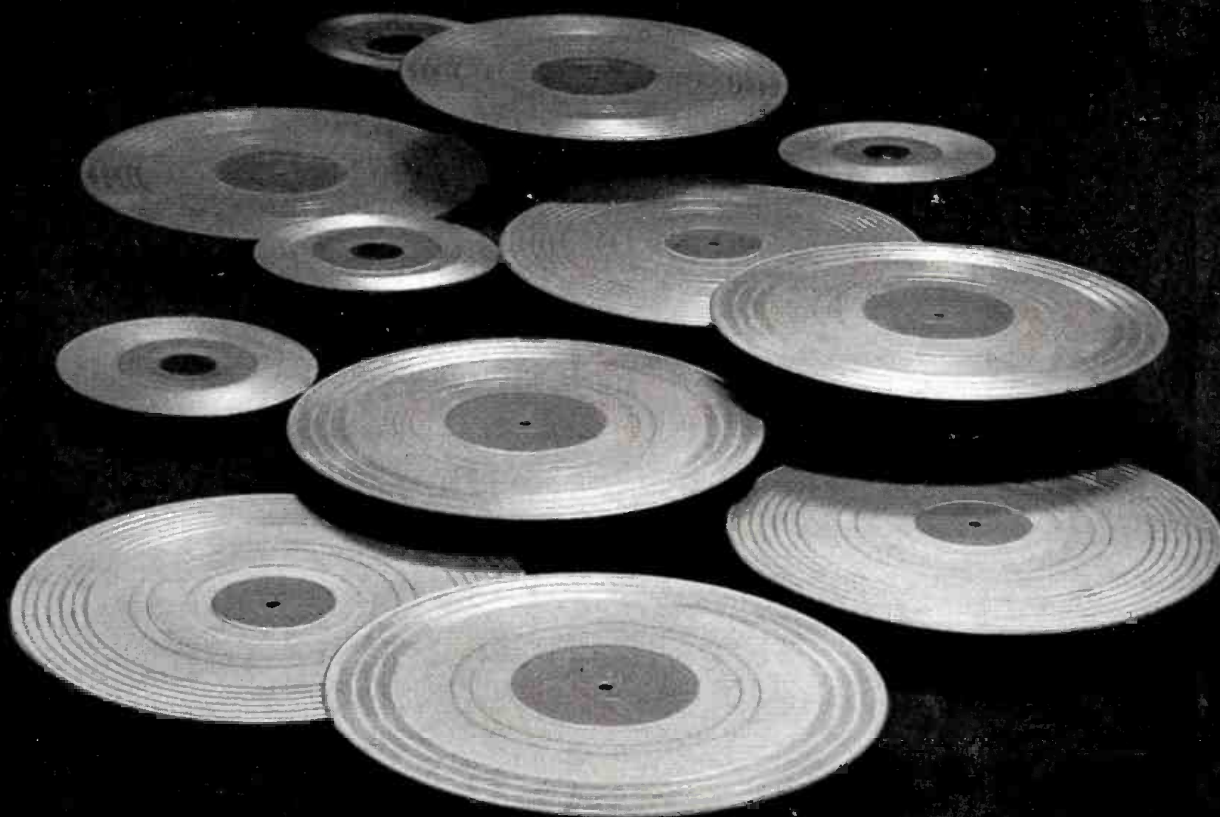
A month ago the radio code was amended to allow—for good reasons and for short periods—a relaxation of the 18-minute-per-hour commercial maximum. A similar relaxation of the TV code's limit of 10 minutes, 20 seconds in prime time and 16 minutes, 20 seconds outside prime time may come from new studies initiated last week.

But there are increasing indications that the time standards will be modified if for no other reason than to ease the clutter that comes with station breaks, commercials, credits and promos. Even that would be some sort of victory.

In another matter, the television board in January, provided for but has not yet created a small-market television committee. No one has accused the association of giving short shrift to its smaller members, yet the feeling has persisted that a separate committee, aware of the small marketer's problems, was needed.

The panel, when it is formed, will also act as the TV counterpart to the small-market radio committee created in 1966.

they
must be
writing
something
right



A writer knows that he gets to people when they buy his music. The writers and publishers affiliated with BMI must be reaching pretty nearly everybody—according to 1966 Gold Record Awards, certified by the Record Industry Association of America. This year, out of an all time high total of Award winners, recordings of music by BMI writers came out on top. 19 out of 23 Singles Gold Record Awards went to music licensed by BMI. 51 of the 58 certified long playing albums contained music by BMI composers. What this signifies is a

spectacular talent for pleasing people. To qualify for an RIAA Gold Record Award a single must have amassed a sale of at least one million copies. A Gold Record Album must have earned a minimum of \$1 million in sales at the manufacturer level. That's why we say BMI composers must be writing something right.

ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE.



Will '67 see solution to ETV problems?

SUPPORTERS THINK ONE OF PENDING PROPOSALS MAY BE ADOPTED

Elizabeth P. Campbell, president of the Greater Washington Educational Television Association, a former dean at Mary Baldwin College for Women at Staunton, Va., and a past chairman of the Arlington (Va.) County School Board, has spent the last 10 years begging. She and her devoted band of ETV enthusiasts have raised almost \$5 million in that period, all for the construction and operation of noncommercial, educational WETA-TV on channel 26 in the nation's capital.

This year Mrs. Campbell hopes she can stop her constant alms-seeking and settle down to running what everyone considers one of the bright jewels in ETV's diadem.

WETA-TV operates on an annual budget of \$1 million. It is also representative of the 50-odd ETV stations owned by community groups serving both the local school systems and also the adult viewers of their coverage area. Other ETV stations are owned and operated by local school systems, state boards of education, or by universities and colleges.

Mrs. Campbell's hopes for relief from her mendicant activities is tied to the various proposals that have been submitted in the last 12 months to lift ETV into the realm of financial independence. In a good many ETV circles 1967 is thought to be the year that Uncle Sam will begin to foot the biggest part of a vastly bigger bill for noncommercial television operation.

The latest proposal to bolster ETV's position was the report of the Carnegie Commission on Educational Television. Earlier there had been a plan by the Ford Foundation to operate a broadcast satellite communications system, with the profits to be used for ETV.

Money for Building ■ Even earlier, however, the federal government entered the lists of ETV donors. In 1962, Congress, at the urging of Senator Warren G. Magnuson (D-Wash.), passed the educational TV facilities act providing \$32 million to be paid to states on a matching basis for the building of educational TV stations. This appropriate-

tion runs out on June 30, but President Johnson has recommended that an additional \$20 million be granted by Congress to continue this program for another year.

All of this is a far cry from 1952, when the late FCC Commissioner Frieda B. Hennock single-mindedly persuaded her colleagues to reserve 242 noncommercial educational channels in the then new TV allocations plan.

Almost immediately, the fledgling ETV system came under the financial wing of the Ford Foundation. In fact



Mr. Bundy

Mr. Friendly

there's a big question whether ETV could have gotten where it is today without the \$130 million Ford poured into ETV's blood vessels. The foundation's support helped put ETV stations on the air, and its underwriting of the National Educational Television center in New York insured a central program source for the television educators.

Last summer, Ford proposed the establishment of a nonprofit TV satellite communications system for the U. S. television networks, whose profits would enable ETV at last to stand on its own feet. McGeorge Bundy, president of the foundation, was almost poetic in his view of the possibilities: "The satellite used in the right way can make the desert bloom for whole new areas of television."

The Ford satellite plan is actually the brainchild of Fred Friendly, former CBS News president who resigned last year when his network failed to see eye to eye with him on the need for broadcasting the full hearings on Vietnam being conducted by the Senate Foreign Relations Committee.

Satellite Service ■ In its simplest terms, Ford proposed that a nonprofit corporation be established to own and operate a domestic satellite communications system for TV networks. The system would consist of four satellites,

each with 12 TV channels. Each channel would be 40 mc wide. It is presumed that a satellite system of interconnections would be cheaper than the present \$55 million a year paid to AT&T's Long Lines Department to interconnect network affiliates. Therefore, according to the foundation's calculations, the TV networks will be glad to use the satellite facilities, and the "profit" left over after operating costs could be used for program development and other goodies for the ETV table including a possible "fourth" network for noncommercial cultural, documentary and discussion programs and for intensive news coverage. The establishment of such a system, Ford figured, would require about \$80 million, and the annual operating cost, including depreciation, about \$19.3 million. ETV might benefit by as much as \$30 million a year, Ford calculates, and after 10 years, ETV might realize \$60 million annually.

The Ford plan was actually submitted in the wider context of an FCC proceeding to determine whether there is a need for a domestic satellite communications system, and if there is, how it should be established, owned and operated.

Comsat Idea ■ This larger picture on domestic satellites quite obviously brought the Ford plan into conflict with the Communications Satellite Corp., the public corporation holding what it claims is a monopoly on satellite communications. Comsat, in filing its plans with the FCC, proposed a satellite system for internal U. S. use similar to the Ford proposal, but naturally concerned only with commercial telecommunications aspects, including the strong view that any satellite system must be an all-purpose facility capable of handling not only TV but also telephone, telegraph, facsimile and data transmissions.

The import of the Ford proposal, however, was not lost on Comsat management. During the fall of 1966, Comsat Chairman James McCormack and President Joseph V. Charyk journeyed to Cambridge, Mass., to discuss the ETV angle with members of the Carnegie Commission, which at that time was still considering ways and means of financing ETV. The Comsat officials submitted a tentative idea to the Carnegie group: have the government impose a surcharge on all users of a commercial, all-purpose domestic satellite system with the proceeds going to ETV. Interestingly enough, the Carnegie report on ETV makes no mention of this proposal; the commission declared that





So far, there's only one applicant

It's Lenkurt's 76 TV microwave transmission system.

This is the system that's bringing top-quality color and black & white TV into areas where they used to think something was wrong with their picture if it didn't have snow most of the time.

For instance, take the 76 TV Studio Transmitter installation at station KOLO-TV in Reno, Nevada. Since the 76 is transistorized, the new system operates with practically no maintenance, quite a bonus to KOLO-TV because one of their microwave terminals is located on Freel Peak, where 20 foot snows and 100-200 mile winds are not uncommon.

Another outstanding feature of the 76 system is its versatility. At the University of Kansas Medical Center, a 76 ETV system makes it possible for students to participate in classes being presented at a sister campus, 45 miles away. This is one of the few two-way ETV systems in existence. This system is significant because of the high resolution it provides for remote observation of medical techniques.

And the Columbia Basin Microwave Company is using our microwave to transmit two off-the-air pickups through an extensive 76 network to serve several CATV companies and school districts.

So, whether you're planning a community TV setup, an Educational TV program, or want to join a network, *and* you want rugged, reliable equipment to help with top-quality color and black & white TV transmission, you'd be doing a smart thing to write us for the resume on our money-saving, solid-state 76 TV microwave system.

Lenkurt Electric Co., Inc., San Carlos, Calif. Other offices in Atlanta, Chicago, Dallas, and New York City.

LENKURT ELECTRIC
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS **GTE**

WILL '67 SEE SOLUTION TO ETV PROBLEMS? continued

the whole question of satellite communications was outside its ken and involves much more than ETV.

Three Sources ■ The Carnegie Commission on Educational Television, established in 1964 by the prestigious Carnegie Corp. under the chairmanship of Dr. James R. Killian Jr. of the Massachusetts Institute of Technology, and with the public support of President Johnson, issued its report last month. The document is a model of its kind, and recommends financing ETV from three sources: (1) a tax on TV receivers, (2) funds from the federal government, and (3) funds from state and local governments, foundations and private contributors.

The principal idea propounded by the Carnegie committee is the establishment of a Corporation for Public Television to be underwritten by the proceeds from the tax on TV receivers. This CPTV, as it's called, would use these monies for program development and origination, to interconnect ETV stations for live coverage of important cultural and

ETV's future. In other circles, however, there have been objections: TV set manufacturers, for example, feel they are being tapped unfairly for the burden of raising funds for ETV; other observers have raised questions regarding the complexion of the governing board of CPTV. The plan calls for the President to appoint six directors, with these six electing six others to round out a board of 12 members. This method, some critics note, could lend itself to White House "packing".

At the moment, the Carnegie Commission has gone out of existence. Members of the commission, however, in post-report appearances have urged the establishment of interested groups to "sell" the idea—to the federal government, to state and local governments, to foundations, and to the educational world in general. No such group has yet been formed.

Next week, however, a beginning may be made when the second annual conference on ETV financing takes place in Washington. This meeting, to be held March 5-7, is sponsored by the ETV Stations Division of the National Association of Educational Broadcasters. It is expected to draw over 300 ETV managers and board members.

From this conference a lobby may emerge to battle for the Carnegie plan, or variations of it. And its first battle ground may well be Capitol Hill, where the Senate Commerce Committee chairman, Senator Magnuson, has promised to review the entire ETV situation, and where the excise tax proposal requires action by the House Ways and Means Committee, and the federal contribution idea by the House Appropriations Committee.

Over the years commercial broadcasters have not been blind to the needs of their noncommercial brethren. Donations in the form of equipment and of money have flowed to ETV stations from commercial broadcasters. When the Future of Broadcasting Committee of the National Association of Broadcasters meets this week, ETV is one of the items on the agenda. And the FOB committee will have for consideration the proposals of a broadcaster and a Washington communications attorney. Lawrence H. Rogers II, president of Taft Broadcasting Co., last May recommended the establishment of a national educational and cultural authority under the aegis of the federal government to be supported by a tax on commercial broadcast licenses. W. Theodore Pierson, Washington communications lawyer, also called for the setting up of a national foundation for ETV.

If all these plans fail, or if only a portion of the money required for ETV

becomes available, Mrs. Campbell will have to continue her program of putting the bite on her friends and acquaintances in the greater Washington area which includes portions of Virginia and Maryland as well as the District of Columbia. This is necessary, she says, just to keep WETA-TV going at its present level. But, Mrs. Campbell, like other ETV leaders, wants more than that; she wants WETA-TV to grow into the big, lusty voice of education and culture in the metropolitan Washington area—as powerful in the realm of education and culture as her commercial broadcaster friends are in the arena of the marketplace. This goal may not be reached tomorrow, but it's obvious that the present ferment may result in a step forward, a big step forward, in what could become a march by ETV toward national importance.

Outlook for color in Britain: '69 start

The question of competing color TV systems in Britain (BROADCASTING, Nov. 21) has been resolved by an announcement from Edward Short, Britain's postmaster general. By the end of 1969, both services of the BBC and Independent television will have color programs.

Transmission will be on 625 lines (UHF), which will become standard in Britain for both color and monochrome. Existing services of 405 lines (VHF) on BBC-1 and ITV will be continued for a number of years further. Cost of the changeover is estimated at \$47.5 million for the BBC and \$84 million for the Independent Television Authority.

A spokesman for the ITA said they hoped to start their 625-line service by late 1969, providing 40 hours of color TV per week.

The BBC also expects to transmit 40 hours of color weekly via their first service, in addition to 25 hours on BBC-2. Complete changeover to the new system is expected to take until 1980.



Dr. Killian

Mr. McCormack

news events, and to engage in research on programing and equipment.

To raise the estimated \$178 million yearly needed at the outset the Carnegie group recommended: a 2%-5% tax on TV receivers, imposed at the manufacturers' level to bring in \$56 million; grants from the federal government amounting to \$68 million, and grants and donations from state and local sources, plus foundation grants and private contributions to raise \$54 million.

After 10 years under this program, the Carnegie group expects some 380 ETV stations on the air (there were 124 on the air at the end of 1966), requiring \$270 million a year. The necessary contributions would then rise, the commission calculated, to \$104 million from the TV set excise tax, \$91 million from the federal government, and \$75 million from states, local authorities, foundations and private contributors.

Support Coming ■ What has been the reaction to the Carnegie plan? In educational circles, there has been much excitement and an uplift in visions of

Data for planning

The Department of Commerce, Bureau of the Census, has published a pocket data guide entitled, *Pocket Data Book, U.S.A. 1967*. The guide with graphs, charts and tabular data presents condensed statistics covering the social, economic and political life of the U. S. Copies of the book are available from the Superintendent of Documents, Government Printing Office, Washington 20402 or from the Department of Commerce field offices at \$1.50 each.

Advertisers find proof of radio-TV power

TYPICAL EXAMPLES OF HOW MEDIA HELPS BOTH BIG AND LITTLE FIRMS

In the continuous advertiser contest to build sales through radio and television advertising, the prizes can be rich. A 5% or 50% sales increase can be as overwhelming for a little advertiser as for a giant.

Radio has rebounded from its period of TV domination and is looking to 1967 as the year to crack the billion-dollar line.

Television continues to make giant strides and its circle of users is constantly broadening. One of the most important breakthroughs will be increasing use of the medium locally by department stores and 1967 may see that area—long dominated by newspapers—break wide open.

There is no set formula for a successful advertising campaign. It can be humorous, hard sell or soft sell, or a combination of such approaches. Each method serves its purpose and when an advertiser ties a good campaign to a good product the results are often substantial.

The list of successful campaigns in 1966 contains a variety of products. From the McDonalds Restaurants' 15-cent hamburgers to Toyota Motors' Japanese-built car for \$1,760.

The 1966 success stories that follow come from a long list that also includes Kentucky Fried Chicken, Great Western Sugar, Burger King, Dairy Queen, Chicken Delight, Motorola, Trane Co., Quaker Oats, General Foods, General Electric, Mallory, Revlon and American Home Products.

TV 1966—Campaign 1: AAMCO finds its formula

"You don't obtain sales so that you can advertise. Your advertising expenditure must always precede your sale." In a quick three-and-a-half years this business philosophy of AAMCO Transmissions Inc., King of Prussia, Pa. has built the nation's largest chain of transmission repair shops through extensive advertising—especially spot TV.

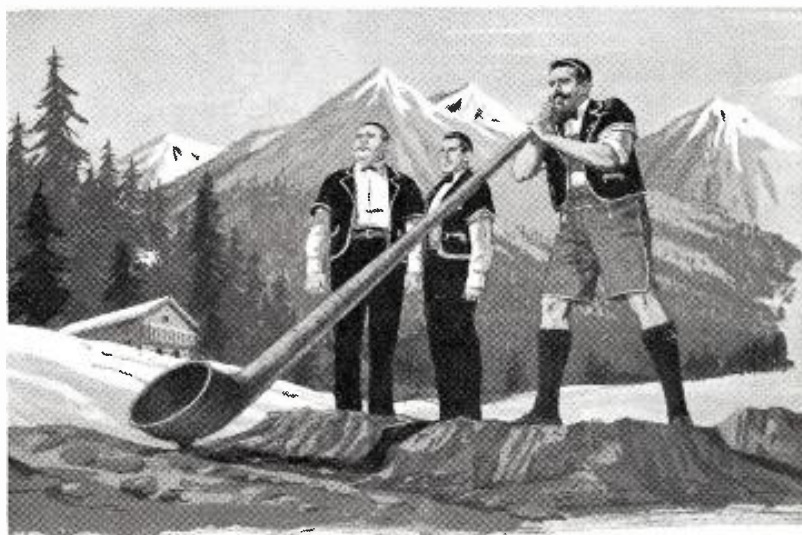
And this is just the start: the chain plans to double its 350 franchised shops and to increase its advertising budget 50% to \$6 million in 1967. Although the 10-year-old company has used TV throughout its growth, it was not until 1963 that its national franchise system was formed. The strong TV push began in 1965 when two-thirds of its \$1.5 million advertising budget was

placed in broadcasting.

Spending almost \$3 million in radio-TV in 1966, AAMCO and its distributors grossed \$61 million. The current campaign is expected to reach \$4 million on projected sales of \$95 million. To provide creative, production and media selection services for its expanding franchises, AAMCO recently formed a subsidiary, The Bell Agency, which

will also place the company's advertising in the Middle Atlantic states. Wermen & Schorr, Philadelphia, previously handled this area.

Hitting 135 markets with spot—60's with 20-second lifts on color TV—AAMCO floods its markets. The commercials, featuring well-known personalities Zsa Zsa Gabor and Leo Durocher, promote various goals: the



YOU MAY NEVER HEAR THE LONGEST HORN*—

BUT... WKZO Radio's Sound Reaches Far More Drug Stores in Greater Western Michigan

If you want to trumpet the merits of a drug product, WKZO Radio is your instrument in Western Michigan.



WKZO's primary service area covers over 2½ times as many drug stores as the next-largest station.

Just note these simple scores: 608 drug stores in WKZO's primary service area, but only 238 in Station B's, and only 89 in Station C's. WKZO Radio covers almost twice as many as its two nearest competitors combined!

And we cover the *program* area well, too . . . with sports programs, for instance, twice named "*outstate Michigan's best*" by Associated Press.

Why mute your message? Let your Avery-Knodel man help you make sweet sales music throughout Greater Western Michigan!

*The 15-foot Swiss alpenhorn.



The Feltz Stations
RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJBT GRAND RAPIDS
WJIM JIMMIE BAY-CO-KALAMAZOO
WYTH-PA. CHILLAS
TELEVISION
WKZO-TV GRAND RAPIDS KALAMAZOO
WYTH-TV CHILLAS TRAVEL CITY
WYTH-TV SALT LAKE CITY
WKZO-TV BIRMINGHAM, ALABAMA
WKZO-TV GRAND ISLAND, NEB.

WKZO

CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representative

Television's growth parallels that of advertising, says Cash

"This may well be called The Year Of Involvement and the extent of this involvement will affect television and the advertising that supports it and the public that supports advertising," Norman (Pete) Cash, president of the Television Bureau of Advertising, said in a special statement announcing some of TVB's 1967 plans last week.

"The growth of television depends upon advertising's growth and neither can happen without public involvement," Mr. Cash said, "so TVB will continue to devote a portion of our message on each major platform and agenda to the story of advertising's role in the economy. To involve the public, over 100 TVB member-stations are already running our on-the-air campaign to explain advertising. To involve the government, we have pointed out that advertising dollars generate federal taxes at about the rate they generate corporate profits. At the recent American Advertising Federation meeting we proposed a locally originated plan to create community involvement in advertising.

"We know what happens when advertisers and their agencies become involved in advertising: television has been the basic medium of the top 100 national advertisers for 13 consecutive years. To help maintain this TV involvement on the part of our current customers, TVB is taking our film 'Tel-empathy' to each of the key agencies and to many clients. The message of the film itself is involvement and how it is created.

"But beyond our current customers are the should-be-advertisers and the area of TVB's greatest involvement in 1967.

"During 1967, TVB will seek new ways to illustrate television's ability to meet the marketing needs of these should-be-advertisers and should-be-advertisers on all levels.

"The distinction between national and local prospects has faded with the growth of such categories as the franchiser . . . a form of "branch-store" business whose television use illustrates the TV contour concept of marketing . . . a message we will be taking to both manufacturers and retailers.

Big Gain Locally — "Local television should pass the half-billion dollar mark in 1967 and has already become front-page *Wall Street Journal* news.

"TVB, during 1967, will be helping to bridge the gap between manufacturer and retailer through the use of "wild footage" and the greater interchange of commercial reels from our growing library.

"To help telecasters best present television's messages to (and for) retailers, we will again conduct station-by-station sales clinics following the successful pattern of 1966. Our sales training conferences are continuing in New York with additional conferences planned.

"We are now mapping the known (and unknown) areas of media research to provide a basis for a five-year research plan to fill in parts of the unknown . . . research that may

well take us into the various effects of color and its added dollar value for the advertiser. The special value of January for spot television is another vital area.

"Systems of Spot," our analysis of the paper jungle that surrounds spot television buying, is already finding ways to expedite the flow of dollars and reduce the wasted motion involved. Advertising agency and telecaster involvement has been excellent and will prove profitable for both.

"Involvement with television will spread to new categories in 1967, ranging from employee recruiting to corporate annual reports on the air, from perhaps the first major campaign of a major retailer to new association industrywide efforts.

"Selling today is no longer the mere presentation of facts, important as the facts are. It can't stop with understanding. It requires involvement: the seller must become as involved in the advertiser's business as the advertiser is.

"We must better see the advertiser's problems from the advertiser's viewpoint and become as involved in his success with television as we wish him to be in the success of television itself. This will not be the year to sit by and watch the parade pass: the man who sits on the sidelines may find he can't get off the curb. TVB in 1967 will strive to increase the dollar revenue of television through the growing success of advertisers and their agencies. This is why TVB was created and it is our area of deepest involvement."

inspection service, band and linkage adjustments, the coast-to-coast service and the name itself.

AAMCO's Jack Heaney says the firm will continue to use broadcast media "because it allows us to saturate a new market, make fast changes in the service we are promoting and make adjustments up and down for sales conditions."

TV 1966—Campaign 2: Taxes, TV Block recipe

John Cameron Swayze opens an attache case to reveal papers and car keys. "This is a 'Don't Do-It-Yourself' kit for income taxes," he says, adding that the viewer should put his personal expense records in the attache case and take a short drive to H & R Block, the

income tax people, who "will help you not do it yourself."

This no-nonsense approach to tax-



The star and the writer for the H & R Block income tax service take a break on the set. John Cameron Swayze (r), has been on-air spokesman for Block since 1965. His commercials are written by Bill Smith (l) of Burton Wasser Advertising Inc., Kansas City, Mo.

return blues has helped the income tax firm grow from one Kansas City, Mo., office 12 years ago to its present 1,600-plus outlets in the U. S., Puerto Rico and Canada. Since 1959, H & R Block has found television to be the most effective source of new business.

Each Block office has a TV budget (2% to 20% of gross receipts) used according to guidelines established by the parent company and by Block's agency, Burton Wasser Advertising Inc., Kansas City. Buying locally the company limits TV exposure to a 13-week period during the tax season. In 1966 an average of 150 Block commercials were placed on 200 stations in 108 cities. In 1967 an estimated 250 stations in 130 markets will carry Block spots. Attesting to the company's rapid growth, combined Block billing was \$900,000 in 1966 and is expected

to exceed \$1 million in 1967.

Mass Appeal ■ The company relies heavily on spot TV with occasional sponsorship of news-weather-sports programs. Its message of integrity, convenience, low cost and confidence is directed to the adult male with emphasis on "mass audience" appeal.

Block spots, produced by Dick Willis and Associates, Kansas City, include 60's, 40's with 20-second live address tags, 20's and 10's. Mr. Swayze has been used as spokesman since 1965 because of his effectiveness in "creating awareness in new markets." Current commercials offer a variety of approaches from the straight "nuts-and-bolts" clincher to the dramatized situation.

Media plans for next year may include network-spot, but generally placement will be handled on a market-to-market basis. Occasional color spots, now used primarily for "status" purposes opposed to the black and white of the tax business, may move to all-color in the future.

TV 1966—Campaign 3: Hills uses flexible spot

Since 1953 Hills Bros. coffee has used television advertising. Since it is not marketed in all areas, Hills Bros. has gone into network TV only occasionally. The bulk of its TV dollars are in spot.

In the past year, Hill's spot outlay went up about two-thirds from the previous year. According to Television Bureau of Advertising figures for the fourth quarter of 1965 and first three quarters of 1966, Hills Bros. spent \$4.9 million in spot TV, compared to \$3 million in the comparable 1964-65 period.

Promoting both ground and instant coffee, Hills provides "virtually complete television coverage" in its marketing areas, which takes in all the U. S. except for the Middle Atlantic states, Southwest and metropolitan New York. K. L. Rice Jr., director of advertising for the San Francisco firm, notes that "at any given time we normally have three or four 60-second and 20-second commercials in use."

Hills moved its account to Foote Cone & Belding in May 1965 and later that year started to substantially increase its TV budget. It went to color

spots in the fall of '65 with the ground coffee spots produced by Cascade Pictures of California, and the instant coffee commercials produced by Robert Carlisle Productions.

Now in its 14th year of TV, will Hills Bros. stay with the medium? You bet it will.

TV 1966—Campaign 4: Toyota grows with TV

Toyota, the compact Japanese car, spent less than \$75,000 in spot television during all of 1965, but it spent almost one-third more than this (\$91,000) during the first quarter of 1966 alone. In all, Toyota Motor Sales Co. U.S.A., importer of the Japanese car, expended more than a half million dollars in spot TV last year.

There's substantial evidence to indicate that the advertising allocations were effective. For Toyota has had a rapid growth. Two years ago it was listed in the miscellaneous category in import registrations. Today it's in fifth place and apparently moving up.

In October 1966, for example, Toyota retailed 2,256 cars, up from 622 cars the year before. Only Volkswagen, out of all other imports, sold more.

Toyota, through Clinton E. Frank Inc., West Coast, Los Angeles, stresses a program of dealer association advertising. But where in the fall of 1965, Toyota was using spot TV in only three western markets, a year later, dealer association commercials were running in 20 western markets in addition to New York and Boston. Now virtually all dealer association advertising expenditures go into spot TV.

This year, Toyota figures to boost its budget significantly over 1966 in an effort to establish the import car nationally. The East Coast, particularly, is likely to feel the influx of new spot TV dollars from Toyota.

Radio 1966—Campaign 1: Tidy House finds success

What do you do with a nearly defunct household cleaning aid firm that stepped out over its head into the high costs of television exposure? You retreat to a low-cost, high powered medium, of course—radio.

TidyHouse, an Omaha firm which sells five cleaning aids in 20 states, had a successful track record in radio for many years until, through marketing research, it decided to try its hand at national television exposure. The resulting high-cost-TV-no-radio budget nearly swamped the little firm.

Faced with slim resources and possi-

Stainless' growing ETV TOWER FAMILY!

New ETV's keep joining the pioneers. Now, a record 1,200 broadcasters have selected Stainless towers. AM, FM, TV, CATV—let us know your requirements.

celebrating
Our 20th Anniversary



Stainless, inc.

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WEDN
WEDU
WFIQ
WGTV
WHRO
WHYY
WILL
WITF
WJSP
WLJT
WMEB
WMED
WMEM
WMFE
WPSX
WUCM
WUNC
WUSF

70 ROOMS OF PRODUCT 70

TELEVISION
FILM
EXHIBIT **TFE'67**

→ **AT THE NAB CONVENTION** ←

What would induce 17 busy media and advertising executives to meet again and again to evaluate media promotion campaigns?



MAL DCHS
Dir., Media & Research
Campbell-Ewald



RUDY WAHLIG
Media Director
Doremus & Company

DANIEL McGRATH
Assoc. Media Director
Tatham-Laird & Kudner



DOROTHY SHAHINIAN
Media Department
ITSM Div. of
McCann-Erickson



JOAN STARK
Asst. Grp. Head,
Media Dept.
Grey Advertising, Inc.



J. (Jack) T. D. CORNWELL
Mgr., Adv. &
Sales Promotion
Celanese Chemical Co.

BRUCE SMALL
Asst. V. P. & Mgr.,
Spt. Bdcst. Unit
Ted Bates



TERRY PELLEGRINO
Asst. to Sr. V. P. &
Media Dir.
Young & Rubicam



WILLIAM SCHINK
V. P. & Sr. Media Cons.
G. M. Basford



THURMAN PIERCE
Assoc. Media Director
J. Walter Thompson

Here's what one said

"I consented to serve on the Gold Chevron Award Panel more for my own sake and the improvement of the profession than for Standard Rate . . . We all want to help improve the quality of the information upon which we base our buying. The people who take the trouble and time to fashion worthwhile campaigns in SRDS should receive due recognition."

What is the Gold Chevron Award?

- It is *not* a prize for winning a contest.
- It is a mark of recognition, by agency media executives, advertising managers and advertisers' media analysts, of a medium's effort to provide the kinds of information they need to help them buy.
- It can be earned by *any* medium whose Service-Ad program in SRDS, in the estimation of the panelists, does a better-than-average job of meeting the informational requirements of people who use SRDS.

What's unique about it?

The Award criteria are *not* based on art techniques or scintillating prose. They are *not* based on a campaign's suitability to *sales* objectives. They *are* based on how well the service advertising campaigns are oriented to the buyers' needs — how complete the media information is . . . how useful in helping them plan media campaigns and buy wisely.

ROBERT WIDHOLM
Media Group Supervisor
Needham, Harper &
Steers



WARREN REBEL
V. P. & Acct. Exec.
Campbell-Ewald



GRACE PORTERFIELD
Buying Group Manager
Ted Bates



ARNOLD KICZALES
Mgr., Creative Serv.
Linde Div.,
Union Carbide



DAVID D. KEEGAN
Media Coordinator
Thomas J. Lipton



JOSEPH H. NEWMAN
Media Director
Marsteller, Inc.

RICHARD TREIA
Media Director
Richard K. Manoff, Inc.

Who benefits (besides Award winners)?

- ALL media have access to the panelists' analyses of media campaigns (anonymously, of course). It can help them orient their own sales approaches more closely to buyers' prime interests, hence make their own Service-Ads more effective.
- Buyers will find much more useful information in SRDS where they want it and use it.

There are no "entries"

Media do not "enter" campaigns for "judging." Gold Chevron Awards are made on the basis of continuing scrutiny by Chevron Award Panelists of continuing campaigns in SRDS.

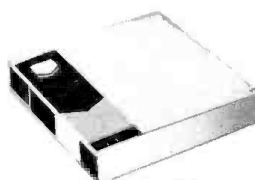
COMING

In forthcoming ads significant observations and suggestions of the panel will be reported, verbatim. How can media use their Service-Ads to best advantage? What points are more significant than others? How can even the Award-winning campaigns be improved? Watch for future SRDS reports in this publication.

IN SRDS

YOU ARE THERE

selling by helping people buy



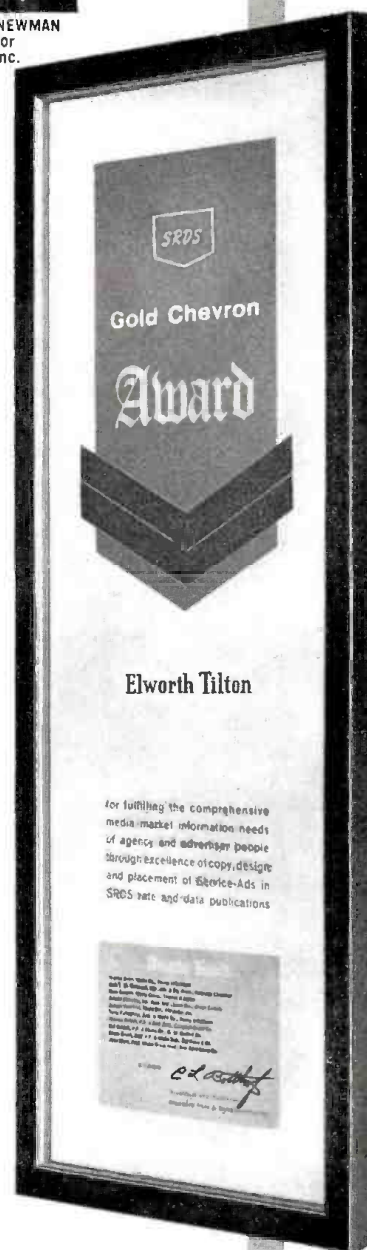
SRDS

STANDARD RATE & DATA SERVICE, INC.

5201 Old Orchard Road, Skokie, Illinois 60076

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ble extinction in 1964, Tidy House returned to radio on a 52-week basis, and to outstanding success. Radio accounted for a 40% sales increase the first year, 25% the second and a 17% to 20% increase in 1966.

Tidy House found in radio speed in reaching the consumer-grocery trade, flexibility and low cost, and sales impact through personality selling and audience selectivity. Through radio the firm sponsored morning news-weathercasts and the reactivated *Martha Bohlson Show*, a successful homemaker program in the Midwest, and added saturation schedules to support specific product drives and promotions.

Though the firm employs other media, more than 60% of its advertising budget is still allotted for radio.

Radio 1966—Campaign 2: Equitable back as sponsor

A heavy investor in radio during the mid-forties and early-fifties returned to the fold in 1962 to find the results of their new effort immediately gratifying. Equitable Life Assurance Society now invests over half of its total national advertising budget in radio with campaigns spanning 350 markets.

Using a combination of 30- and 60-second spots, Equitable Life aims its campaigns to the growing American family and its insurance needs. Most of the spots are run in drive times to reach the 25-to-45-year-old head of household.

Working through Foote, Cone & Belding, the company buys time on more than 600 stations annually. And with 8,000 field representatives recommending markets and approaches, plus the advice of its agency, the flexibility of radio becomes an important factor.



A light touch is given the commercials in contrast to the seriousness of the topic. A tag line at the end identifying the local agent is a must, especially in the smaller towns.

Although the effectiveness of life insurance advertising is difficult to evaluate, Goldie Dietel, advertising and promotion manager of Equitable Life, states that indications of success can be seen in "the great continuing enthusiasm of our sales force . . . and an increased public recognition of Equitable."

Radio 1966—Campaign 3: Keebler boosts sales

When you're a national marketing organization like the Keebler Co. and you're consolidating 130 cracker and cookie items with four regional brand names under one banner, you use a flexible medium to create consumer awareness—spot radio.

Through Young & Rubicam, Keebler used spot radio exclusively in 1966 to reach the 20- to 49-year-old housewife audience. The radio campaign stressed consumer involvement by means of the testimonial.

Taped telephone interviews between Bill Mazer, New York radio personality, and known users of the advertised item provided the desired "creative dialogue" between consumer and manu-

facturer. The spontaneous interviews were edited into 60-second spots if content, pace and human interest were achieved, Alan R. Ryan, Keebler's director of marketing—crackers, noted.

Local spot schedules were set for the 9 a.m. to 5 p.m. time period with station selection set for optimum target audience at the lowest possible cost.

The results: Keebler cracker and cookie sales increased 8.3%.

Radio 1966—Campaign 4: TWA seeks businessman

The frequent traveler, the businessman who flies about the nation and across the oceans, is the prime target of the competitive airline industry. And to reach this difficult market, TWA primarily uses radio.

Although Trans World Airlines serves 41 U.S. cities, the 15 major cities develop 85% of its revenues. In these major cities the airline depends on spot radio—mostly in drive times—for the major part of its advertising.

Potential customers difficult to reach through general television are approached through the good music and classical music stations, including use of FM. When introducing reduced-rate youth fares, TWA turned to the contemporary music stations.

Using extensive spot in the late spring and early summer, the airline directs its message to vacation planners who travel for pleasure—the dream trip to Europe. In the fall and winter months spot sings the praises of the sunny Southwest or winter sports in Colorado or Switzerland.

Radio's flexibility that permits fast copy changes and its ability to communicate with a select audience are the major factors that have led to TWA's extensive use in its major markets.

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C-E has good '66, aims for better '67

Campbell-Ewald Co., Detroit, disclosing its annual billings for the first time, announced that its 1966 gross topped \$139.4 million, a jump from an estimated total of \$118 million in 1965.

Lawrence R. Nelson, chairman of the board, noted that the Chicago, Los Angeles and San Francisco divisions especially showed marked growth during 1966. International billings totalled \$5.2 million.

Continuing the trend, C-E will pick-up the Admiral Corp. account starting April 1.

Station turnover evens off

THE 1966 RECORD: FEWER STATIONS TRADED, BUT FOR MORE MONEY

Trading in radio and television stations was brisk in 1966, despite the imposition of new government controls and a tightened money market. For 1967 brokers foresee no diminution in the number or value of stations changing hands, unless the general economy goes to pot.

A year ago brokers were worried about recently imposed FCC restraints, one a rule prohibiting, without good cause, the resale of any kind of station within three years of its acquisition, and the other an interim policy designed to discourage buyers from acquiring more than three television stations (no more than two of them VHF's) in the 50 biggest markets.

The three-year holding rule may have kept some stations off the market, but its effects are now described as minimal. The interim policy on growth of TV groups has been waived often enough to diminish its restraints on station trading.

What the brokers did not anticipate at this time last year, when BROADCASTING published its preceding report in this "Perspective" series, was the drying up of mortgage money that characterized 1966. There is general agreement that more stations would have changed hands if financing had been looser. With the easing of the money market in recent weeks, the climate has begun to change.

It is this climate that colors the attitude of station brokers for 1967. If things continue as they are, if the war in Vietnam doesn't impinge further on the general economy, if the general economy continues at its present satisfactory pace, then the market for the sales of TV and radio stations should continue its upward climb—in numbers and in dollar volume.

That "if" is underscored by the station brokers, whose business it is to bring buyers and sellers together. It is particularly emphasized in the light of the most recent reports of cutbacks in automobile production and resulting layoffs of employees.

Problems in 1966 ■ Take the tight-money situation that developed last fall. Buyers dwindled (one broker claims they fell by half). Sellers, long accustomed to cash payments for their properties, first refused to sell on terms, then withdrew their properties from the market, and finally, those who seriously aimed to sell boosted their prices to take into account the fact that they were going to get only a down payment

in cash.

Nevertheless trading of stations continued at a good clip in 1966. Although unit sales dipped below the 1965 figures, 1966 was not too bad. In 1966, 409 individual station properties changed hands, down 27 from 1965's 436. Dollar volume of sales in 1966 totaled \$135.7 million, \$600,000 above 1965's \$135.1 million.

For 1967, the station brokers feel more bullish. Most of them acknowledge that they had a pretty good year dollarwise in 1966, some claim it was their best year. All see 1967 as a good



year too, with qualification; some anticipate even a better year. Already in 1967, they point out there have been some pretty big sales put together:

■ WKYT-TV Lexington, Ky., being sold by Taft Broadcasting Co. to the Bluegrass group for \$2.5 million.

■ KOY-AM-FM Phoenix, being sold by Glenn Snyder and his associates to John G. Johnson and his Southern Broadcasting Co. group for \$2.1 million.

■ KMBC-AM-FM Kansas City, Mo.,

being sold by Metromedia to Bonneville International (Mormon Church) for \$2.2 million.

And also included in their calculations are the major sales already approved by the FCC, sales that were negotiated in 1966 but not approved until 1967 was well on its way; especially the Trigg-Vaughn group purchase by Doubleday & Co. for \$14,125,018. The others:

■ WSNS-TV Chicago, a construction permit taken over by Harriscope Broadcasting and the local Essaness Theaters which calls for the former to put up \$500,000, and the latter, \$485,830.

■ Wicc Bridgeport, Conn., sold to the New York Daily News-WPIX-FM-TV group for \$2,050,000.

Top Seconds ■ What interests the brokers for the coming year are what is termed the "secondary" markets—those broadcast properties in cities below the top dozen or 20, where stations are not frozen into what a broker called "dynasties."

He was referring to the increasing transactions in the second echelon of TV-radio markets, many of which showed up in the transfers that took place last year—Amarillo, Tex.; Little Rock, Ark.; Denver; Jefferson City and Sedalia, both Missouri; Peoria and LaSalle, both Illinois; Grand Junction, Montrose and Durango, all Colorado; St. Petersburg, Fla.; Wichita, Kan., and San Jose, Calif.

More markets of such size are going to be involved in station transfers in

Number of stations changing hands

	Radio Only*	Combined Radio-TV†	TV Only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	13	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
Totals	4,369	203	335

*Note: In computing the number of stations traded an AM-FM facility, or an AM-only or FM-only was

counted as one radio unit. † Includes single properties consisting of radio and TV stations.

STATION TURNOVER EVENS OFF continued

1967. This is the assumption by those who watch this area of activity in broadcasting.

Another factor making for optimism is, according to several brokers, the rise in the sale of daytime-only radio stations. For more than a year, it is pointed out, daytimers were not selling; buyers seemed loath to acquire radio stations that had to go dark at sun-down. In recent months, however, more of these daytimers are being bought. The answer, according to one broker, is the increasing sophistication of buyers—coupled, he added, with the increasing willingness of bankers to finance such acquisitions.

One of the more significant surprises last year, notwithstanding the so-called soft market, was the tremendous upward leap in prices paid for radio stations. In total, the dollar volume for radio stations jumped by one-third over the \$56 million in 1965. In 1966, although there were fewer radio stations sold, the total dollar volume reached \$76.6 million. This is the peak volume in the last 13 years, and \$11 million above the previous high of \$65.5 million in 1959.

As 1967 headed toward the close of its first quarter, the sensitivity of brokers to general economic well-being was evident in their hedges on the prospects for 1967. The recent cutbacks in automobile production stirred their latent fears; the President's call for a 6% temporary "war" surtax caused them to qualify their general bullishness, and the talk in the financial press of a possible economic softening has dampened their usual optimism. None, however, has as yet directly attributed to these actions any major effect on station sales.

Perhaps one of the most interesting facets of station sales last year was dual—major group owners acquiring new outlets in top markets and the multiple ownership changes in individual cities.

During 1966, Westinghouse acquired KFWB, Los Angeles, General Electric bought WSIX-AM-FM-TV in Nashville, the Steinman group purchased WTEV (TV) in the New Bedford, Mass.-Providence, R. I., area, Capital Cities purchased KPOL-AM-FM in Los Angeles.

And Avco Broadcasting bought KYA and KOIT(FM) in San Francisco, WGN Continental Broadcasting acquired KCTO (TV) (now KWGN-TV) in Denver, Storer bought WIHS-TV in Boston (now WSBK-TV), a UHF station, and also acquired KFMU(FM) in Los Angeles to go with its KGBS there, and Metromedia Inc. purchased two California stations—KEWB Oakland and, as a companion, KSFR(FM) across the bay

in San Francisco.

Los Angeles saw the most stations changing hands—four. During the year, KFWB went to WBC, KPOL-AM-FM to Capital Cities, KGLA(FM) (now KADS(FM)) to McLendon and KFMU (FM) to Storer.

The San Francisco area ranked next in total station sales, three. There KYA and KOIT(FM) went to Avco, KEWB and KSFR(FM) to Metromedia.

In Boston, two UHF television stations changed hands; WIHS-TV was purchased by Storer, and WXHR-AM-FM-TV by Kaiser Broadcasting and the *Boston Globe* jointly (now WKBG-TV for WXHR-TV, and requested WCAS for WXHR).

Two FM stations changed hands in New York market during the year; WRFM(FM) was bought by Bonneville International, and WFME(FM) in Newark, N. J., by Family Stations Inc. The same number of FM stations changed hands in Chicago: WFMF(FM) to a group headed by George A. Rafel, and WDHF(FM) to advertising executive L. W. Frohlick. And in Detroit, WDTN(FM) was bought by the McLendons.

And, in 1966, John B. Walton Jr. added two more station properties to his already existing portfolio—KCUL-AM-FM Fort Worth and KELP-AM-TV El Paso.

The year also saw Kansas City Southern Industries become a group owner with the purchase of WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, and of KWOS and KCRG-TV Jefferson City and KMOS-TV Sedalia, both Missouri.

Units Down ■ Of the 409 stations that changed ownership in 1966, 367 were radio properties, 11 were TV-radio combinations and 31 were TV-only stations.

These were all below the unit changes in 1965—22 less radio stations, four less TV-radio groups, and one less in the TV-only category.

But, although total dollar volume of \$135.7 million was slightly above the 1965 total of 135.1 million, expenditures for the purchase of radio stations were at a new high level for the 13 years BROADCASTING has been keeping records. For radio properties, a total of \$76.6 million was spent, up over 1965's total by \$20.7 million.

The big slump in dollar volume took place in the combination TV-radio group; last year only \$28.5 million was spent in this category; almost \$21 million less than the \$49.7 million spent in 1965.

Dollar volume in the TV-only group also moved up, by \$1.2 million. In 1966, \$30.6 million was spent in the TV-only class, up above 1965's total of \$29.4 million.

Multimillion Dollars ■ Top price in 1966 sales was the \$9.7 million paid by General Electric for WSIX-AM-FM-TV. And the next highest price last year was the \$9.1 million paid by Westinghouse Broadcasting for KFWB. Westinghouse actually had agreed to pay \$10,750,000 for the radio station, but the long delay in obtaining FCC approval resulted in a renegotiated sales price.

Also topping the list of multimillion dollar sales was the \$8.2 million paid by Capital Cities for KPOL-AM-FM.

Other major sales in 1966:

- \$5.9 million for KGNC-AM-FM-TV Amarillo, Tex., by Stauffer Publications.

- \$5,775,000 for WTEV(TV) by the Steinman group.

- \$4.4 million for KYA and KOIT(FM) by Avco.

- \$3.75 million for KARK-AM-FM-TV Little Rock, Ark., by John C. Mullins.

- \$3.5 million for KCTO(TV) by WGN Continental Broadcasting Co.

- \$3.15 million for KWOS, KCRG-TV and KMOS-TV, by Kansas City Southern Industries Inc.

- \$3,088,650 for WEEK-TV and WEEQ-TV by Kansas City Southern Industries Inc.

- \$2.5 million for KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado, by the XYZ Television group (headed by James R. and William D. Williams, but including former principal owner Rex Howell as a minority stockholder).

- \$2,459,000 for KEWB, by Metromedia.

- \$2,295,000 for KFDD-TV Amarillo, Tex.; KFDW-TV Clovis, N. M., and KBSW(TV) Elk City, Okla. (now KFDD-TV Sayre, Okla.), by Perry Bass and his group.

- \$2,276,513 for WIHS-TV by Storer Broadcasting.

- \$1,750,000 for WXHR-AM-FM-TV by Kaiser Broadcasting and the *Boston Globe* jointly.

- \$1.5 million for KCUL-AM-FM by John B. Walton Jr.

- \$1,315,500 for WSUN-AM-TV St. Petersburg, Fla., by H. Y. Levinson.

- \$1,359,360 for KLEO Wichita, Kan., by W. Clark Swanson and others.

- \$1,026,277 for KLOK San Jose, Calif., by M. Philip and W. Thomas Davis.

- \$1 million for WMIE Miami by Louis J. Appell Jr. and his Susquehanna Broadcasting group.

- \$1,060,000 for WNAM Neenah-Menasha, Wis. by Miles Kimball Co.

The year 1966 also saw the highest price paid yet for an FM station; this was the \$850,000 paid by the Bonneville International group for WRFM (FM).

And in the next level, WFME(FM) sold for \$535,000 to Family Stations Inc., a nonprofit, California-based group of FM stations.

A 13-YEAR RECORD OF STATION TRADING

Dollar volume of transactions

	Total	Radio Only	Combined Radio-TV	TV Only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
Totals	\$1,536,041,376	\$629,270,222	\$520,939,043	\$385,932,102

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving

joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV."

Other major FM sales:

- WFMF(FM) Chicago bought by George A. Rafel, George A. Collias and Howard Grafman and associates, for \$450,000.
- WDFH(FM) Chicago, bought by L. W. Frohlick, an advertising executive, who also owns WNCN (FM) New York, for \$427,000.
- KGLA(FM) Los Angeles (now KADS[FM]) to the McLendon group for \$400,000.
- KSFR(FM) San Francisco, bought by Metromedia Inc. for \$380,000.
- KFMU(FM) Los Angeles to Storer Broadcasting Co. for \$325,000.
- WDTN(FM) Detroit by the McLendons for \$300,000.

'67 also becomes Mexico's color year

Telesistema Mexicano, S.A. has inaugurated network colorcasting with the *Thunderbirds*, an ABC-TV series, aired Feb. 18. Telesistema officials plan to broadcast 21 color-film series on its three networks by March with an official send-off by Gustav Diaz Ordaz,

president of Mexico. Live originations and video-tape color are scheduled for early summer.

The network has been testing color for over two years with U.S.-originated programs, received on the Telefonos de Mexico microwave network, being beamed to affiliated stations throughout the country. Telesistema presently operates three TV stations in Mexico City, 16 satellites of those stations and 13 nonmicrowave-connected stations in other parts of Mexico.

Color receivers number an estimated 5,000; all are imported. A minimum of 46.5% made-in-Mexico color-receiver parts and a fixed maximum price to the public of \$640 per set has discouraged production. However, three U.S. firms—Philco, Admiral and General Electric—have applied for government manufacturing permits.

Following is a list of series to be broadcast by March: *Thunderbirds*, *The Saint*, *The Girl From U.N.C.L.E.*, *Man From U.N.C.L.E.*, *Mission: Impossible*, *T.H.E. Cat*, *I Spy*, *Batman*, *The Green Hornet*, *Flipper*, *The Invaders*, *Iron Horse*, *The FBI*, *The Fugitive*, *The Monroes*, *Love on a Rooftop*, *Lassie*, *My Three Sons*, *Daktari*, and *Run For Your Life*.

Harrisburg in '67: in unity is strength

The Harrisburg Advertising Media Association has been formed by various Harrisburg, Pa., media to promote their market to the national advertising trade.

Participating are WTPA(TV), WHP-AM-FM-TV, WCMB-AM-FM and WFEC; *Harrisburg Patriot-News* and Capital Outdoor Advertising Co. and Lackey & Lamdin Inc., a transit advertising company.

Each member has contributed to the association fund which will be used for trade ads promoting "Harrisburg—the Super Market." Ads, prepared and placed by Walter G. O'Connor Co., Harrisburg agency, will be available for use by all contributors, and may be used by individual media in their signed advertising.

"The whole effort," Mr. O'Connor said, "is based on the assumption that if Harrisburg is effectively sold as a market, each individual medium will receive its share of the increased advertising."

Further plans of the new group will be announced soon.

Do courts need to clean house?

**Medina committee of New York City bar thinks
that's better method to protect defendant's rights
than imposition of legal curbs on news media**

The concept of controlling crime-news coverage by threat of contempt proceedings was rejected as both unconstitutional and bad policy last week by a special committee of the Association of the Bar of the City of New York.

The 93-page report, released Friday (Feb. 24), called instead for the police, the bar, the courts and the media to do a "house-cleaning" job on themselves in order to protect the constitutional right of fair trial.

To impose legal curbs on news media would violate the free-press and free-speech guarantees of the Constitution, the report said in confirmation of earlier indications that it would take this tack (BROADCASTING, Jan. 9).

"After exhaustive study," the report

said, "we have concluded that direct controls on the radio and television industries and on the press by a governmental scheme of regulations are untenable in the light of the First Amendment's guarantee."

Contempt ■ It also opposed as both unconstitutional and undesirable extension of the contempt powers against lawyers or the police, as well as the news media.

Instead, the committee called for strict discipline all along the line: by police authorities in releasing pretrial information, by attorneys and their clients before and during trial, by the courts in maintaining decorum and guarding the defendant's rights during trial and by news media in their coverage of crime news.

The committee, which has been studying the free press and fair trial issue for three years under the chairmanship of U.S. Senior Circuit Judge Harold R. Medina, reasoned that newsmen have been reluctant to curtail their crime-news coverage in the past largely because "they have felt their independence and their First Amendment rights were under attack and in jeopardy."

Once it becomes "firmly established" that this is not the case, the committee continued, "their cooperation will be more generously forthcoming." In addition, the report said, news media's claim (that most of the "prejudicial publicity" stems from police and judicial authorities) "rests in a solid basis of fact," so that "when we do our part, as we can and as we should, the dawn

Access: hot issue from coast to coast

The right of news media to cover criminal trials unhindered by blackouts on lawyers, police or court officials received a healthy boost last week by an influential group: the President's Commission on Law Enforcement and the Administration of Justice.

The commission, in a short section on news media and the controversial fair trial-free press issue, called newspaper, television and radio reporting "essential to the administration of justice."

Reporting, it said, maintains public knowledge, provides review and support for the proper functioning of the courts, and added: "Critical inquiry and reports by the media on the operation of the courts can prevent abuses and promote improvements in the administration of justice."

While unrestrained news coverage in the courtroom can prejudice the conduct of a trial, the commission stated, "a more serious threat to

fairness is release to the press by police, prosecutors or defense counsel of inaccurate or legally inadmissible information."

To avoid such abuses, the commission recommended that "reasonable" regulations and standards on the release of such information be adopted and enforced on police officers, prosecutors and defense counsel. In addition, the report continues, "courts should firmly control or prohibit those newsgathering activities in the courthouse that detract from the dignity of judicial proceeding or threaten to prejudice the fairness of a trial, while permitting legitimate, nondisruptive newsgathering."

In spelling out its recommendations, the commission urged standards on the release of information by police, prosecutors and defense counsel, but added:

"These regulations and standards should be designed to minimize prejudicial statements by the media be-

fore or during trial, while safeguarding legitimate reporting on matters of public interest."

The 19-member committee was headed by Nicholas DeB. Katzenbach, assistant secretary of state and formerly attorney general of the U. S. Among its members was Otis Chandler, publisher of the *Los Angeles Times*.

Other activities last week in the fair trial-free press arena:

■ The western Washington state chapter of Sigma Delta Chi will hold a seminar on court reporting and the activities of courts, lawyers and the news media on April 14-15 in Seattle. The seminar will discuss guidelines under preparation by the bench-bar-press committee, which is expected to issue its report next month. As part of its deliberations, the committee has authorized courtroom experiments by KORD Pasco, Wash., and KWSC Pullman, Wash. in radio, and by KING-TV Seattle and KTNT-TV Tacoma, Wash. in tele-

of a new day may be at hand."

Newsman's Rights ■ Of news media's rights and responsibilities the report had this to say:

"One of [our] conclusions is that because of the principles embedded in the First Amendment, the conduct of the press is largely beyond the control of the courts and the judges. But the autonomy which the Constitution guarantees the news media carries with it the responsibility for putting their own house in order.

"Thus the most helpful step which can be taken to promote impartial trials is for the news media to adopt voluntary codes covering all aspects of crime reporting. Hopefully, in taking this step, the press will accept, and will be offered, the advice and cooperation of all bar associations. The problems in this area vary somewhat in the different localities and there may not be any one 'best' code. Rather, the local bar working with the local news media may devise the code which best suits the needs of their community."

While expressing hope that news media would cooperate in drawing up their own codes, the committee offered its own plan for far-reaching revisions of the American Bar Association's Canon 20 to prevent lawyers from trying their cases on television or radio or in the newspapers. And it offered a detailed guide for law-enforcement

offers to limit the information they release about a defendant or a crime during the pretrial period.

Voluntary vs. Compulsory ■ The net effect would be that the sort of information that bar groups generally have sought to keep off the air and out of print would be kept off the air and out of print—but by voluntary rather than compulsory means.

A special committee of the ABA, for instance, has pending a proposal that would use the threat of contempt proceedings to prevent the reporting of proscribed news. The New York committee's report, referring to the ABA study, said: "The differences between us affect only the means and methods to be used to attain the ends we both have in view."

Both the New York and the ABA committee reports are being studied by a committee of the United States Judicial Conference, appointed by Chief Justice Earl Warren.

Although the report by Judge Medina's committee rejected the theory that news media can be forced to limit crime coverage, it stopped far short of the "free and uninhibited access" demanded by the American Newspaper Publishers Association. The ANPA, presumably alluding to voluntary codes, contends that neither the bar nor the press has a right to "bargain away" the people's "right to know" (BROADCAST-

ING, Jan. 9).

The Medina committee's proposed new Canon 20 would permit lawyers to identify a defendant, the charge against him and the time and place of arrest; say that a defendant would plead not guilty of a criminal charge or would defend a civil action, and, in the case of civil actions, identify the parties and the claims involved and specify the amount in controversy.

The Lawyers ■ Not to be given out by lawyers under the proposed Canon 20 would be statements touching on such matters as the merits of claims in civil actions or the guilt or innocence of defendants in a criminal case, the existence or contents of a confession or other pretrial statements, testimony or other evidence to be offered during the trial, pertinent matters that will not be offered in evidence, credibility of witnesses and the conduct, reputation or criminal record of any party or any witness.

The proposed code for police and law-enforcement agencies would let them give out the defendant's name, age, occupation, marital status "and personal data not related to the crime or the character of the defendant," plus the "time, place and manner of apprehension, as well as the text or summary of the charge, information or indictment" against him.

News media would not be permitted

vision.

■ The Pennsylvania Freedom of Information Council last week called on a committee of the Pennsylvania Supreme Court to modify its Rule 118 which prevents the use of tape recordings and photographic equipment in pretrial hearings. The commission made the request in a printed booklet reporting on its two-year deliberations with the committee and reported that many Pennsylvania attorneys are "tenaciously holding onto the belief that a fair trial is not possible with an unrestricted press."

In discussing the ban on recording and photographic equipment at pretrial hearings, the commission called attention to the fact that both the U. S. Constitution and the Pennsylvania Constitution specify that a trial shall be "public."

The Pennsylvania committee stated that it is its feeling that the state Supreme Court group is more interested in protecting the defendant in a criminal case than in the public's right to know.

The FOI committee is composed of representatives of that state's newspaper publishers, editors and broadcasters. Representing broadcasters are Harold C. Lund, KDKA-TV Pittsburgh, Kenneth W. Stowman, WFIL-TV Philadelphia and Cary H. Simpson, WTRN and WGMR-FM Tyron, Pa. Robert H. Maurer, executive secretary of the Pennsylvania Association of Broadcasters, is counsel of the group.

■ WHA-TV, the noncommercial, educational station in Madison, Wis., has offered to televise, live or on delayed basis, the entire trial of a taxpayers' civil suit against Dane county officials seeking to stop the county from carrying out a contract for the design of a community center in Madison with the Frank Lloyd Wright Foundation. The community center was approved by voters several years ago in a \$5-million bond issue.

Coverage by television of a civil suit, as well as the televising of a complete trial is considered a first in courtroom coverage, and if ap-

proved would "provide a demonstration that television in a civil suit can inject itself without interfering with a fair trial," according to Professor Lee S. Dreyfus, professor of speech and television at the University of Wisconsin.

■ Scheduled for March 13 hearing by the North Dakota Supreme Court is a court suit filed by the *Williston* (N.D.) *Herald* against Williams county Judge Lawrence O'Connell. The newspaper has asked the state court to order the judge to open to newsmen and the public the criminal records of his court. It charges that Judge O'Connell has barred newspapers and the public from normal access to records concerning arrests, charges, and the disposition of criminal cases. The elected county judge, the newspaper alleged, has declared that anyone desiring information on criminal cases must attend his regular court sessions each Wednesday at 10 a.m. But, the *Herald* contended, Judge O'Connell also holds court at other times and days.

Slight concessions fail to lessen Speck trial furor

Amid mounting criticism from newsmen, Judge Herbert C. Paschen modified several of his rules on coverage of the Peoria, Ill., trial of Richard Speck for the murder of eight student nurses in Chicago last July. First reaction from media spokesmen was that the changes were inadequate.

Complaints about the trial-coverage rules had been made by the American Newspaper Publishers Association with the Radio-Television News Directors Association and Sigma Delta Chi, professional journalistic society, concurring; SDX termed Judge Paschen's restraints "outrageous." In addition, the Tribune Co., publisher of the *Chicago Tribune*, has filed a suit in the Illinois supreme court seeking to block some of the trial restrictions.

Judge Paschen yielded to demands that names be made public of prospective jurors that had been excused

from duty but ruled that none of the questions or answers put to them during the empaneling examination be reported. Names of jurors selected for the trial would be made public after they have been sworn and sequestered, it was announced. The judge also said he would allow access to official testimony transcripts as the trial progressed. Under his original rules, transcripts and identities of all jurors—chosen or excused—were to have been withheld until a verdict had been reached.

Still in force—and being vigorously contested by newsmen—are Judge Paschen's prohibitions against interviews with trial participants, cameras, recording equipment and extra telephones in the courthouse building, drawings or sketches made in the courtroom of trial participants and free movement into or out of the courtroom by observers of the trial.

to interview the defendant, "with or without his attorney's consent," while he was in police custody. They would not be permitted to televise or photograph him while he was being questioned, booked, in jail or anywhere else while in police custody except in "a public place."

He would be escorted through "public places" as "expeditiously" as possible, and "while the news media shall not be prevented from photographing or televising the defendant in a public place, he shall not be halted or posed for their convenience."

If a defendant still at large appears to be a fugitive from justice, the release of "additional information that may reasonably and directly aid in effecting his apprehension, including his photograph," would be permitted.

Emotional Pictures ■ "Gruesome or sordid aspects [of crimes] which tend unduly to inflame public emotions" would not be released. Pictures of maimed or dead victims would be banned "wherever possible." Results of fingerprint, ballistics or other scientific tests would not be released.

Information that could be released would be funneled through a police "information officer." Investigating and arresting officers could be identified, but not interviewed. The information officer would encourage news media to work through pool arrangements "wherever feasible."

The committee said it did not expect its police code to be accepted immediately but that it was offered as "an

ideal toward which progress may be made." The code would be voluntary because, in the committee's opinion, judges and courts have no supervisory power—and should have none—over law-enforcement officers before trials.

No Cure-all ■ "We recognize," the committee said, "that the adoption of a police code cannot be a cure-all for the improper release and publication of prejudicial matter. Many items which we recommend be barred from release by police may be in the public domain or otherwise readily available to newsmen."

"Court records or newspaper files of previous cases involving the defendant may contain his criminal and personal history; talkative witnesses, anxious for the limelight, may fill in many gaps in the full account of the crime and defendant's role; shortsighted police officers may 'leak' information anonymously."

"Indeed, in the face of the ingenuity of the press, which is legend, little can remain confidential property of officials, law-enforcement agencies for too long a period of time. Thus our efforts cannot be successful unless the news media accept a higher degree of responsibility, similar to that which we are hereby recommending for the police."

Once the trial starts, the committee said, the trial judge is in charge, and "the courtroom, court-house premises and participants in a trial—whether they be parties, witnesses, jurors, attorneys, court and police officials or news-media personnel—are, in varying

degrees, subject to [his] control."

The judge can call opposing lawyers into his chambers to discuss procedures or questions of law without admitting either newsmen or the public, the committee noted. But if he admits newsmen "then the [chamber] hearing is public in the same sense that the trial itself is public."

On Bended Knee ■ In that case, the report says, the judge "may advise, exhort, beg and beseech or attempt to persuade the press not to publish [what went on in the conference], and he may succeed. But if he makes an oral or written order not to publish, this committee is of the opinion that the First Amendment as interpreted by the Supreme Court bars punishment of the newsman or editor for disobedience of the order. And we think this is as it should be."

The same principle applies to matters developed in the courtroom but in the absence of the jury, the committee said. It hoped that news media would voluntarily refrain from reporting such matters, if the judge ruled that they could not be presented to the jury, but it held that the judge has no power to tell them.

The judge clearly has power to control arrangements in and near the courtroom, the report continued. "If television apparatus, cables for radio communications and a host of telephones are permitted in rooms adjacent to the courtroom or the jury room, and reporters and others are constantly hurrying here and there, the calm and dignified atmosphere so essential to the conduct of judicial proceedings becomes impossible to maintain."

"The news photographers have become an unmitigated nuisance. If not restrained, they pounce upon all the participants in the trial, including not only the lawyers and the defendant and his family but prospective witnesses and others coming in and out of the courtroom. All this can readily be avoided by appropriate directions given by the trial judge. He alone must bear the blame for the confusion and disorder and the consequent strain of prejudicial publicity."

If a direct participant in the trial willfully disregards the judge's order not to discuss the case with newsmen or make other court-of-court statements, and if the order was "necessary or appropriate" to keep publicity under control, the judge "has and ought to have power to adjudge such person in contempt," the committee continued.

Pre-election Trials ■ The report, report, repeatedly critical of lawyers and police officers, also noted "in passing" that "it does not seem wise to assign the trial of a sensational case to a judge who will come up for re-election

shortly after the termination of the trial."

Among other things, the committee proposed that jurors when sworn be instructed not to communicate with anyone about the case, including news media. "It would [also] be a big help," the report said, "if the news media voluntarily refrained from publishing, names, addresses, and other details" including photographs, of jurors, especially in sensational cases.

Although the report cited incidents in which both broadcasters and newspapers carried material that in its opinion was clearly prejudicial to defendants, it also called attention to some "noteworthy" developments. Among these were CBS's "guidelines" for crime reporting, a similar code adapted by WMCA New York and other Straus stations, and one developed by the Toledo (Ohio) *Blade* and *Times*. It also noted that in 1964 CBS agreed to black out parts of California from a TV broadcast involving a case pending in those areas. "Such responsible action is indeed praiseworthy," the report said.

The report was published by Columbia University Press as a book entitled "Freedom of the Press and Fair Trial" at \$3.75 a copy. Judge Medina was to discuss it on a WCBS-TV New York *News-makers* program yesterday (Feb. 26).

Notre Dame panel tackles access issue

A panel of representatives from the legal profession, news media, law enforcement and other fields tackled the controversial topic of free press-fair trial at a seminar sponsored by the Notre Dame Law School Saturday, Feb. 18.

Broadcasting participants at the seminar held annually to focus on contemporary problems were: Elmer Lower, president of ABC News; Bill Monroe, Washington bureau chief of NBC News; Herbert Mitgang, CBS News executive director, and Jay Crouse, vice president of the Radio and Television News Directors Association and news director for WHAS-AM-FM-TV Louisville, Ky.

Other speakers were Grant Cooper, member of the American Bar Association's advisory committee on free press and fair trial; Professor Thomas L. Shaffer, of the Notre Dame Law School; John deJ. Pemberton, executive director of the American Civil Liberties Union; Sam Ragan, executive editor of the *Raleigh (N.C.) News and Observer*; William Smith, police chief of Syracuse, N. Y., and Frank G. Raichle, member of the U. S. Judicial Conference advisory committee on federal rules of evidence.

CBS buys Republic lot

Network gets 17 sound stages in reported \$9.5-million deal

In a move that has been rumored for more than four years, CBS last week acquired the 70-acre Republic Studios facilities in North Hollywood for some \$9.5 million from Republic Corp. The network has been operating the studios on a wall-to-wall lease since May 1963. It's estimated that this lease produced a net income of more than \$400,000 a year (before depreciation) for Republic.

The name of the lot, where the cowboy once reigned supreme when Republic was still in the business of making movies, had been changed by CBS to Studio Center. It contains 17 sound stages and special effects and prop departments. This season such CBS-TV shows as *Gunsmoke*, *Wild, Wild West*, *Run, Buddy, Run*, *Gilligan's Island* and *It's About Time* were filmed there. Space also was leased to Four Star TV's *Big Valley* series and Selmur Productions' *Combat*.

Plans call for *Wild, Wild West* and *Gilligan's Island* to return to the lot next season along with such new CBS-TV programs as the 90-minute *Cimarron Strip* and half-hour *He and She*. Space will continue to be leased to

other production units.

In recent months CBS has added two new sound stages to the studio center facility, constructed a new entrance and completely repainted it. Still other improvements are planned. It's believed, however, that it will be at least two months before the property is taken out of escrow.

This latest CBS acquisition is sure to revive persistent reports that the network's entire West Coast headquarters operation, including its 25-acre CBS Television City activities in West Hollywood, will be diverted to the Republic lot. Robert Norvett, general manager of film operations for the network in Hollywood, last week denied that any such move is in the works.

The sale of the studio marks still another step by Republic Corp. away from the entertainment business that used to be its hub. Earlier this month, Republic announced sale of its entire feature-film backlog to Emery Pictures Inc. (BROADCASTING, Feb. 13).

Kupferman defends radio-TV editorials

The right of radio and television stations to editorialize and to endorse political candidates was defended last week by Representative Theodore R. Kupferman (R.-N. Y.) in a speech before the International Radio and Television Society in New York.

Mr. Kupferman contended that freedom of speech, guaranteed under the First Amendment to the Constitution, "clearly" extends to stations the right to editorialize. The congressman, whose

Unsold pilot to be seen as special

A one-hour pilot that cost ABC \$400,000 to produce last year has been purchased for showing by WPIX(TV) New York for "somewhat more than \$7,000."

The Happeners, a musical drama about a folk-rock group trying to make the big time in New York, will be seen as a special on WPIX Friday, March 17 (7-8 p.m.).

Plautus Productions administrative vice president Alan Morris explained: "At first, ABC was most interested. It tested well, and [ABC president] Leonard Goldenson called it 'the finest pilot I've ever seen.' But when sponsorship was not immediately forthcoming, the network withdrew."

"Herbert Brodtkin has more faith in *The Happeners* than anything

he has done since *The Defenders*," Mr. Morris said.

"The pilot was written by Ernest Kinoy. Each sequence was to have five original songs by Bob Bower. We put the trio (Suzannah Gordon, Chris Ducey and Craig Smith) together after 2,000 auditions. But apparently the idea of a musical-drama, in which the music advances the plot, is too uncategorizable to sell easily," he said.

"Our agreement with WPIX calls for the show to be telecast before April 1. We're hoping that some enterprising agency or advertiser, after seeing the current crop of pilots, might be interested in sponsoring *The Happeners*." But, Mr. Morris acknowledged, "The odds [against it] are 500 to 1."

17th district in Manhattan is the hub for much of the nation's TV-radio industry, asserted that broadcasters must be granted "full partnership" with newspapers as media of communications.

He noted that editorializing on radio and TV has been placed under congressional scrutiny recently, but he personally felt that more editorial opinion on the broadcast media would provide more freedom of expression, with consequent benefit to the public.

Representative Kupferman insisted that the so-called monopoly status of broadcasters is not justification for abrogating stations' right to editorialize. He pointed out that newspapers today "have a near-monopoly by virtue of physical and economic factors which make competition prohibitive." He cited New York as an example, saying it had only four major daily newspapers while there are at least seven times as many TV and radio stations.

ADL goes to court on KTYM renewal

The Anti-Defamation League of B'nai B'rith, Jewish national organization, has carried its fight against KTYM Inglewood, Calif., to court. Last week it filed an appeal against the FCC's renewal without a hearing of the KTYM license and asked that the FCC be ordered to hold a hearing and to permit ADL to participate as a party.

The appeal, filed in the U. S. Court of Appeals in Washington, charged that the commission's action last June (BROADCASTING, June 20, 1966) violated the Communications Act and the Administrative Procedure Act, constituted an erroneous interpretation of the First Amendment, failed to find that KTYM operates in the public interest and that the material broadcast is the responsibility of the licensee, and decided the contested issues without a hearing.

ADL's interest in KTYM was aroused, it said, in 1964 when it began receiving complaints about a broadcast by conservative commentator Richard Cotten, aired on KTYM. That broadcast, ADL stated, contained "an unfair, virulent and defamatory attack" on the organization and one of its officials. Also, ADL alleged, Mr. Cotten engaged in anti-Semitic utterances. ADL said it had complained to A. J. Williams, the owner of the station; but Mr. Williams had maintained that he would not censor Mr. Cotten, replying that ADL could have time on his station to refute the alleged slanders. ADL rejected this

LBJ's Nielsen

Coverage of President Johnson's State of the Union message Jan. 10 by the three commercial TV networks had a total audience 32,720,000 and a 59.6 rating, according to the Nielsen Television Index.

Average audience for the 75-minute address was 26,350,000 (a 48.0 rating), and the minutes watched per viewing household was 60.4.

offer, it said, because "ADL did not consider that the use of a radio station's facilities to disseminate anti-Semitic falsehoods can be justified or adequately countered by affirmative programing."

The FCC approved the renewal of KTYM's license, with only one commissioner, Kenneth A. Cox, dissenting. It held, however, that KTYM should have notified ADL of the allegedly defamatory personal attack, but that since personal attacks were few and isolated and since the station had ultimately offered its facilities for reply, no action was called for.

The commission also said that the anti-Semitic material did not constitute a personal attack and the station therefore was under no obligation to give advance notice or afford reply time to any group or persons.

Decrying the content of the questioned broadcast, the commission said it must be bound by the principle that the expression of any views not involving "a clear and present danger" is in the public interest. This insures, the FCC said, that "the most diverse and opposing opinions will be expressed, many of which may be even highly offensive to those officials who thus must protect the rights of others to free speech . . ."

Court hears 'Post', AP libel cases

The U. S. Supreme Court was asked last week to overturn libel awards against The Associated Press and the *Saturday Evening Post*.

The wire service was appealing from a \$500,000 libel award to retired Major General Edwin A. Walker, the magazine, from a \$460,000 award to Wallace Butts, former athletic director of the University of Georgia.

The award against the AP was based

on the news service's stories of General Walker's activities during the 1962 disturbances on the University of Mississippi campus when Negro James H. Meredith was admitted as a student. This is one of 15 suits the former Army general has filed against the AP and its member newspapers asking for a total of \$33 million.

In the Butts case, a jury awarded him \$3,060,000, but this was reduced by the trial judge.

Arguing for the AP, former U. S. Attorney General William Rogers urged the court to permit news media to report the activities of participants in public events without fear of libel. Mr. Rogers said that the Supreme Court's *New York Times* decision should be expanded to include public figures, not only public officials. The *Times* decision in 1964 said that public officials could not collect libel damages unless they proved malice.

New York attorney Herbert Wechsler, representing the *Saturday Evening Post*, contended that Mr. Butts, as an employee of a state university, was a public official. He also maintained that the court could hold, as it did in a *Life* magazine case handed down Jan. 9, that libel damages could not be collected unless complaining parties proved that news stories contained falsehoods known to the editors or were published recklessly.

Clyde Watts, Oklahoma City lawyer representing General Walker, charged that the AP view would permit news media to "tell a lie."

News cameramen vote network strike

Television news and documentary cameramen at the three networks threatened strike action last week in a dispute centering around wages, increased fringe benefits and, particularly, the union's demands for added personnel on complex assignments.

Approximately 400 cameramen are involved in the dispute covering locals 644 in New York, 666 in Chicago and 659 in Hollywood. New York's local voted unanimously last week to request strike authorization from its parent body, the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators (IATSE) and, according to Jay Rescher, local 644 business representative, "Chicago and Los Angeles certainly are going to go along with us on this strike authorization."

The locals have been negotiating with the networks for more than two months following the expiration of a three-year

contract on Dec. 31, 1966. The basic weekly wage for staff cameramen is \$280 a week. According to Mr. Rescher: "Wages and fringe benefits are not the important thing, it's the matter of setting guidelines on what is 'a newsreel' and what is 'a documentary'."

He explained that the networks send only one cameraman for coverage on so-called newsreel assignments of an event that, he claimed, can be difficult for one person to handle. The unions are demanding that an assistant be added on such assignments and are seeking the establishment of guidelines on what constitutes a newsreel and a documentary, on which more than one cameraman is assigned.

Mr. Rescher reported the union has sought to submit the issue of guidelines to arbitration or to a factfinding body, but said these offers were turned down by the networks.

A network official would say only that management is seeking to work out with the union the issue of guidelines and indicated they are still far apart. He said the issue of wages has not been discussed fully and added that the union's proposal for wage boosts in this area "amounts to a pretty high increase."

Pageant production firm to do series

Pryed Productions, New York, which has specialized for the past five years in producing parades and pageants for telecasting as specials on the networks, is shifting its sights toward the area of regular programming in 1967.

Ed Pierce, Pryed president, reported last week that as part of an expansion move the company has prepared two program series. One is called *People and Places*, a half-hour daytime strip series which would be produced all over the world and would provide glimpses of entertainment and information from various overseas locales. The other is *The Big Brass Band*, a one-hour series with a Gay Nineties motif that is projected as a summer-1967 replacement show and a regular series thereafter.

Mr. Pierce said presentations are now being made to the networks through



Mr. Pierce

Pryed's sales representatives, Ken Greengrass and Jack Talan of New York.

Pryed and Mr. Pierce have produced specials for the past five years. The company recently completed taping, in Greensboro, N. C., *Highlights of the Ringling Brothers and Barnum and Bailey Circus*, with Roy Rogers and Dale Evans as hosts, for presentation on NBC-TV on March 16. On March 18 Mr. Pierce and his associates journey to Mobile, Ala., to produce the *America Junior Miss Pageant* live for showing on NBC-TV. Other Pryed assignments during the year are the *Miss U.S.A.* and *Miss Universe* pageants for CBS-TV; the Macy's Thanksgiving Day Parade telecast for NBC-TV and the *Orange Bowl Parade* for ABC-TV.

Mr. Pierce was a production supervisor and associate producer for NBC-TV for 10 years and served as a unit producer on location for *The Wide Wide World* series for three years. He entered the field of pageant and parade specials five years ago, he said, because he felt there was an opportunity to "inject showmanship into these programs, which at that time was sorely lacking."

Pryed's approach, he said, is to slice away elements of a pageant or parade that would bore viewers and insert entertainment segments, including songs and production numbers.

Wolper to head unit making theater films

Metromedia Inc. said last week that a new organization—Wolper Pictures Ltd.—has been formed for the exclusive production of motion pictures for showing in theaters. David L. Wolper, a vice president and director of Metromedia and president of its Wolper Productions Inc., will be chairman and president of the new organization. While continuing to head Wolper Productions he is expected to work primarily in theatrical production.

First feature to be produced by the new Metromedia component is "The Devil's Brigade" which will star William Holden, Cliff Robertson and Vince Edwards, and will be released through United Artists. Another picture planned is "The Remagen Bridge." Plans for four additional films will soon be announced. "Brigade" goes before cameras in April, "Bridge" in the fall. Mel Stuart, who also will direct several films, is executive vice president of the new company. Ted Strauss, also associate producer and head of the story and literary department, is a vice president, and Harvey Bernhard is treasurer. Julian Ludwig has been appointed to the position of executive assistant to Mr. Wolper.

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Decision favors multiplexers

Communications Act protects background-music programs, federal court rules in suit charging unauthorized use

In what may be a landmark decision of consequence to FM stations and background-music operators across the nation, a federal district court in Los Angeles ruled on Feb. 13 that unauthorized receipt of multiplex radio transmissions violates Sec. 605 of the U. S. Communications Act of 1934. U. S. Judge Francis C. Wheland of the U. S. District Court, Central District of California, held that subsidiary-communications-authorization transmissions, intended only for subscribers, was not public broadcasting.

This decision was the result of a suit filed by KMLA Broadcasting Corp. and Musicast Inc. against Twentieth Century Cigarette Vendors Corp. and International Industries Inc., parent company of International House of Pancakes. Twentieth Century was charged with having placed a number of multiplex tuners in various commercial establishments, including International

House of Pancakes.

The suit, which was filed in December 1964, also claimed that the vending company's multiplex tuners were tuned to pick up the multiplex background music programs of KMLA (FM) Los Angeles, as well as that of other Los Angeles FM stations, without proper consent or license. International House of Pancakes was charged with receiving and using the unauthorized background music. All of the defendants were charged with violation of Sec. 605 of the Communications Act, which has reference to point-to-point transmissions, and unfair competition.

Nonsubscriber ■ During the time the suit was pending, KMLA(FM) was sold to Sonderling Broadcasting Corp. and its call letters changed to KFOX-FM. KMLA Broadcasting Corp., however, leased back the multiplex subchannel of the station for its background music operation, Musicast Inc. Basis for the

KMLA suit was that International Industries House of Pancakes was not a Musicast subscriber and had never sought or obtained permission to carry the background music transmissions.

The object was to get an interpretation of Sec. 605 of the Communications Act, which does not spell out multiplexing. The federal court's apparently clear-cut decision in favor of the broadcasters interprets multiplexing as applying to Sec. 605.

The judgment states, in part: "The court concludes as a matter of law that the activities of the defendants are in violation of Sec. 605 of the Communications Act and that such multiplex transmissions are protected from intercepting and divulging."

In a partial summary judgment, the court held that KMLA and Musicast have a private right of action against the defendants and cause of action for unfair competition under California law.

CATV's meet in D.C. to discuss copyright

More than 100 CATV operators are expected in Washington this week to attend a seminar on copyright law sponsored by the National Community Television Association. The meeting is expected to result also in a mass visit to Capitol Hill to present congressmen and senators with the CATV position on pending copyright legislation.

The copyright seminar, to be held today (Feb. 27) in the Mayflower hotel, will be under the direction of NCTA President Frederick W. Ford, assisted by the staff of the association. To be reviewed will be the status of pending court cases and the copyright bills expected to be considered by both the House and Senate this year.

The copyright-law revision, with special new provisions regarding CATV, was reported out of the House Judiciary Committee last year, but was never acted upon by the full House. The Senate Judiciary Committee, which held a hearing last year on the CATV aspects, expects to hold another hearing this year on other copyright provisions and to report out a complete bill.

Program notes . . .

'Masterpiece' features ■ Colorvision International Inc., Beverly Hills, Calif., has acquired a package of 25 vintage feature films and will rerelease them to TV in the spring. The 25 films originally distributed to stations under the title "The Masterpiece Package," in-

NAB TV code adding caveat about LSD

The concern of a community antenna TV operator in Torrington, Wyo., was indirectly responsible last week for an addition to the National Association of Broadcasters television code.

Acting on a telegram request of Senator Clifford Hansen (R-Wyo.), the code board broadened the programming section on narcotic addiction to include hallucinogenic drugs as items that "shall not be shown or encouraged as desirable or socially acceptable." The amendment will be brought before the parent TV board at its June meeting for approval.

NAB President Vincent Wasilewski, attending the code board meeting in Scottsdale, Ariz. (see page 28) last week received the wire from Senator Hansen. The senator asked for prohibitions on TV presentations suggesting the desirability of LSD and other hallucination-producing drugs.

He said he knew of "only one instance in which a television program with a sizeable national audience has presented the use of LSD as an enjoyable experience."

Later the senator said he was

drawn to the subject because a constituent brought it up in a letter. The local voter was Ken Kluherz, operator of the Torrington Community Television System.

Mr. Kluherz said he saw the *Mike Douglas Show*, being carried on KOA-TV Denver one afternoon, on which Paul Peterson, formerly the son on the *Donna Reed Show*, spoke about taking an LSD trip. Mr. Kluherz said he wrote the senator while the show was still on and said he felt teenagers viewing the show would recognize Mr. Peterson, now 21, and might "identify" with him. He felt a show about LSD was more suitable to a controlled documentary presentation.

The code board's rapid action was praised by Senator Hansen as a "commendable first step" and he said the NAB was acting "in harmony with its own splendid principles." He hoped the language would also be adopted by the radio code. He did not say if he planned to urge the National Community Television Association to incorporate such a standard in its recently announced code of ethics (BROADCASTING, Feb. 13).

clude such pictures as "Stagecoach," "The Long Voyage Home," "Foreign Correspondent" and "History is Made at Night." Some of the features may be rereleased theatrically. TV syndication of the pictures in the western states will be handled for Colorvision by TV Cinema Sales and in the East by Desmond Films.

Mandatory time signals ■ A bill that would require radio stations to announce the time every hour on the hour during daylight has been introduced in the Kansas legislature. The measure, introduced by Representative Ernest A. Unruh of Newton, would impose a \$50 fine for each violation.

NAB package ■ National Telefilm Associates, Hollywood, is wrapping up a new feature film package to introduce at the National Association of Broadcasters convention in Chicago in April. The package will consist of 22 first-run pictures, 17 of which are in color. Titles will be disclosed at the convention.

Student movies studied ■ An *NBC Experiment in Television* program entitled "Movies in the Now Generation" will take a look at movies made by students of the U. S., England, Belgium, Poland and the USSR. The show has not yet been scheduled.

Immortalized sea saga ■ The National Association of Broadcasters' project, *Encyclopedia of Recorded Sound*, has added the tale of a freak wave and heroism at sea to its tape library. Capt. Vincenzo Alessandrini, recovering from a broken arm and three fractured ribs, told his story to Carleton Brown, owner-manager of WTVL Waterville, Me. Running in high seas 260 miles southeast of Nantucket on Jan. 2, the tanker *Falaika* was smashed by a huge wave falling on her starboard quarter from a height of 50 feet, stoving in the bridge, wheelhouse and chartroom. Despite his injuries, Capt. Alessandrini held the deck until his ship was safely in Portland, Me., three days later.

CATV aids FBI ■ The American Cablevision Co. always gets its man. At least the Jack Kent Cooke Inc.-owned community antenna television company is one-for-one so far. Late last month American Cablevision showed its CATV subscribers in Barstow, Calif., a picture of an escaped convict. He had escaped that day and all the men in the Barstow sheriff's department and the local Federal Bureau of Investigation office couldn't find him. Then KLOT Barstow broadcast frequent bulletins on the chase and told local citizens to tune in the CATV weather-data service to

see a picture of the convict. Early the next morning the fugitive was apprehended.

Pilot is special ■ A half-hour live-action pilot developed by Hanna-Barbera Productions will be shown by NBC-TV as a special on April 30. The show, *We'll Take Manhattan*, stars Dwayne Hickman and Ben Blue. It will pre-empt *Hey, Landlord*.

Pep talk ■ The Office of Chief Army Reserve, Department of the Army, has made available free of charge to station program directors 10 five-minute musical shows entitled, *Mostly Music*. The recordings feature songs and music from leading singers and bands, and include a short recruiting message for the Army Reserve. Interested directors may obtain an audition disk from the Office of Chief Army Reserve, Department of Army, Washington 20310.

Big deal ■ In what was said to be the largest single sale of travel-adventure programs, KFMB-TV San Diego last week bought six series totalling 382 color half hours from Bill Burrud Productions, Hollywood. The CBS-TV-affiliated station will program the shows under the Burrud-originated title, *Traventure Theater*. Programs involved are 60 episodes of Burrud's newest production, *Wonderful World of Women*; 117 episodes of *Wanderlust*; 78 episodes of *Islands in the Sun*, and 39 episodes of *Vagabond*, *Treasure* and *Holiday*.

Man and horse ■ *The World of Horses*, a Wolper Productions documentary, has been purchased by NBC-TV for presentation in the fall.

Movies from TV ■ NBC International plans to produce feature films, based on TV-series characters, for theatrical release. The first feature announced by NBCI director Gerald Adler was, "Ride the Wind," based on the Cartwright family in the *Bonanza* series. "We are negotiating with distributors in various parts of the world not only for sales to theater chains but also to steamship lines and airlines," Mr. Adler added.

TV series sales . . .

Ambassador One Top Time Feature Films (Embassy Pictures): WREC-TV Memphis and KOGO-TV San Diego.

Quest for Adventure (Field Communications Corp.): KIII(TV) Corpus Christi, Tex.

Hawaii Calls (Field Communications Corp.): WTTV(TV) Bloomington-Indianapolis; KREX-TV Grand Junction, Colo., and WNDU-TV South Bend, Ind.

Wonderful World of Women; Wanderlust; Islands in the Sun; Vagabond; Treasure, and *Holiday* (Bill Burrud Productions): KFMB-TV San Diego.



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Strong reply escalates merger battle

ITT AND ABC CHARGE JUSTICE WITH SUPPRESSION OF DOCUMENTS

The Department of Justice is guilty of misrepresentations and desperation tactics in its opposition to the ABC-International Telephone & Telegraph Corp. merger. With those charges, ABC and ITT last week tossed the ball back to Justice in that agency's effort to persuade the FCC to reopen the case and hold a hearing on the \$2.4 billion merger—largest ever to come before the commission.

ABC and ITT used some of the strongest language employed in the controversial case to date in replying to the evidence and brief that Justice submitted a week earlier in support of its contention that the commission had not sufficiently considered the anticompetitive aspects of the case.

They said their analysis of the evidence—consisting of 260 documents—“demonstrates that the department has utterly failed to make out a case for reopening, much less a case for overturning the commission's decision.”

They also said the “sharp contrast” between earlier “trumpetings” by the department about “important evidence” and the “substantial number” of inter-

views it had conducted, “and the inadequacy of its evidentiary showing has forced the department to resort to tactics of desperation.” The parties cited examples of what they said were distortions and withholding of documents.

The next move is up to Justice. It has until March 6 to rebut the ITT-ABC statement. The commission, which had approved the merger by a 4-to-3 vote on Dec. 21, stayed the approval order after Justice filed its petition to hold a hearing. The commission will act on the petition after reviewing the evidence and the parties' statements.

ABC and ITT, contending that the materials offered by Justice “confirm” that the department's case “consists of no more than its own speculations,” said that “no oral testimony is needed to refute the department's misguided contentions . . . no hearing is required to dispose of them . . . the department's petition should be denied.”

ABC and ITT bore down most heavily on the department's charge that documentary evidence casts doubt on the parties' assertions regarding the financial assistance ABC needs, and ex-

pects to get, from ITT. In connection with this aspect they said the department had “egregiously” distorted one document and withheld others.

The alleged distortion involved a January 1967 ITT document Justice said had placed at \$50 million the cost of converting ABC equipment to color and of bringing the entire plant into a competitive position with the other networks. But that was not the “complete plan,” as it was referred to by Justice, the parties said. That plan, which the parties said they submitted to the department on Feb. 11, 1967, but which Justice had not relayed to the commission, estimates the total costs at \$113,470,000.

ABC and ITT also said the department withheld from the commission a copy of notes taken at the ABC board meeting that considered the merger which summarized the statements made by Simon B. Siegel, ABC's executive vice president. The notes indicate, the parties said, that ABC felt the merger would help it in financing the costs of colorization and modernization. As quoted in the filing, the notes said: “Engr.—color & modernization—great expense & they manufacture equip and lot more know how—.”

The parties made no reference to the \$25 million loan ITT has agreed to make to ABC. ABC disclosed on Feb. 17 that ITT would advance the money, in five monthly installments of \$5 million, to help it meet a “critical cash shortage” (BROADCASTING, Feb. 20).

The parties also said that Justice withheld a document which “explodes” speculation that ITT, with a heavy purchase from domestic companies, might engage in reciprocity if the merger were approved. The document, which ITT said had been attached to a list of suppliers that was submitted to Justice, states that since ITT's purchasing functions are decentralized, purchasing managers have “a positive incentive” to purchase all supplies and services “at the lowest total cost available in the market.”

Another ITT document which the parties said undercuts the department's case and which, they added, the department did not make available to the commission, is an ITT Policy Guide. This was made available to Justice on Feb. 11, 1966. The parties, which submitted it to the commission last week, said it “incorporates the assurances of autonomous operation” ITT had given ABC. Justice has questioned whether ABC would be



An antebellum home for WDAK

WDAK Columbus, Ga. has purchased The Elms, a historic landmark in that city, to house its new headquarters. The land and building costs were approximately \$125,000 and WDAK plans to invest close to \$250,000 for station facilities and minor renovations.

Allen Woodall Jr., president of

WDAK, said that restoration of the house, which dates from 1834, will be part of a move to preserve Columbus' history. He intends to keep it open to tours and visitors.

The Elms was purchased from the Lloyd Bowers family and is at 1846 Buena Vista Road. WDAK expects to have its formal opening April 26.

able to operate as independently as a subsidiary as the parties say it would.

ABC and ITT said the department's case was "glaringly insufficient" in the statements of the witnesses it said it would produce, as well as in its documentary material. They said not one witness was offered to support the department's claim that ITT was a potential entrant to networking or to support its speculations regarding CATV—"two of the issues claimed by the department to be 'most significant.'"

This "must mean," the parties said, either that the department was unable to elicit from its many interviews statements supporting its contentions or that the interviews produced information contrary to the department's speculations.

Furthermore, they said one document specified by the department confirms that ITT considered independent expansion into networking too risky. The document, a Jan. 22, 1965, memo, says that a "successful UHF network is unlikely because no one will risk \$200 million to produce a product (programs) with no assurance of satisfactory return."

The parties also cited the presentation to the ITT board on the proposed merger which indicated that ITT management in December 1965 considered it unlikely that a new national network could materialize in the near future.

The parties said the department had failed also to provide any support for its "speculation" that the merger would have an adverse effect on technological innovation. They said the department's witnesses do not describe any disadvantages that ABC might suffer from possible future technological developments, and do not "show that it would be possible for ITT to retard such developments." The parties added that the RCA-NBC alliance has produced bene-

fits for the industry, such as color television, and that ITT would keep pace with technological development to make ABC competitive.

ABC and ITT said the department had produced no evidence to warrant concern that the merger might reduce the incentive of ABC to bargain down the price of communications services or equipment or to urge cost-reducing regulatory policies that might lower barriers to new entry into networking. The parties noted that the commission had looked into this question and found that ABC's increased ability to deal with AT&T and to cope with the complexities of evolving communications technology outweighed "the minor possibility" of conflict of interest in connection with international communications rates.

They also suggested, for the first time, that the department has misunderstood the commission's functions and has tried to urge on it an approach more appropriate to antitrust-law enforcement. They said the "underlying thought" in the department's analysis involves reliance on whether the public interest would be better served by some other "disposal" of the licenses in question. But the statute prohibits such consideration, they said.

FCC's Hill trips could get bit sticky

The FCC will go before a pair of congressional committees within the next few weeks in ostensibly routine appearances that could get into controversial subjects.

The commission is scheduled March 9 to undertake its annual fund-raising mission before the House Appropriations Subcommittee on Independent Offices, the group charged with overseeing expenditures for agencies such as the FCC. The subcommittee is headed by Representative Joe L. Evins (D-Tenn.) Representative Evins is also chairman of the House Select Committee on Small Business, which has undertaken an inquiry into the merger of International Telephone & Telegraph Corp. and ABC. He asked the group to look into the matter.

The same small business committee checking into the merger recently issued a broad report into the FCC handling of matters related to small business which contained some strong criticism of the commission.

Commissioners will also appear before the House Commerce Committee March 14 in a round of what the committee terms "get-acquainted" hearings between officials of federal regulatory

agencies and the committee. Several committee members have recently been commenting on matters of concern to the commission. And although the commissioners are merely scheduled to talk about their responsibilities and jurisdiction, the conversation may roam into such topics as broadcast editorializing, station sales, the ABC-ITT deal and other topics of interest to members of the committee.

Color dedication set

WLBW-TV Miami, an ABC-TV affiliate, will formally dedicate its new million-dollar color facilities during a 30-minute ceremony on Saturday, March 4, at the station's studios. Guest speaker at the dedication will be Leonard Goldenson, president of ABC. Other ABC-TV dignitaries attending the Miami ceremonies will be John Gilbert, James Hagerty and Peter Jennings.

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'King of the hill' at renewal time?

PENDING CASES AT FCC INDICATE VULNERABILITY OF LICENSEES

Are television stations to be put up for grabs when someone wants to challenge an owner's renewal of license or application to sell? That question may be answered, at least in part, by three cases now pending before the FCC.

The first case was started in November 1965 when a group of Los Angeles area businessmen filed an application for channel 9 Los Angeles, now occupied by RKO General's KHJ-TV. A comparative hearing matching the incumbent against the new applicant is scheduled to begin today (Feb. 27).

The newest case cropped up last week when the commission received a petition to deny the sale of WQAD-TV Moline, Ill., to the Evening News Association of Detroit. The petition was filed by Community Telecasting Corp., which also submitted a competing application for the channel 8 facility.

Already pending at the commission are applications by two groups seeking channel 14 in Washington, the channel on which Richard Eaton now operates WOOK-TV. The competing ap-

plications were filed last August (BROADCASTING, Sept. 5, 1966).

No Trend ■ The three cases can't be considered as constituting a trend. But they indicate that television licensees are not immune from the kind of challenge that has now become fairly frequent in the older radio service.

One reason given for the several dozen competing applications that have been filed on top of AM license-renewal applications is the commission's new allocations policy, under which AM applications are required to meet strict engineering standards even to be accepted for filing. Commission officials suggest that would-be broadcasters may feel it is simpler to go after an occupied frequency than to fashion an acceptable application for a new station. The virtual disappearance of vacant VHF facilities—and the shrinking number of UHF channels available in major markets—may presage more challenges in television, despite the heavy burden an applicant assumes in going against an established licensee.

There is no common thread run-

ning through the three cases—other than the newcomers' assertion that they can do a better job for the public than the existing stations. But of the challengers in the pending cases, the Los Angeles area businessmen, who have formed Fidelity Television Inc., appear to face the toughest task in competing against RKO General, a major group owner. However, it is that company's strength that Fidelity hopes to use to its advantage.

Fidelity's Case ■ Fidelity, with an eye toward the commission's expressed preference for diversification of control of media and for local ownership, will stress that it owns no other stations and that its owners will participate in the management of the station. RKO General owns seven AM's, six FM's and five TV's besides KHJ-TV and has its headquarters in New York.

Fidelity, which wants to move the station to Norwalk, 15 miles south of Los Angeles, will also argue that it intends to serve the needs of the 3 million residents of what it calls the Southland area—an area it says is not adequately served by the Los An-

TIO takes part in graduate TV course

The Television Information Office is collaborating with the New York City board of education on an accredited graduate course for primary and secondary school teachers, "Television in Today's World."

Roy Danish, TIO director, explained: "The course will increase teachers' understanding of television as an art form, a communications medium, an industry and a social institution. Classes will be conducted by professional educators and television executives, producers and directors."

Among the instructors are: George Nicholaw, WCBS-TV director of community services; Dr. Joseph E. Klapper, CBS-TV director of the office of social research; E. Carlton Winckler, CBS-TV director of production standards and practices; Stockton Helffrich, director of the National Association of Broadcasters' television code office in New York;

James MacAndrew, WNYE-TV broadcasting director; Jules Power, ABC-TV news and public affairs producer; Mary McKenna, Metromedia senior vice president for research and sales development; Roy Danish, TIO director, and Bert Briller, TIO executive editor.

Among the topics covered in the comprehensive 15-week course are; programming, organization of the industry, its technical history, government regulation, instructional television, writing and production, TV advertising, news-and-public-affairs programming, television criticism and research on the effects of "crime and violence on TV."

Workshops planned for state presidents' meet

Afternoon workshop sessions will be a new feature of the 1967 version of the National Association of Broadcasters' State Presidents Conference to be held in Washington Wednesday-Friday

(March 1-3).

In the past the afternoon sessions have featured speakers, but this year the delegates to the annual meeting will be divided into six groups, each dealing with a different area. Later each group will report to the conference.

About 100 delegates from 48 state associations, including Hawaii, will be at this 12th annual conference. Also expected is a delegate from the Puerto Rico Association of Broadcasters.

The opening-day session will be turned over to the state executive secretaries for an afternoon meeting. The formal opening will come Thursday morning with a welcome by NAB President Vincent Wasilewski and a report on the "National Outlook."

NAB participants in the outlook session will be Douglas Anello, general counsel; Howard Bell, director of the code authority; Paul Comstock, vice president for government affairs, and Sherril Taylor, vice president for radio. William Carlisle, vice president for station services, will be moderator.

Also in the morning session will be

geles stations. However, Fidelity received a setback in this connection when the commission rejected its request to add issues that would have focused on the question of whether Norwalk needed its first local station more than Los Angeles needs an eleventh TV outlet.

RKO General Inc., which won the right to introduce evidence of KHJ-TV's broadcasting record, intends to prove that that record is too good to warrant denial of the station's license-renewal application. And in support of that contention it plans to present the testimony of former California Governors Goodwin Knight and Edmund G. (Pat) Brown, among others.

Wide-Area Coverage ■ RKO will also argue that to program primarily for a section of the market would constitute a waste of a VHF facility which covers the entire metropolitan area. Furthermore, RKO will contend that, in a market like Los Angeles that is served by a plethora of print and broadcast media and where powerful group owners, including the networks, operate stations, group ownership should be counted a plus in a comparative hearing. The strength and experience of a group owner are needed to compete, RKO is expected to say.

The Moline case is, in a sense, a renewal of the comparative hearing which culminated in the commission grant of channel 8 in 1962 to Moline

Television Corp. Community, which comprises three men who had owned 12% of the stock in one of the losing applicants in that hearing, claims that Moline has failed to live up to the representations it made concerning the programming it would present and the management that would operate the station.

Community has asked the commission to designate the assignment application for hearing and to order an early filing of the license renewal application of WQAD-TV so that it may be considered at the same time. Community asked that its application for channel 8 be considered in the hearing also.

Community says that Moline should not be permitted to sell without giving an accounting of its use of the frequency. The station, which went on the air Aug. 1, 1963, would not be required to file for its first license renewal until September. Community said that if its petition is denied, it will file on top of the renewal application submitted in the fall.

Mark Wodlinger, president, general manager, director and 80% owner of the new applicant, is vice president and general manager of Metromedia Inc.'s KMBC-TV Kansas City. The other principals are Edward W. Priester, who is in real estate and is the vice president of an investment firm, and Colonel Carl A. Waldman. Each owns 10%.

The proposed sale of WQAD-TV Moline carries a price tag of \$5.5 million, plus \$1 million payable over five years to 24 owners of the station for a covenant not to compete. The would-be purchaser is publisher of the *Detroit News* and is licensee of WWJ-AM-FM-TV Detroit.

The Washington case appears to be one in which would-be broadcasters have picked on what they believe will be a weak opponent. The record of United Broadcasting Co., the licensee corporation owned by Mr. Eaton, includes a number of alleged violations of commission rules.

The applicants, Washington Civic Television Inc. and Washington Community Broadcasting Co., are studded with names of well-known Washington area residents, including broadcasters. Included in the list: Drew Pearson, columnist and radio-TV commentator, who is vice president of Washington Community, and Lewis W. Schollenberger, former directing head of Radio Liberty and formerly with ABC News, is one of Washington Civic's subscribers.

However, Mr. Eaton is a veteran broadcaster, who has exhibited considerable resilience.

In all three cases the obstacles confronting the challengers are difficult. But if even one achieves his goal, the barriers will no longer appear to be so protective to existing broadcasters.

a preview of the May radio-month promotion by John Couric, vice president for public relations. This year's theme is "Radio—the People's Choice."

At the Thursday luncheon, Joseph McCaffrey, Capitol Hill correspondent for WMAL-AM-FM-TV Washington, will be the featured speaker.

The afternoon session will be broken up into six workshop sessions. The sessions and the discussion leaders: state legislative problems, Don McDougald, WWNS Statesboro, Ga.; developing new broadcast personnel, Roy E. Morgan, WILK Wilkes-Barre, Pa. and president of the Association for Professional Broadcasting Education; stateside publicity and public relations, C. R. Matheny, KRCO Prineville, Ore.; public service projects, William Hesterman, KNAK Salt Lake City; state association and sports broadcasts, J. A. West Jr., KDMS El Dorado, Ark., and membership, Marvin Rosenblatt, WAVZ New Haven, Conn.

The annual congressional reception Thursday evening and roundtable discussion Friday morning will conclude

the sessions.

The state presidents presiding at the sessions will be Lamont L. Thompson, WBZ-TV Boston; Joseph di Natale, KODY North Platte, Neb.; Julius E. Talton, WHBB Selma, Ala., and Elmer Smith, WNAX Yankton, S. D.

Hearing ordered in KWK disposition

After a long delay the FCC last week ordered a consolidated hearing on the 10 competing proposals to operate the facilities of KWK St. Louis. The station, taken in 1966 from its original owner, KWK Radio Inc., is currently being operated by an interim group consisting of several of the applicants for permanent authority.

The commission stated that a hearing was necessary to find out which of the proposals, in addition to best serving the public interest, would provide "a fair, efficient and equitable distribution of radio service."

The case stems from the 1963 revocation of KWK's license for misconduct in connection with the broadcast of two treasure-hunt contests in 1960. As soon as the 1380 kc frequency was declared vacant, more than a dozen applicants filed for the facilities. A group was formed and proposed an interim operation pending the outcome of the hearing. The commission granted the request of the joint applicant, Radio Thirteen-Eighty Inc., in January 1966 and the interim operation of KWK began a month later (BROADCASTING, March 7, 1966).

The 10 applicants for permanent control of KWK's facilities are Great River Broadcasting Inc., Prudential Broadcasting Co., Six-Eighty-Eight Broadcasting Co., St. Louis Broadcasting Co., Victory Broadcasting Co., Home State Broadcasting Corp., KWK Broadcasting Corp., Archway Broadcasting Corp., Clermont Broadcasting Co. and Missouri Broadcasting Inc.

The commission said that the hearing would also include, among other issues, consideration of a request filed

by WBEL South Beloit, Illinois, for a change in its night radiation pattern. The station, which also operates on 1380 kc, has alleged it is receiving interference from KWK's operation.

CIA-broadcast link still not proved

Many budgets were threatened last week as the Central Intelligence Agency said it would end financial support of a number of organizations but it could not be determined whether the agency's long-rumored link with broadcasting outlets would be severed.

The intelligence agency has for years been reported to be financially assisting such international broadcasting organizations as Radio Free Europe and Radio Liberty. Last week a direct connection was made between a Houston, Tex., foundation that received funds from CIA and also made donations to Radio Free Europe.

The organization was the Hobby Foundation, of which Oveta Culp Hobby, a former high government official and publisher of the *Houston Post*, (KPRC-AM-FM-TV), is chairman. Officers of the foundation admitted they had

served as a conduit for CIA funds to various organizations. In 1964 the foundation reported that it donated \$40,000 to Radio Free Europe among other groups.

As a result of such disclosures and the subsequent publicity, Senator Eugene McCarthy (D-Minn.) and other congressional critics called for an investigation of the CIA financial operations to outside groups including its involvement in broadcasting. CIA director Richard Helms later told a congressional committee the agency would end subsidies to numerous organizations. However, the identity of the groups was not made public.

Radio Free Europe is a short-wave broadcasting organization that transmits to East European countries. In 1964 it estimated it had 22 million listeners in Bulgaria, Czechoslovakia, Hungary, Poland and Rumania. Radio Liberty is also a private organization that was founded in 1950 and broadcasts to the Soviet Union.

KSHO-TV denial stands

A 1965 FCC decision denying renewal of a license of a television station essentially has been upheld when the U. S. Supreme Court refused

to review the case. The appeal to the Supreme Court had been taken by KSHO-TV Las Vegas, Nev., whose license renewal was denied in 1965 by the FCC on the grounds that there had been an unauthorized transfer of control, late filings and failure to file reports (BROADCASTING, Aug. 2, 1965). The station appealed, and last June, the District of Columbia Appeals Court upheld the commission's action (BROADCASTING, June 27, 1966).

Indianapolis AM's swap networks

Effective March 27, CBS Radio's affiliate in Indianapolis, WFBM-AM-FM, switches to NBC Radio, and NBC's affiliate there, WIRE, joins the CBS network. The exchange will end an NBC-WIRE association that began in 1936 and a CBS-WFBM relationship from 1928 to 1955 and 1964 to present.

WIRE, owned and operated by Mid-America Radio Inc., is fulltime on 1430 kc with 5 kw. Burrell Small is president, Leonard Small, executive vice president, and William Shuel, station manager.

WFBM, a Time-Life Broadcast station, operates fulltime on 1260 kc with 5 kw. Weston C. Pullen Jr. is president, and Eldon Campbell, vice president and general manager. WFBM-TV continues as an NBC-TV affiliate.

Changing hands . . .

ANNOUNCED ■ The following station sale was reported last week subject to FCC approval:

■ WPHD-FM Norfolk, Va.: Sold by Flanagan Dorsey to Big T Corp. for \$26,000. Big T Corp., owned by Milton Q. Ford, Washington radio personality, and Alvin Epstein, Washington advertising executive, is licensee of WTID Newport News, Va. In related transaction, one-third interest in Big T Corp. is being acquired by Dr. Norman Berger, physician, and H. H. Tash, CPA, both Washington, for total consideration of \$83,000. Dr. Berger will hold 23 1/3%; Mr. Tash, 10%. WPHD-FM operates on 104.5 mc with 2.95 kw.

APPROVED ■ The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, Page 102).

■ WGCM Gulfport, Miss.: Sold by E. O. Roden, Z. D. Roden, W. I. Dove and James E. Reese to new group consisting of all sellers except Mr. Dove for \$162,000. E. O. Roden owns 46%;

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Z. D. Roden, 14% and Mr. Reese 40%. E. O. Roden has controlling and other interests in WBIP Bonneville and WTUP Tupelo, both Mississippi; WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. WGCM is fulltime on 1240 kc with 1 kw day, 250 w night.

Media reports . . .

Ground breaking ■ WHDH-AM-FM-TV Boston expects to complete its construc-

tion of a 28,000 square foot addition to the Morrissey Boulevard building this fall. The official ground breaking ceremonies were held Feb. 14.

Job bureau ■ For the first time in its 20-year history, the Western Radio and Television Association has started a job placement bureau. The object is to help bring together potential employers with qualified trained personnel. The bureau opened for business at the

WRTA's annual conference last week (Feb. 21-23) at the Disneyland Hotel in Anaheim, Calif.

Fatten up ■ KOB-AM-TV Albuquerque, N. M. plans a \$105,000 expansion of its TV production facilities for color-casting. George S. Johnson, director of planning and operations for the station announced that they will have a total of five color tape machines and a new control room installed when the enlargement is completed.

EQUIPMENT & ENGINEERING

Hill warned of spectrum peril

O'Connell sees trend to 'choking stagnation'; urges prompt planning

A stern warning that the radio spectrum is in danger of sinking into "stagnation" and a somber plea to do something about it were submitted to Congress last week. The warning and the plea came from James D. O'Connell, telecommunications adviser to the President and director of telecommunications management in the Office of Emergency Planning.

Reporting on frequency management in the executive branch, Mr. O'Connell told members of the Commerce Committees of the House and Senate that a "trend to choking stagnation is clearly present in the radio spectrum" unless an immediate program is undertaken for the future allocation and use of the electromagnetic spectrum.

Bespeaking the seriousness of the problem, the report concludes by recommending that "a long-range planning program for the allocation and use of the radio spectrum be instituted forthwith . . ."

Among the recommendations:

- Recognition of the importance of the radio spectrum in the national economy.

- Encouragement of greater capability in the spectrum to provide space for new uses.

- The fostering of the use of cables and wave guides to relieve the congestion in the spectrum.

- The use of research leading to improved efficiency in the spectrum, to opening higher regions of the spectrum, and to "rearrangement" of existing services and new modes of communications.

Effective coordination by the FCC

and the director of telecommunications management is necessary, the report states. This takes money, which must come from Congress, it adds.

In the course of the report, Mr. O'Connell refers to the "massive problems" in the "crucial" portion of the radio spectrum used for mobile communications within the larger metropolitan areas.

He also punctures the dream that lasers may open up higher frequencies into the visible spectrum range. There are, he says, serious atmospheric limitations, and for practical purposes, "lasers for communications will serve only in very short-range situations, or in specially built pipes or out in space."

The dollar value of all goods and services directly involved in the use of the spectrum, the report notes, is estimated to have been over \$20 billion in 1965, or about 3% of the Gross National Product of \$700 billion. Depreciated investment of facilities using the radio spectrum at the end of 1965 is estimated at \$32.5 billion.

Among the new telecommunications services that must be considered, the report notes, are the increasing requirements of the land-mobile radio service, and satellite communications (broadcasting directly to the general public; use by educational TV; distributing entertainment and educational TV to regional earth stations; as a supplement

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A switchable video-tape recorder, designed for users who want to record television pictures and sound in one part of the world and exchange tapes for playback in another world area, was introduced last week by Ampex Corp., Redwood City, Calif. The Ampex model VR-7003 is a closed-circuit recorder said to be capable of recording and playback at both the 525-line and 625-line television standards. It has particular application in international communications because the 625-line television standard is used in European countries and many other parts of the world, while the 525-line standard is used principally in the U. S. and Japan.

for domestic wireline and microwave systems, and for communications with aircraft and ships at sea).

Two studies are already underway, the report reveals, one with the FCC and other government departments to determine the potential growth and possible needs for frequencies in the space services by 1980, and the other on electromagnetic compatibility undertaken by the Joint Technical Advisory Committee.

But additional studies are vital, the report states, in order to find answers to such problems as:

- Proportionate division of the spectrum between government and non-government users in the national interest.

- The use of satellite communications systems to distribute TV programs to local TV stations, or even directly to the general public.

- Whether there is an immediate general need for more frequencies for the land-mobile services and, if so, what portions of the spectrum should be made available, and what other radio services would be affected.

- Whether increased sharing of frequencies among radio services is practicable.

- How other modes of communication, "such as cables and wave guides," should be used instead of radiocommunications, "even though they sometimes may be more expensive."

If sufficient funds are made available, the report says, an immediate study would be undertaken to analyze each radio service and the type of operation within each service; ascertain

the contribution of each service and type of operation to the GNP; devise a formula to express the relative value of each service and type of operation for use as a guide by both the FCC and the DTM in their jobs of assigning frequencies to services and types of operations.

In his budget message to Congress last month, the President asked for \$2,245,000 for telecommunications management, including a boost for research and development from \$425,000 in fiscal 1967 to \$800,000 in fiscal 1968.

The budget request for the FCC also includes a jump of \$520,000 for engineering studies and frequency allocation to a requested \$1,777,000.

Fink to address NAB Chicago session

Donald G. Fink, general manager of the Institute of Electrical and Electronics Engineers, will speak at the third-day luncheon of the National Association of Broadcasters' Broadcast Engineering Conference in Chicago on April 5. The BEC is held in conjunction with the NAB convention at the Conrad Hilton hotel, April 2-5.

A past president of the Institute of Radio Engineers, Mr. Fink has been a vice president of research for Philco Corp., and a member of Massachusetts Institute of Technology's radiation laboratory.

During World War II he was instrumental in establishing Loran, the long-range aid to navigation system used by allied forces. Since 1957 he has been chairman of the Electronics Advisory Group of the U. S. Army's Electronics Command.

His credits as an author include *Color Television Standards*, *Engineering Electronics and Computers* and *the Human Mind*.

Translators want to stretch FM's coverage

The extension of FM broadcasting into sparsely settled areas of the country through the use of translators will be one of the prime topics at the March 4-5 meeting of the Tri-State TV Translator Association in Billings, Mont.

Translator operators will see demonstrated at the meeting a functioning, solid-state translator, built by Western Telonics Inc., Black Hawk, S. D. Keith Anderson, president of Western Telonics, will talk on the FM translators at the meeting.

The association has been asking the

FCC to authorize FM translators for some time. Two weeks ago the commission issued a notice of inquiry, seeking information on the needs and the technical requirements of such a system.

Discussion of FM translating at the Billings meeting is expected to accelerate a move that, according to some observers, is already underway in the mountainous regions of Montana, Idaho and Wyoming. A number of unlicensed FM translators are already operating in those areas, it is understood.

Prior to the FCC's notice earlier this month, the commission had authorized one FM translator on a developmental basis at China Lake, Calif. The FCC also has approved the use of FM boosters in certain sections of San Francisco.

One aspect of the TV translator operators' interest in FM, it's believed, is to secure FCC permission to feed the FM translators by microwave. This is related, it is presumed, to the fact that CATV systems furnish FM to their subscribers in addition to TV signals, and many use microwave relays for this purpose.

Also scheduled for the meeting: Loren McBride, technical director of CKCK-TV Regina, Sask., on high-powered TV translators; Hank Slavick, Scripps-Howard Broadcasting, on boosting TV translator power to 5 kw, and George R. Townsend of Townsend Associates Inc., Feeding Hills, Mass. on a new UHF translator amplifier.

Scheduled to be present at the meeting are FCC Commissioner Kenneth A. Cox; Harold Kelly, TV supervising engineer, FCC Broadcast Bureau's facilities division, and Nicholas Zapple, communications specialist, Senate Commerce Committee.

E. B. Craney, veteran broadcaster, is president of the Tri-State TV Translators Association.

Device said to simplify tape editing using film

Videotape Center, New York, last week announced a new, refined process that the firm said simplifies the job of editing video-tape commercials by use of film workprints. Videotape said its automatic TV-ola process also cuts editing costs.

The TV commercial production firm said its TV-ola, a type of kinescope process, was developed by its executive vice president, George Gould. It is said to permit automatic translation of edited film back to original tape with frame-by-frame precision and speed. Videotape said initial film methods relied upon a person's ability to accurately retransfer

film data back to tape. But the TV-ola system reportedly allows a producer to edit film with assurance that his original tape scenes will be prepared and mixed exactly with the approved film rough cut.

Mr. Gould noted that "working with a movieola in a small editing room still is a comfortable way to edit a commercial. TV-ola brings that comfort and simplicity to video tape."

Par Ltd. has low-price home video-tape recorder

Par Ltd., Clifton, N. J., last week said its new prototype home video recorder, called Par Vision, has been further refined, and that within six months production could begin on models with a suggested retail price from \$300 to \$400. A spokesman for the concern reported talks are underway with other companies on plans for production and licensing of the units.

Par Vision, first unveiled over two years ago, was reintroduced last spring as a prototype instrumental model (BROADCASTING, May 23, 1966). The final prototype has been under development for the past six months, and is a smaller version, weighing 22 pounds with a 60 inch-per-second speed. The system reportedly can monitor onto a second TV set the taped material as it is taken from the originating TV set.

Technical topics . . .

New radio recorder ■ The AG-500, said to be a compact studio-quality recorder that can be used particularly by radio stations, will be offered by Ampex Corp., Redwood City, Calif., starting next month. The new recorder was developed from the Ampex PR-10 series, which has been in wide distribution since 1959. The cost of the AG-500 ranges from \$1,202 to \$1,524.

New film processor ■ Filmline Corp., Milford, Conn., has introduced a new 16-mm Ektachrome continuous film processor capable of developing color emulsions at 50 feet per minute. Designated the FE 50, basic price is \$22,500.

Service company ■ Nagra Magnetic Recorders Inc. has been formed in New York to provide factory service to all owners of Nagra synchronous tape recorders. The recorders are made in Switzerland and are used by film and television producers. Stefan Kudelski, developer of the recorder, is president of the new company; Loren L. Ryder is vice president and general manager, and Kenneth Upton is sales manager.

Technicolor unveils tape-to-film method

PROCESS PROMISES PROGRESS IN COLOR-TAPING OUTPUT

A new color-video tape-to-film transfer process, offering the promise of stimulating tape production and opening up additional color film usage for networks, producers and syndicators, was unveiled in Hollywood last week by the recently formed Vidtronics division of Technicolor Corp. of America. At a news conference and demonstration session, Technicolor announced that the color film transfers from video tape already were in production and claimed that they are made with full broadcast quality.

Joseph E. Bluth, vice president and general manager of Technicolor's Vidtronics division, under whose guidance the process was developed, explained that the transfer system basically involves breaking signals on a video tape down into red, green and blue images and recording them separately. Technicolor integrates the separations and adds the sound track to produce a composite print for final release.

The Technicolor Vidtronics process, as it's being called, will transfer video tape to 35-mm and 16-mm color film. It also can be used with 8-mm and super-8-mm color film, both of which sizes are for application with Technicolor's own cartridge-loading portable motion-picture projectors, sold as educational and sales aids.

Mr. Bluth predicted that the perfection of the tape-to-film system "will signal a giant impetus in color-taping production." He does not, however, foresee any decrease in commercial film production. Instead, he pointed out, the film producer finally will be able to keep

pace with tape's production speed.

Benefits ■ According to Technicolor officials the process will be important to program distributors, as well as commercial producers, because it will allow them to reach foreign markets that up until now could not make use of taped product. Networks and local stations will benefit from the new process, it was explained, by having an additional tool that will free video-tape equipment from recording of programs for delayed broadcasts. It was pointed out, too, that networks also will be able to channel their programming to foreign markets currently unavailable to them because of different television line standards.

Mr. Bluth indicated that education, industry and government use of the process will far outstrip all other applications within the near future. These applications include training films, sales aids and employee-information programs.

Technicolor claims that if more than six to eight copies of a tape are needed, it would be more economical to use its Vidtronics process. The savings will be a result of the mass-production techniques used by Technicolor to turn out large quantities of prints.

The company currently is processing the film transfers at its Seward Street plant in Hollywood. If the transfers are scheduled in advance, Technicolor promises to deliver color prints in from five to seven working days.

The Vidtronics division was set up last April. About 60 days ago it first began production of the film transfers. Already using the process are such advertisers as Lever Bros., Pillsbury Co., General Electric, Polaroid Corp., Continental Baking Co. for Wonder bread and General Motors Corp. for Oldsmobile. The cost for transferring a 60-second color video tape commercial to color film using the Vidtronics process is \$349.



Mr. Bluth



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Stations receive Freedom awards

Individuals also honored
by Freedoms Foundation
in Valley Forge ceremonies

A list of 1967 award recipients that includes numerous radio-TV stations and individuals in show business and advertising was announced last week by the Freedoms Foundation, Valley Forge, Pa.

Principal award recipient in the general Americana category: KTAL-TV Texarkana, Tex.-Shreveport, La. (with the Louisiana State Department of Education, Baton Rouge) for the program *Americanism vs. Communism*, a documentary. Other George Washington Honor Medal award winners in this category: KSON San Diego for sponsorship of a "Why We're Fighting in Vietnam" contest; WLWC(TV) Columbus, Ohio, (with the Columbus City School District) for *Our American Freedoms* series; WIBG-AM-FM Phila-

delphia for sponsorship of "The Sound Citizen" contest; WSAR(AM) Fall River, Mass., for sponsorship of essay contests, and WVEC-AM-FM-TV Hampton-Norfolk, Va., for "The Spirit of '66" project. Honor Certificate awards went to Paul Harvey, ABC news commentator, and WCBS-TV New York.

Radio ■ Principal award recipient in the radio category: LIN Broadcasting Corp., Nashville, (with Warner Brothers Records Inc., New York) for *The Day for Decision*. Other George Washington Honor Medal award winners for radio: WCOA and WNVY, both Pensacola, Fla., for *The Declaration of Independence*; KQV Pittsburgh for *Tuesday, May 17*; KSL Salt Lake City (with *Deseret News*, same city) for *Public Pulse*; WFIL Philadelphia (with Temple University and Philadelphia Public Schools) for 1965-1966 Americana series; KMBC Kansas City, Mo. (with Radio-TV Commission, Southern Baptist Convention, Fort Worth) for *Master Control*; Storer Broadcasting Co., Miami Beach, Fla. for *Fortify Our Freedoms* series.

Other Honor Medal winners in radio were WDAS Philadelphia for "The Man and the Crisis" segment from *Probe*; WEIM Fitchburg, Mass., (with Safety Fund National Bank, same city) for *What Is America to Me*; WGBS Miami

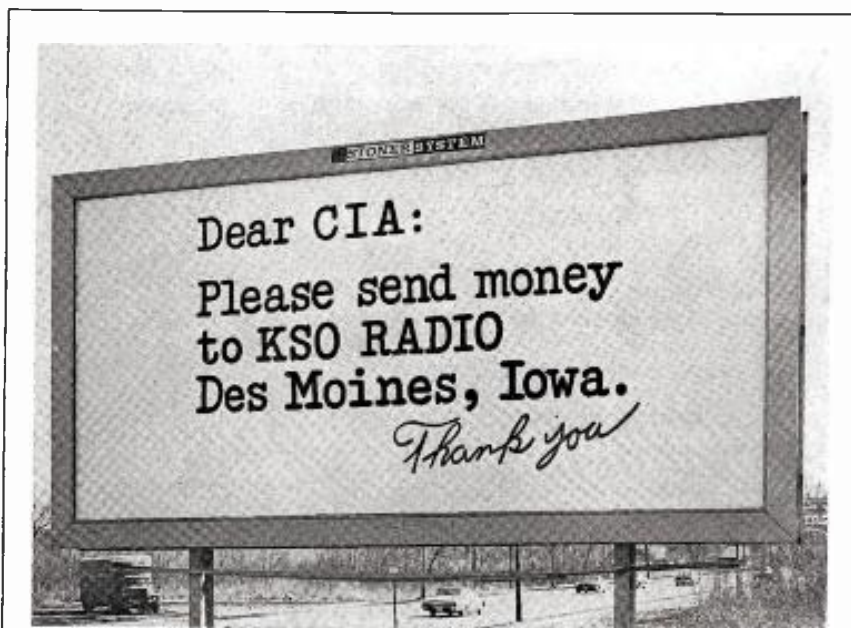
for editorial; WGR Buffalo, N. Y., for *The American Creed*; WLIV Livingston, Tenn., for *Independence Day—1966* series; WMAQ Chicago for *Is Patriotism Dead?*; WMBD Peoria, Ill., for *Why Be Patriotic?*; WNAR Norristown, Pa., (with Alan Wood Steel Co., Conshohocken, Pa.) for *The Seed of Patriotism*; WNRK Newark, Del., (with the Newark Special School District) for *In Memoriam*; Woroner Productions Inc., Miami, for *The Immigrant*; WPIT Pittsburgh for *Proclaim Liberty*, and WSRs Worcester, Mass., for freedom spots.

Honor Certificate awards in radio went to KGO San Francisco; WCLR Crystal Lake, Ill.; WEEI Boston; WEJL Scranton, Pa.; WJDA Quincy, Mass.; WJMX Florence, S. C.; WNBZ Newburyport, Mass.; WNOE New Orleans; WTSV Claremont, N. H., and WTVN Columbus, Ohio.

Television ■ Principal award recipient in the TV category: Atlanta Federal Savings, Atlanta. Other George Washington Honor Medal awards for TV: WFGA-TV Jacksonville, Fla., (with the Jacksonville Ministerial Alliance) for *Religion Is Relevant* and (with the Duval County Agricultural Extension Service) for *Hi Neighbor!*; KNBC(TV) Los Angeles (with the Los Angeles City Schools) for "The Bill of Rights" segment from *The Heroic Years* series; KSL-TV Salt Lake City for *Fourth of July Sentiment*; NBC New York (also a Distinguished Service award winner) for *The Statesman*; WCET(TV) Cincinnati (with the United States Citizens Committee, same city) for *Profile in Blue*; WBEN-TV Buffalo, N. Y. for "Criminal Law" segment from *The Law and You* series; WBTV(TV) Charlotte, N. C., for *Signers for Liberty*; WBZ-TV Boston for *The Deterioration of Historic Sites*; WDCN-TV Nashville for *America in Perspective*; WEAR-TV Pensacola, Fla., (with Project Alert, same city) for *The Month of Presidents*; WITI-TV Milwaukee (editorial), and WTVN-TV Columbus, Ohio, for *View from the High Bench*.

Honor Certificate award winners in TV: WBKB-TV Chicago; WBRC-TV Birmingham, Ala.; WJBK-TV Detroit; WSB-TV Atlanta; WSPD-TV Toledo, Ohio, and WTIC-TV Hartford, Conn.

George Washington Honor Medal awards in the governmental-unit-activities category: American Forces Network, Europe, Department of the Army; Birmingham Area Education TV Studio, Birmingham, Ala.; Far East Network (PACAF), Department of the Air Force; Office of the Chief of Information, Army for "The Unique War" and "Your Military Neighbor"



KSO ready for a piece of the action

Kso Des Moines, Iowa, officials describe their newest billboard campaign as "an appeal to possible

new sources of revenue." Results, if any, of the station's advertisements are thus far cloaked in secrecy.

segments from the *Big Picture* series, and Recruiting Aids division, U. S. Navy for *Portraits in Patriotism* radio spots.

The Freedoms Foundation also awarded their National Service Medal to Bob Hope citing "his intense, unselfish, enthusiastic support by word and deed of the faith that makes men free." Raymond Burr received one of the foundation's National Recognition awards and Arthur E. Meyerhoff, chairman of the board of Arthur Meyerhoff Associates Inc., Chicago, received a George Washington Honor Medal award in the public addresses category.

Avco rearranges PR, advertising setups



Mr. Burpee

Avco Broadcasting Corp., Cincinnati, has reorganized and expanded its promotion, publicity and advertising departments. According to John T. Murphy, president, the company will have three new departments:

advertising and promotion; community affairs, and public information.

John C. Burpee, formerly Avco's director of public relations and advertising will become director of advertising and promotion. Mary Bates, formerly Avco's assistant director of public relations and advertising, will head the department of public information, responsible for developing and placing feature and news stories, working with local media and the trade-consumer press. The director of the community-affairs department is still to be named.

Burnett sets up foundation

The Leo Burnett Co., Chicago, advertising agency, has formed the Leo Burnett Foundation at the University of Michigan, Ann Arbor, Mich. A capital contribution of \$50,000 from Mr. Burnett to the new foundation will provide scholarships for students in advertising, radio, television, journalism and related research.

Drumbeats . . .

30-years service ■ A special service award "for more than 30 years of sustained efforts to encourage soil and water conservation" has been presented to the farm department of WLW Cincinnati. The station, which began its

Red Cross drive's need for broadcasters noted

Broadcasters were thanked for past support of the American Red Cross and urged to get behind the 1967 campaign at a luncheon in New York Feb. 16 in preparation for the start of the new drive that gets underway March 1.

Robert W. Sarnoff, president of RCA and cochairman of the 1967 campaign, asked broadcasters to give their "fullest support" to keep the public informed of increasing Red Cross commitments, which he said will exceed \$118 million in the next fiscal year, a postwar record attributable in great part to the Vietnam conflict.

John T. Murphy, president of Avco Broadcasting, the campaign's vice chairman for broadcasting, stressed the need for support "on a 12-month basis" and reviewed the materials — scripts, recorded announcements, slides and the like — that will be available to stations through their local Red Cross chapters.

E. Roland Harriman, ARC national chairman, told the approximately 70 broadcasters at the luncheon that radio and television deserve credit for a large part of the success of past Red Cross drives, "and we gratefully give it to you."



At the New York luncheon (l to r): Messrs. Sarnoff and Murphy, NAB

President Vincent T. Wasilewski and Chet Huntley of NBC-TV.

farm programing in the dust-bowl era, was cited by the National Association of Soil and Water Conservation Districts.

Zowie! ■ Following the example of last year's successful TV special sponsorship and giveaway tie-in promotion, the Green Giant Co. will sponsor another special, "Rabbit Hill," a children's program to be broadcast on NBC-TV Sunday, March 5 (6:30-7:30 p.m.). The food company offers its sponsorship as an aid to retailers who are promoting a free 56-inch Green Giant plastic kite.

Paper tigers ■ The first annual Paper Airplane championship (Western Mountain division) was held Feb. 4 at half-time of a University of Utah basketball game and KALL Salt Lake City was there. As a matter of fact they sponsored the competition. The aircraft,

lofted into 9.7 second flight by inventor John Kimball, qualified for the tougher International competition sponsored by *Scientific American* at Princeton University's wind tunnel.

C&W champs ■ The Country Music Association, Nashville, has announced the winner of the first annual National Country Music Month Award: KSON San Diego, Kuzz Bakersfield, Calif. and KLAQ Lakewood-Denver, won second place and third place respectively. The winning station was selected for its promotion of country music during the month. More than 350 stations were eligible to win the award.

Prize property ■ The recently formed Kids Prize Network, an organization supplying merchandise prizes to children-oriented television shows produced by stations across the nation, has become the property of Lee Giroux En-

terprises, North Hollywood. It will be operated through Howard E. Ray. Productions, a new division of the company. Mr. Giroux is a nationally-known radio-TV announcer. Mr. Ray has been long affiliated with the product-promotion and prize business and was the founder of the Kids Prize Network.

Alumni award ■ NBC President Julian Goodman (l) received an alumni achievement award from Associate Judge L. Jackson Embrey (c) of the Arlington, Va., county court, head of George Washington University's alumni association, and Lloyd H. Elliott, university president. The presentation was



made at a winter convocation held in Constitution Hall, Washington. The award, established in 1937, recognizes alumni with outstanding professional achievement.

Promo service set by Pepper

Pepper Sound Studios, Memphis, has started a new radio service, Airplay International, which features contests, sales promotions and station promotions on a monthly basis. Subscribers receive each month: two programing contests, a sales promotion (each with five cuts), 20 on-air promos, three airchecks of ideas on other stations and 24 cuts of original production music. The service also includes a monthly magazine *Airplay*, labled as "entertainment for broadcasters" and featuring a "transister of the month."

FATES & FORTUNES

BROADCAST ADVERTISING

Chris Miliotes, director of marketing planning, Kitchens of Sara Lee, named assistant manager of Chicago office of McCann-Erickson and VP in charge of client relations.

Jack Mohler resigns as VP of National Time Sales, New York, effective March 15. No future plans announced.

George F. Hinkle, assistant VP at Associates Investment Co., South Bend, Ind., named VP-advertising. **Ronald S. Menges**, advertising director for all loan advertising in U. S. and Canada for Associates in South Bend, Ind., named assistant VP.



Mr. Nelson

James C. Nelson Jr., creative director at Hoefer, Dieterich & Brown, San Francisco, also named executive VP.

Currie L. Brewer, senior VP and member of plans board of McCann-Erickson, Chicago, joins Earle Ludgin & Co. there as senior VP and management supervisor.

Raymond Young, creative associate

at Knox Reeves Advertising, Minneapolis, elected VP.

Lars Hedman, who will continue association with his own photo studio, Lars Hedman Inc., Chicago, joins Fred A. Niles Communications Centers Inc. there as VP in charge of special projects.



Mr. Schmalenberger



Mr. Dusenberry

Robert F. Schmalenberger, head art director in Boston office of BBDO, and **Phil Dusenberry**, copy supervisor for BBDO, New York, named VP's.

Tommy D. Greer, VP-marketing and sales division of Texize Chemicals Inc., Greenville, S. C., elected senior VP.

Norman Hawkins, with WDCA-TV Washington, named general sales manager.

Charles Wince joins McCloskey & Oakley Inc., Chicago, as executive art director. **Steve Marlin** named traffic

manager in agency's client service department. **Mildred Mitchell** appointed media director, replacing **Karin Kappe**, who resigns.

Lou Stratton, formerly with WBAL-TV Baltimore and WRDW-TV Augusta, Ga., named general sales manager of KXOA Sacramento, Calif.

Richard J. Montesano, senior project director for Audits & Surveys, New York, appointed director of research for Radio Advertising Bureau, that city.

Jean Morris, account executive with WALT Tampa, Fla., appointed general sales manager.

Anthony F. Renda, local sales manager for WIIC-TV Pittsburgh, named assistant general sales manager. **Lou Kaib**, with sales service department of WIIC-TV, named national sales assistant.

Edward F. Schmidt named advertising manager for Busch Bavarian beer at Anheuser-Busch, St. Louis. **Jack Howard** named merchandising manager for Budweiser and Michelob beers.

Ellis I. Folke, VP and director of information for Bureau of Advertising, American Newspaper Publishers Association, New York, named VP and director of media for Sullivan, Staufer, Colwell & Bayles, that city. **Dudley D. Carroll Jr.**, previously with Lennen & Newell, New York, and BBDO, New York, succeeds Mr. Folke.



Mr. Folke

Andy Coscia, research and promotion director of Advertising Time Sales, New York, named research manager of Blair Television, same city, in expansion of research department. **Jack Bray** joins Blair Television's market division, New York, as account executive. He had been TV account executive at Ed-

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ward Petry & Co., New York.



Mr. Everson

Charles W. Everson, with WGY Schenectady, N. Y., appointed to newly created position of manager-local sales.

Richard M. Klaus, executive VP of Cleveland Broadcasting Inc. (group owner), Major Market Radio, New York, as director of business development.

Ralph C. Duke, VP of Shefchik, Smirl & Duke Advertising Inc., Milwaukee, named merchandising manager of WMIL-AM-FM, that city.

Alan Feuer, previously with WTAK Garden City, Mich., and WBRB Mount Clemens, Mich., joins WKBD-TV Detroit, as account executive.

Richard A. Leader, VP-West Coast for Robert E. Eastman & Co., joins KNX Los Angeles as account executive.

John A. Kekalos, account executive at Shaw and Schreiber Inc., Philadelphia, joins KYW there as account executive.

Raymond A. Mineo, account executive with George P. Hollingbery Co., New York, joins CBS Radio Spot Sales there as account executive.



Mr. Mullins

Thomas F. Mullins, account supervisor for Young & Rubicam, New York, joins LaRoche, McCaffrey & McCall there as VP-account supervisor.

Stephen P. Lewisohn, with Diana Stores Corp., North Bergen, N. J., named director of advertising.

Luiz A. De' O. Salles, with Brazilian Military Commission, and **Howard C. Warner**, with United Givers Fund, join WPK Alexandria, Va., as account executives.

Jay N. Goldman, operations manager of WBAL-TV Baltimore, appointed account executive of Torrieri-Myers Advertising Inc., that city.

Jaron Gittleman, director, accounting department, EUE/Screen Gems, New York, named to newly created

post of divisional controller.

Buzz Zinn, with WGMS-AM-FM Bethesda, Md.-Washington, appointed account executive.

Jim Price, program director for KDEO San Diego, switches to station's local sales department as account executive.

Robert Edward Mahlman, with Storer Television Sales, New York, appointed television account executive.

Sydney A. Abel, previously with NBC, Washington, and WQMR Silver Spring, Md., appointed field advertising coordinator for South Atlantic sales region of P. Ballantine & Sons, Washington.



Mr. Kimble

Calif.

Paul Ernest joins WFLA-TV Tampa, Fla., as account executive.

Robert L. Gaines, with Carl Ally Inc. Advertising, New York, joins Geer, DuBois & Co. there as account executive.

John F. Hobbs, account executive for WPEN Philadelphia, joins Gresh & Kramer, that city, as account executive.

Samuel C. Hansen, advertising and sales promotion manager for California Packing Corp., San Francisco, joins J. Walter Thompson Co. there as account representative.

Fred Krug, with WYCA(FM) Hammond, Ind., named area sales representative for WIFF(FM), under construction in Auburn, Ind.

Myles E. Atlas, media manager for Grey Advertising, Beverly Hills, Calif.,

joins Los Angeles office of Erwin Wasey.



Mr. Murphy

John J. Murphy Jr., with WNEW-TV New York, named general sales manager of WAST(TV) Albany, N. Y.

John Scott, previously account executive for Advertising Time Sales, and NBC Spot sales, both New York, appointed radio account executive for George P. Hollingbery Co., that city.

Burl B. Meals, psychological researcher from Portland State College, appointed sales traffic manager for KGW-TV Portland, Ore.

David C. Garvin, senior media buyer for Ted Bates & Co., New York, joins television sales staff of Edward Petry & Co., that city.

Joseph Mahan, previously with Metromedia Inc., New York, Avery-Knodel Inc., New York, and WFIL-TV Philadelphia, joins sales staff of The Katz Agency, New York.

William C. Gohde, copy writer with Leo Burnett Co., Chicago, joins creative staff of Sperry-Boom Inc., Davenport, Iowa.

MEDIA



Mr. Owen

manager for KCEE, that city.

Neil F. Campbell, VP and treasurer of Mutual Broadcasting Corp. and VP of MBS since June 1966, has resigned for personal reasons to return to his



BROADCASTING, February 27, 1967

Broadcasting

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home in Los Angeles. No other details were given, but MBS spokesman said it was hoped that Mr. Campbell "would eventually rejoin Mutual organization."



Mr. Krancer

Ronald A. Krancer, nephew of Walter H. Annenberg, Triangle Publications Inc. president, and formerly executive with *TV Guide*, named president of WCOY Columbia, Pa. upon assuming ownership of that station (BROADCASTING, Feb. 13).

Sol Radoff, VP and general manager of WMIL-AM-FM Milwaukee, elected president, succeeding **Gene Posner**, who became board chairman.

Al Hervey, program manager of WPTA(TV) Roanoke, Ind., appointed general manager of WIFF(FM), under construction in Auburn, Ind.

J. Norman Young, manager of WSOC-AM-FM Charlotte, N. C., named to newly created post of public affairs director of WSOC-AM-FM-TV. Mr. Young will coordinate all station participation in activities outside of field of broadcasting. **Wynn Hott**, director of sales for WSOC-AM-FM, also succeeds Mr. Young as manager.

Robert R. Michael, general manager of WJAB Westbrook, Me., named manager for WENY Elmira, N. Y.

Jack G. McBride, general manager, non-commercial KUON-TV Lincoln, Neb., and seven-station Nebraska educational television network now under development, elected board chairman of Educational Television Stations division of National Association of Educational Broadcasters, Washington.



Mr. McBride

Robert M. Olson, with WTVT(TV) Tampa-St. Petersburg, Fla., named assistant manager.

David V. Stewart, national sales manager for television and assistant treasurer for WKBN-AM-FM-TV Youngstown, Ohio, elected treasurer, succeeding **Gladys S. Williams**, who retires after having served as treasurer since 1947.

Jim Harper, assistant manager, Rawlins Community Television, Rawlins, Wyo., CATV subsidiary of Teleprompter Corp., New York, named manager. He replaces **Fred Kelly**, who has resigned.

PROGRAMING

David Brown, executive in charge of story operations for 20th Century-Fox,

New York, elected VP, director of story operations. **Steve Roberts**, with Columbia Pictures Corp., New York, appointed 20th Century-Fox home office representative there for Great Britain and English-speaking territories.

Jay Nayar, chief accountant, ABC Films Inc., New York, appointed business manager. Mr. Nayar was identified incorrectly in earlier report (BROADCASTING, Feb. 20).

Ernie Crisp, chief photographer for WFBM-TV Indianapolis, named manager of station's new division, the WFBM Production Center, which will produce TV spots and special programs. **Earl Schuman**, executive producer, WFBM-TV, named sales manager of new facility, which begins operation April 1. **Bill Sprague** named production supervisor. At production department of WFBM-TV **Charles O'Donnell** and **Julio Fernandez**, producer-directors, named executive producers. **Roger Young**, associate producer for WFBM-TV, appointed producer-director.

Charles Allen, director of program operations for noncommercial KCET(TV) Los Angeles, named director of programming.

William J. Ratcliff, broadcast consultant to National Council of Churches, New York, appointed program director of KBMT(TV) Beaumont, Tex.

Johnny Lane, program director of WPVA Colonial Heights-Petersburg, Va., named program director at WENO Madison, Tenn.

Henry C. Senke, consultant to State University of New York television network, joins noncommercial WNED-TV Buffalo, N. Y., as producer-director.

Frank Nelson re-elected president of Los Angeles chapter of American Federation of Television and Radio Artists. **Ted De Corsia** elected first VP; **Gene Lanham**, second VP; **Leona Irwin**, third VP; **Alice Backes**, fourth VP; **Beth Carter**, recording secretary and **Stanley Farrar**, treasurer.

Joseph P. Grant, attorney for Leo Burnett Co., Chicago, named business affairs counsel for Wolper Productions Inc., Hollywood.

Chris Steinbrunner, with WOR-TV New York, named manager of film services.

George Hudson, with WNJR Newark, N. J., appointed assistant operations manager.

Jim Lyle, producer-director for WKYC-TV Cleveland, appointed production manager, succeeding **Joseph Varholy**, now program manager.

Paul Donnelly, executive production manager for television for Universal City Studios, Universal City, Calif.,

appointed executive production manager for features and television.



Miss Della Chiesa

Vivienne Della Chiesa, in television, radio, on supper club circuit, and in opera, signed to long-term contract by WLWT(TV) Cincinnati. She will conduct new show on weekday afternoons, 4-5:30 p.m., called *The Afternoon Show*.

Lars McSorley appointed account executive in charge of studio publicity for Ivan Tors Studios, North Miami, Fla., replacing **Howard Kleinberg**, who resigns to re-enter newspaper business.

Harvey Kuenn, previously with Detroit Tigers, joins WVTM(TV) Milwaukee, as director of sports development.

Joseph Tamburro, with WDAS Philadelphia, appointed music director.

NEWS

Arnold Zenker, assistant to director of business affairs, CBS News, New York, named manager, program administration.

Dean Brelis, NBC-TV News correspondent, named anchorman for *11th Hour News* on NBC's KNBC(TV) Los Angeles, replacing **John Schubeck**, who resigns.

J. Fenton Wheeler named AP correspondent in Havana, replacing **Isaac M. Flores**, who returns to New York for reassignment.

Randolph T. Pendleton Jr., manager of UPI bureau in Jacksonville, Fla., appointed Alabama news manager for UPI, Montgomery, Ala., succeeding **William O. Bryant**, who joins southern division desk staff in Atlanta. **Charles S. Aldinger**, with UPI news staff in Florida for past five years, replaces Mr. Pendleton as manager of Jacksonville bureau. **Jimmy D. Britnell**, who has concluded tour of duty in U. S. Marine Corps, appointed manager of UPI's bureau in Birmingham, Ala. **James M. Evans**, manager of UPI bureau in Knoxville, Tenn., named manager of Memphis bureau. He succeeds **James K. Cazales**, who moves to southern division desk in Atlanta. **Carl A. Vines**, with UPI bureau in Columbia, S. C., succeeds Mr. Evans as manager of Knoxville bureau.

Mike Powell, news director for KNEW Oakland, Calif., appointed associate news director in charge of special features for KSFO San Francisco.

Terry Armor, feature writer and news photographer for Taft's WKRC-TV Cincinnati, appointed executive producer of group action programs for Taft

Broadcasting Co. (group owner), that city, with responsibility for planning and production of public affairs programming for all Taft stations.

George J. Hoffman, news director for WCWA Toledo, Ohio, appointed bureau editor for Electro-Media Inc., Columbus, Ohio, which provides state government coverage for radio and television stations and newspapers in Ohio, West Virginia and Indiana.

Van Redmond, formerly with WMAZ-AM-FM-TV Macon, WWCC Bremen and WDOL Athens, all Georgia, joins news staff of WAIL-TV Atlanta.

Bob Moore appointed to news staff of WIP Philadelphia.

Glenn Douglas, newsman from Grand Forks, N. D., joins news staff of WNAX Yankton, S. D.

FANFARE

Edward F. Hessel Jr., assistant promotion director for WHAS-AM-FM-TV Louisville, Ky., named promotion director, succeeding **William F. Loader**, now PR director for WHAS-AM-FM-TV.

Jimm Seaney, director of promotion and advertising for KWGN-TV Denver, resigns.

Hank Boerner, who has broadcast on traffic conditions and news events for Long Island Network, Merrick, N. Y., joins American Airlines Inc., New York, as PR representative.



Mr. Gluck

Earle J. Gluck retires as PR director of WSOC-AM-FM-TV Charlotte, N. C. He will continue as management consultant to stations. Mr. Gluck began radio career in 1927 as chief engineer and later general manager of WBT Charlotte. In 1933 he opened WSOC and in 1957 headed group opening WSOC-TV. **Sterling W. Wright**, client relations director of WSOC-TV, succeeds Mr. Gluck as PR director.

EQUIPMENT & ENGINEERING

Dr. Leon Podolsky, independent consultant, appointed staff consultant to general manager of Institute of Electrical and Electronics Engineers, New York.

Lon Cantor, formerly director of advertising and public relations for Jerrold Electronics, Philadelphia, and advertising manager of Blonder-Tongue Labs Inc., Newark, N. J., joins Viking Industries Inc., Hoboken, N. J., in newly created post of director of marketing services.

Morris A. Mayers, manager, special projects, Visual Electronics Corp., New York, appointed manager, educational

broadcast sales. He has also been appointed eastern regional manager.

John M. Palmer, product manager with semiconductor division of Sylvania Electric Products Inc., Woburn, Mass., appointed manager of color picture tube plant of Sylvania's electronic tube division, Seneca Falls, N. Y., succeeding **Charles H. Miller**, who becomes manager of firm's black and white and color picture tube plant at Ottawa, Ohio. **Richard D. Wilde**, division manager of planning for electronic tube division in Seneca Falls, N. Y., appointed manager of planning and special projects.

C. K. (Ken) Murray, formerly subcontract manager for Motorola Aerospace Center at Scottsdale, Ariz., and purchasing agent for General Dynamics Astro division, San Diego, named manager of procurement at Ameco Inc., Phoenix.



Mr. Fleischmann

Mort Fleischmann, director, promotion, West Coast, for NBC, Burbank, Calif., appointed director, news and information, West Coast, for parent RCA, Los Angeles.

Dick Lubic, director of Time-Life Broadcasting's community antenna television division, named executive VP of Video Communications Inc., a newly formed company, which has purchased Desertronics Inc., electronic firm in Desert Hot Springs, Calif.

James W. Hart, previously with Mark Products Co., and Motorola Inc., both Chicago, appointed director of engineering projects and administration for Andrew Corp., that city.

J. W. Black, sales engineer for CATV division of American Electronic Laboratories Inc., Colmar, Pa., named assistant product sales manager, CATV division.

Frank M. Webb, sales and marketing consultant and formerly with Independent Television Corp., New York, joins International Good Music Inc., Bellingham, Wash., as Southwest sales representative.

INTERNATIONAL



Mr. Darling

Thomas E. Darling, VP and general manager of CHML-AM-FM Hamilton, Ont., named president and general manager.

Rex Bagwell, engineer with NBC International, assigned to company project in Vietnam. He will oversee maintenance of TV equipment and help train tech-

nicians for Vietnamese television network being set by NBC International.

ALLIED FIELDS



Mr. L'Heureux

Robert D. L'Heureux, who resigned as general counsel of National Community Television Association, Washington (BROADCASTING, Feb. 13), named member of Washington law firm of Smith & Pepper, which will change its name to Smith, Pepper, Shack & L'Heureux. Mr. L'Heureux was previously in private practice, and was assistant to late George C. McConaughy, FCC chairman.

DEATHS

Manohar B. Sarwate, 57, of India, who became secretary-general of International Telecommunications Union in Geneva in January 1966, died Feb. 13 in Geneva. **Mohamed Mili**, of Tunisia, deputy secretary-general, automatically becomes his successor for remainder of five-year term. Mr. Sarwate, former deputy secretary-general, succeeded Gerald C. Gross, U. S., former FCC engineering executive. Mr. Gross now is president of Telecommunication Consultants International, Washington.

Smiley Burnett, 55, Gene Autry's longtime comedy partner, died of leukemia Feb. 16 at West Valley hospital in Encino, Calif. For last four years, Mr. Burnette has appeared regularly on CBS-TV's *Petticoat Junction* series. He is survived by his wife, Dallas, and four children.

Dixon B. Griswold, 62, consultant to Interpublic Inc., New York, for last few years, died Feb. 20 at his home at Candlewood Isle, Conn. Mr. Griswold had been VP of one of Interpublic's components, McCann-Erickson Inc. He is survived by his wife, Frances, son and daughter.

Pierce E. Lackey, 68, president and general manager of WPAZ-AM-FM Paducah, Ky., died Feb. 16 in St. Louis hospital. He was one of founders of Kentucky Broadcasters Association. Mr. Lackey was mayor of Paducah from 1940 to 1943.

Maria Kober Little, 50, story executive for Ivan Tors Productions on *Flipper* series, died of cancer Feb. 20 at Cedars of Lebanon hospital in Los Angeles. Mrs. Little had worked on such series as *Lassie*, *Climax* and *Playhouse 90*.

George P. Gable, broadcast pioneer and founder of WFBG (August 1924) and WFBG-TV (March 1953) Altoona, Pa., died Feb. 13 after long illness. Outlets were sold to Triangle Stations

(group owner) in 1956.

Jack Williams, 37, executive secretary of Georgia Association of Broadcasters and associate professor of journalism at Georgia State College, Atlanta, died Feb. 11 at Georgia Baptist hospital in Atlanta from cancer. Mr. Williams received "award of merit" from National Association of Broadcasters last year for his efforts on behalf of GAB and broadcasting in general (BROADCASTING, Feb. 21, 1966). He

had previously been with KCRG Cedar Rapids, Iowa; KETV(TV) Omaha, Neb.-Council Bluffs, Iowa, and had been news editor for CBS, Chicago. He is survived by his wife, Patti, daughter and two sons.

Charles Beaumont, 38, script writer for such TV series as *Twilight Zone*, *Alfred Hitchcock* and *Alcoa Goodyear Theater*, died Feb. 21 of disease of nervous system at Motion Picture Country Home in Hollywood. He is

survived by his wife and four children.

Charles McNeall, 45, newsman with KOLO-TV Reno, died Feb. 14 at hospital in Reno. He had been under treatment for cancer for six months. Surviving are his wife, Martha, and three children.

Sig Ruman, 82, veteran character actor in numerous TV shows and motion pictures, died of heart attack Feb. 14 at home in Julian, Calif. He is survived by his wife, Clara.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 16 through Feb. 22 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

Moline, Ill.—Community Telecasting Corp. Seeks VHF ch. 8 (180-186 mc); ERP 316 kw vis., 63.2 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 1,064.43 ft. P. O. address: c/o Cy Churchill, 1610 Fifth Avenue, Moline, Ill. Estimated construction cost \$710,649.85; first-year operating cost \$720,000; revenue \$960,000. Geographic coordinates 41° 18' 33" north lat.; 90° 22' 46" west long. Type trans. GE TT-530-B. Type ant. GE Helical TY-53-A(2) (4). Legal counsel Arnold & Porter; consulting engineer George Adair, both Washington. Principals: Mark Wodlinger, president, general manager and director (80%), Edward W. Priester, secretary-treasurer and director and Col. Carl A. Waldmann, vice president and director (each 10%). Mr. Wodlinger is in real estate and is vice president and general manager of KMBC-TV Kansas City, Mo. Mr. Priester is real estate and insurance salesman, vice president, director and stockholder of investment securities company and investment company. Col. Waldmann has no other reported interests. Ann. Feb. 20.

Las Vegas—Desert Broadcasting Inc. Seeks VHF ch. 13 (210-216 mc); ERP 116 kw vis., 23.2 kw aur. Ant. height above average terrain 362 ft.; ant. height above ground 495 ft. P. O. address: 880 East Sahara Avenue, Las Vegas 89105. Estimated construction cost \$591,500; first-year operating cost \$600,000; revenue \$600,000. Geographic coordinates 36° 08' 32" north lat.; 115° 09' 37"

west long. Type trans. RCA TT-11 AH. Type ant. RCA TW-12A 13P. Legal counsel Welch & Morgan; consulting engineer George C. Davis, both Washington. Principals: H. Milward Sloan, president, Donald E. English, vice president, Ralph L. Denton, secretary-treasurer (each 7.5%), et al. Mr. Denton is attorney. Mr. English is assistant manager and photographer for Las Vegas News Bureau. Mr. Sloan is owner of realty concern. Ann. Feb. 21.

FINAL ACTIONS

Sioux City, Iowa—Medallion Broadcasters Inc. Broadcast Bureau granted UHF ch. 14 (470-476 mc); ERP 324 kw vis., 64.6 kw aur. Ant. height above average terrain 1,150 ft.; ant. height above ground 1,000 ft. P. O. address: 711 Frances Building, Sioux City, 51101. Estimated construction cost \$827,318.35; first-year operating cost \$461,400; revenue \$323,000. Geographic coordinates 42° 30' 53" north lat.; 96° 18' 14" west long. Type trans. GE TT-57-A. Type ant. GE TY-97-A. Legal counsel Hogan & Hartson; consulting engineer Silliman, Moffet & Kowalski, both Washington. Action Feb. 13.

*Las Vegas—Clark County School District. Broadcast Bureau granted VHF ch. 10 (192-198 mc); ERP 107 kw vis., 21.4 kw aur.-U. Ant. height above average terrain 3,760 ft., above ground 90 ft. P. O. address: c/o David A. Sands, 2832 E. Flamingo Rd., Las Vegas 89109. Estimated construction cost \$720,779; first-year operating cost \$989,227. Studio to be located in Las Vegas, trans. to be located on Potosi mountain. Geographic coordinates 35° 57' 33" north lat., 115° 30' 00" west long. Type trans. GE TT-530-B; type ant. RCA TF-6AH. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Hammett & Edison, San Francisco. To be administered by board of education. Action Feb. 14.

*Allendale, S. C.—South Carolina Educational Television Commission. Broadcast Bureau granted UHF ch. 14 (470-476 mc); ERP 557 kw vis., 111.4 kw aur.-U. Ant. height above average terrain 800 ft., above ground 805 ft. P. O. address: c/o Charles Morris, director of technical operations, 2712 Millwood Ave., Columbia, S. C. Estimated construction cost \$438,310; first-year operating cost \$184,990. To be supported by state appropriations. Studio and trans. both to be located near Barnwell, S. C. Geographic coordinates 33° 11' 12.5" north lat., 81° 23' 53.5" west long. Type trans. RCA TTU-30A; type ant.

RCA TFU-30J. Legal counsel Dow, Lohnes and Albertson, Washington, consulting engineer Robert D. Lambert Jr., Columbia, S. C. To be administered by Educational Television Commission. Action Feb. 14.

*Florence, S. C.—South Carolina Educational Television Commission. Broadcast Bureau granted UHF ch. 33 (584-590 mc); ERP 537 kw vis., 107 kw aur.-U. Ant. height above average terrain 790 ft.; ant. height above ground 796.8 ft. P. O. address: 2712 Millwood Ave., Columbia, S. C. 29205. Estimated construction cost \$447,310; first-year operating cost \$187,990. Geographic coordinates 34° 18' 45.5" north lat.; 79° 44' 36.5" west long. Type trans. RCA TTU-30A. Type ant. RCA TTU-30-J. Legal counsel Dow, Lohnes and Albertson, Washington, consulting engineer Robert D. Lambert Jr., Columbia, S. C. Principals: Applicant is licensee of *WITV(TV) Charleston and *WNTV(TV) Greenville, and is permittee of *WRLK-TV Columbia, all South Carolina. Charles S. Morris, director of technical operations. Henry J. Cauthen, executive director. Action Feb. 14.

*Brookings, S. D.—South Dakota State University. Broadcast Bureau granted VHF ch. 8 (180-186 mc); ERP 316 kw vis., 55 kw aur. Ant. height above average terrain 750 ft.; ant. height above ground 828 ft. P. O. address: Brookings 57006. Estimated construction cost \$432,945; first-year operating cost \$87,500. Geographic coordinates 44° 23' 38" north lat.; 96° 49' 29" west long. Type trans. RCA TT-35 CH(LA). Type ant. RCA TF-12 AH. Legal counsel Dow, Lohnes and Albertson; consulting engineer A. D. Ring & Associates, both Washington. Principals: Hilton M. Briggs, president. To be administered by Board of Directors. Action Feb. 14.

OTHER ACTIONS

■ Review Board in San Bernardino, Calif., television broadcast proceeding, Docs. 16394-5, granted motion for continuance of oral argument filed on Feb. 17 by Supat Broadcasting Corp., and rescheduled oral argument for April 4. Board members Slone and Kessler absent. Action Feb. 21.

■ Review Board in Syracuse, N. Y., television broadcast proceeding, Docs. 14368-72 and 14444-46, denied appeal to review board from hearing examiner's order denying request for issuance for a subpoena, filed Jan. 10, by Six Nations Television Corp. Board member Kessler not participating, board member Berkemeyer absent. Action Feb. 17.

■ Review Board in Galveston, Tex., television broadcast proceeding, Docs. 16735-6, granted petition for partial reconsideration filed Nov. 18, 1966, by Galveston Television Inc. Action Feb. 16.

■ By memorandum opinion and order, commission granted application of Vermont New York Television Inc. for CP for new UHF to operate on ch. 22 at Burlington, Vt. Grant will provide Burlington area with its second commercial television broadcast service. Action Feb. 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Feb. 15 in proceeding on TV applications of Bay Broadcasting Co. and Reporter Broadcasting Co., both San Francisco, examiner ordered refiling of certain pleadings properly addressed to adjudicatory segments of commission which have jurisdiction (Docs. 16678, 16681).

■ Hearing Examiner Isadore A. Honig on Feb. 16 in proceeding on TV applications of Romac Baton Rouge Corp. and Capitol Television Broadcasting Corp., both Baton Rouge, granted petition for leave to amend of applicant Capitol Television Broadcasting Corp. in regard to financial proposal (Docs. 17005-06).

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



■ Hearing Examiner Forest L. McClenning on Feb. 15 in proceeding on TV application of Selma Television Inc., Selma, Ala., granted request of WCOV Inc., and extended date for filing oppositions to applicant's petition for leave to amend from Feb. 15 to Feb. 20 (Doc. 15888).

■ Hearing Examiner Chester F. Naumowicz Jr. on Feb. 15 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 March 10 (Docs. 16924-26).

CALL LETTER APPLICATION

■ E. Weeks McKinney-Smith and George T. Bailey, Paducah, Ky. Requests WDXR-TV.

Existing TV stations

FINAL ACTIONS

*KAET(TV) Phoenix—Broadcast Bureau granted mod. of license covering change in name to Arizona Board of Regents. Action Feb. 15.

KTRG-TV Honolulu—Broadcast Bureau granted mod. of license to reduce ERP to 6.17 kw aur. Action Feb. 15.

*WUSI-TV Olney, Ill.—Broadcast Bureau granted mod. of CP to change ERP to 977 kw vis., 195 kw aur., change trans. and studio location to 2.1 miles west of Dundas, decrease ant. height to 930 ft., and to extend completion date to Aug. 14. Action Feb. 14.

WHAS-TV Louisville, Ky.—Broadcast Bureau granted mod. of license to operate auxiliary antenna with ERP of 135 kw vis., 26.3 kw aur. Action Feb. 15.

WBZ-TV Boston—Broadcast Bureau granted CP to change ERP to 60.3 kw vis., 10 kw aur., decrease ant. height to 1,160 ft. Action Feb. 20.

KHSD-TV Lead, S. D.—Broadcast Bureau granted CP to change ERP to 85.2 kw vis., 8.52 kw aur. Action Feb. 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donohue on Feb. 17, in proceeding on TV applications of RKO General Inc. (KHJ-TV), Los Angeles, for renewal of license and Fidelity Television Inc., Norwalk, both California, for CP, granted petition for leave to amend filed by applicant Fidelity Television Inc., to reflect acquisition by a minority stockholder of interest in CATV (Docs. 16679-80).

■ Hearing Examiner Jay A. Kyle on Feb. 16 in proceeding on TV renewal application of Lamar Life Insurance Co., Jackson, Miss., scheduled further hearing conference for Feb. 23 (Doc. 16663).

CALL LETTER APPLICATIONS

■ KCMH(TV), Monterey-Salinas Television Inc., Monterey, Calif. Requests KMBY-TV.

New AM stations

APPLICATIONS

Waynesville, Mo.—Fred Briesacher Jr. Seeks 1270 kc, 0.50 kw. P. O. address: Route 2, Box 2-B, Waynesville 65583. Estimated construction cost \$3,700; first-year operating cost \$1,000; revenue \$25,000. Principals: Mr. Briesacher is sole owner of TV-appliance center and KFBD-FM Waynesville. Ann. Feb. 16.

Cleveland, Tenn.—Bradley County Broadcasting Service Inc. Seeks 1190 kc, 0.5 kw, DA-D. P. O. address: 506 East Hancock, Smithfield, N. C. 27577. Estimated construction cost \$30,000; first-year operating cost \$60,000; revenue \$65,000. Principals: C. B. Reavis, president (20%), Charles F. Barry Jr., vice president (19%), H. Bernard Dixon, secretary-treasurer (40%), Buford Epperson (20%) and Richard C. Bridges (1%). Mr. Barry is president, board chairman, director and 55% owner of WBZB Selma, N. C.; secretary-treasurer, director and 25% owner of WHYE Roanoke, Va.; secretary, treasurer, director and 26% owner of WCFV Clifton Forge, Va.; director of Triangle Telecasters Inc., applicant for UHF in Durham, N. C., and director of fund raising association. Mr. Epperson is vice president, director, general manager and 20% owner of WBZB; president, director and 40.7% owner of WHYE, and president, director and 26% owner of WCFV. Mr. Reavis is manager of J. C. Penny Co., Cleveland, Tenn. Mr. Dixon is general sales manager of Church of God Publishing House and partner in motel. Mr. Bridges is chief engineer of WBZB. Renewal applications are pending on WBZB, WHYE and WCFV. Mr. Epperson and Mr. Barry are each 25% partners of Epperson & Barry Broadcasting Co., applicant for new station in Camden, S. C. Ann. Feb. 21.

Green River, Wyo.—Casper Family Radio Inc. Seeks 1230 kc, 0.25 kw-U. P. O. address:

Box 2006, Casper, Wyo. 82601. Estimated construction cost \$12,975; first-year operating cost \$36,000; revenue \$40,000. Principals: Patrick H. Meenan, president and William R. Sims, vice president. Ann. Feb. 21.

FINAL ACTIONS

North Pole, Alaska—Radio Prayer League. Broadcast Bureau granted 1170 kc, 5 kw-N, (10 kw-LS)-U. P. O. address: c/o Donald L. Nelson, 85 S. 11th Street, Minneapolis 55403. Estimated construction cost \$32,327; first-year operating cost \$32,500; revenue \$40,000. Action Feb. 13.

Burney, Calif.—Ulysses Sherman Bartmess. Broadcast Bureau granted 1450 kc, 250 w-U. P. O. address: Box 956, Burney 96013. Estimated construction cost \$1,500; first-year operating cost \$24,000; revenue \$36,000. Mr. Bartmess is income property investor in California and Oregon. Action Feb. 13.

Waukon, Iowa—Ralph M. Sweeney. Broadcast Bureau granted 1140 kc, 250 w-D. P. O. address: Route 2, Waukon 52172. Estimated construction cost \$28,311; first-year operating cost \$38,000; revenue \$45,000. Mr. Sweeney is real estate and rental property investor in Waukon. Action Feb. 15.

Vermillion, S. D.—Siouxland Broadcasting Inc. Broadcast Bureau granted 1570 kc, 500 w-D. P. O. address: c/o Theodore J. Dolney, 119 E. Main St., Vermillion 57069. Estimated construction cost \$22,794; first-year operating cost \$39,500; revenue \$45,000. Principals: Theodore J. Dolney, R. E. Macy (each 48%), Doris M. Dolney, Lenette B. Macy (each 2%). Mr. Dolney is Vermillion attorney; Mr. Macy is manager of trucking firm and owner of lumber company. Action Feb. 13.

Selmer, Tenn.—David B. Jordon. Broadcast Bureau granted 1350 kc, 250 w-D. P. O. address: Box V, Grundy, Tenn. Estimated construction cost \$15,195; first-year operating cost \$30,000; revenue \$36,000. Mr. Jordon has 25% interest in WNRG Grundy, Va. and 74% interest in WMTD Hinton, W. Va. Action Feb. 17.

INITIAL DECISION

■ Hearing Examiner Thomas H. Donohue issued supplemental initial decision looking toward granting application of Boardman Broadcasting Inc., for CP to operate on 1570 kc, 1 kw-DA, daytime only, in Boardman, Ohio, and denying application of Daniel Enterprises Inc. for CP to operate on 1570 kc, 500 watts, DA, daytime only, in Warren, Ohio (Docs. 15190-91). Action Feb. 17.

■ Hearing Examiner H. Gifford Irion issued supplemental initial decision looking toward granting application of Woodland Broadcasting Co. for new class-II station to be operated on 1510 kc with 1 kw, daytime only at Vidor, Tex. (conditions); and denying application of Felix Joynt and James Joynt d/b as KWEN Broadcasting Co. for new class-II station to be operated on same facilities at Port Arthur, Tex. (Docs. 14597, 15203). Action Feb. 20.

OTHER ACTIONS

■ Review board in Philadelphia, standard broadcast proceeding, Docs. 16589 and 16848, granted motion to modify and enlarge issues filed on Sept. 26, 1966, by Columbia Broadcasting System Inc. Board Member Nelson dissenting.

■ Office of opinions and review on Feb. 14: granted petition by La Fiesta Broadcasting Co. for extension of time to March 13 to file responsive pleadings to applications for review of review board's decision in proceeding on its application and that of Mid-Cities Broadcasting Corp. for new AM stations in Lubbock, Tex. (Docs. 14411-2).

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Feb. 13 designated Hearing Examiner Basil P. Cooper to serve as presiding officer in proceeding on AM application of Norristown Broadcasting Inc. (WNAR) Norristown, Pa.; scheduled prehearing conference for March 17, and hearing for April 24 (Doc. 14952); designated Hearing Examiner Forest L. McClenning to serve as presiding officer in proceeding on AM application of Elder C. Stangland and Wallace L. Stangland, d/b as Sioux Empire Broadcasting Co., Sioux Falls, S. D.; scheduled prehearing conference for March 14, and hearing for April 24 (Doc. 17174); designated Hearing Examiner H. Gifford Irion to serve as presiding officer in proceeding on AM application of Norman W. Hennig, Tucumcari, N. M.; scheduled prehearing conference for March 17, and hearing for April 19 (Doc. 17175); designated Hearing Examiner Herbert Sharfman to serve as presiding officer in proceeding on AM application of Edward G. Atsinger III, Garner, N. C.; scheduled prehearing conference for March 22, and hearing for April 19 (Doc. 17176), and designated Hearing Examiner Chester F. Naumo-

wicz Jr., to serve as presiding officer in proceeding on AM applications of Lawrence County Broadcasting Corp., New Castle, Brownsville Radio Inc., Brownsville and Shawnee Broadcasting Company, Aliquippa, all Pennsylvania; scheduled prehearing conference for March 24, and hearing for April 19 (Docs. 17178-80).

■ Hearing Examiner Millard F. French on Feb. 16 in proceeding on AM applications of Fine Music Inc. (WFMI), Montgomery, Ala., Tennessee Valley Broadcasting Inc. and Rocket City Broadcasting Inc., both Huntsville, Ala., granted request of Tennessee Valley and continued procedural dates until further order (Docs. 17058-60).

■ Hearing Examiner Isadore A. Honig on Feb. 17 in proceeding on AM applications of Du Page County Broadcasting Inc., Elmhurst and Central Du Page County Broadcasting Co., Wheaton, both Illinois, granted request of Central Du Page County Broadcasting Co. and suspended date of Feb. 17, for giving notifications as to witnesses desired for cross-examination (Docs. 16965-66).

■ Hearing Examiner H. Gifford Irion on Feb. 16 in proceeding on AM applications of Cosmopolitan Enterprises Inc., Edna, and H. H. Huntley, Yoakum, both Texas, granted petition for extension of time filed by Cosmopolitan Enterprises Inc., and dates for submission of proposed findings and reply findings are changed to Feb. 24 and March 10, respectively (Docs. 16572-73).

■ Hearing Examiner Jay A. Kyle on Feb. 16 in proceeding on AM applications of Carter Broadcasting Corp., Burlington, Vt. and Metro Group Broadcasting Inc., Plattsburgh, N. Y., granted request of Metro Group Broadcasting Inc., and rescheduled hearing from Feb. 16 to March 3 (Docs. 16972-73).

■ Hearing Examiner Forest L. McClenning on Feb. 15 in proceeding on AM applications of L & S Broadcasting Co., Jacksonville, Roy H. Park Radio Inc., Greenville and John C. Hall, Ayden, all North Carolina, scheduled procedural dates and rescheduled hearing from March 21 to May 1 (Docs. 17148-50), and in proceeding on AM applications of Charles W. Jobbins, Costa Mesa-Newport Beach, Calif., et al., scheduled further hearing conference for Feb. 20; by separate order, granted petition for dismissal and application of Pasadena Community Station Inc., dismissed with prejudice (Docs. 15752, 15754-56, 15758-60, 15762-66).

CALL LETTER APPLICATIONS

■ Liberty County Broadcasters Inc., Liberty, Tex. Requests KPXE.

PROCESSING LINE

By chief, Broadcast Bureau: Notice is hereby given, pursuant to sec. 1.571(c) of commission's rules, that on March 31, standard broadcast applications listed in attached appendix will be considered as ready and available for processing. Pursuant to sec. 1.227(b)(1) and sec. 1.591(b) of commission's rules, an application, in order to be considered with any application appearing on attached list or with any other application on file by close of business on March 30, which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, by which date is earlier: (a) close of business on March 30 or (b) earlier effective cut-off date which listed application or by any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580 (1) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Attachment adopted: Feb. 15. Ann. Feb. 21.

Applications from top of processing line: KTAC Tacoma, Wash., Radio 850 Corp., Has: 850 kc, 1 kw, DA-N, U. Req: 850 kc, 1 kw, 10 kw-LS DA-2 U; NEW, Bellaire, Tex., J. T. Shriner, Req: 1170 kc, 250 w, D; WKKO Cocoa, Fla., WKKO Radio Inc., Has: 860 kc, 1 kw, D, Req: 860 kc, 1 kw, DA-N, U; WKEN Dover, Del., Capitol Broadcasting Corp., Has: 1600 kc, 500 w, D, Req: 1600 kc, 1 kw, 500 w-LS, DA-N, U; NEW, Lexington, N. C., Harry D. Stephenson & Robert E. Stephenson, Req: 1140 kc, 1 kw, DA, D; KESM El Dorado Springs, Mo., Paul Vaughn, Has: 1580 kc, 250 w, D, Req: 1580 kc, 500 w, D; NEW, Lenoir, N. C., Robert L. Baker Jr., Req: 1080 kc, 1 kw, D; NEW, Alexander City, Ala., Martin Lake Broadcasting Co., Req: 1590 kc, 1 kw, D; NEW, Del Rio, Tex., Amistad Broadcasting Co., Req: 1490 kc, 250 w, U; NEW, DeSoto, Mo., DeSoto Broadcasting Inc., Req: 1190 kc, 1 kw, DA, D; KNX Los Angeles, Columbia Broadcasting System Inc., Has: 1070 kc, 50 kw, U. Req: 1070 kc, 50 kw,

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Feb. 22

	Lic.	ON AIR	CP'S	NOT ON AIR
				CP's
Commercial AM	4,098 ¹		13	85
Commercial FM	1,555		47	260
Commercial TV-VHF	478 ²		17	24
Commercial TV-UHF	92 ²		27	124
Educational FM	295		5	28
Educational TV-VHF	60		7	8
Educational TV-UHF	41		41	49

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 22

	VHF	UHF	Total
Commercial	519	251	770
Noncommercial	75	98	173

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 ¹	1,533	570 ⁴	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

¹In addition, two AM's operate with Special Temporary Authorization.

²In 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.

DA-D, U; NEW, Leominster, Mass., Nashua Valley Broadcast Inc., Req: 1000 kc, 1 kw, D; NEW, Noblesville, Ind., White River Radio Corp., Req: 1110 kc, 1 kw, DA, D; WRAI San Juan, P. R., Abacoa Radio Corp., Has: 1520 kc, 250 w, U, Req: 1520 kc, 10 kw, DA, D; KAND Corsicana, Tex., Alto Inc., Has: 1340 kc, 250 w, U, Req: 1340 kc, 250 w, 1 kw-LS, U; KVON Napa, Calif., KVON Inc., Has: 1440 kc, 500 w, 1 kw-LS, DA-2, U, Req: 1440 kc, 500 w, 5 kw-LS, DA-2, U; NEW, Ainsworth, Neb., K. B. R. Broadcasting Co., Req: 1400 kc, 250 w, 1 kw-LS, U; WOPI Bristol, Tenn.-Va., Tri-Cities Broadcasting Co., Has: 1490 kc, 250 w, 1 kw-LS, U (Bristol, Tenn.-Va.); NEW, Jackson, Ky., Intermountain Broadcasting Inc., Req: 810 kc, 1 kw, D; NEW, Hondo, Tex., Medina Broadcasting Co., Req: 1460 kc, 500 w, D; NEW, Auburn, Me., Andy Valley Broadcasting System, Inc., Req: 1530 kc, 1 kw, D; NEW, Richmond, Ky., Lewis P. Young, Req: 1110 kc, 250 w, D; NEW, Berlin, Wis., Beacon Radio Inc., Req: 1090 kc, 500 w, DA, D; NEW, McConnellsburg, Pa., Town Radio Inc., Req: 1530 kc, 1 kw, 250 w-CH, D; New, Albuquerque, N. M., Frank Quinn, Req: 1190 kc, 1 kw, D; NEW, Jackson, Mo., Jackson Missouri Broadcasting Co., Req: 1170 kc, 250 w, DA, D; NEW, Reno, George A. Carr & Thompson Magowan d/b as K---, Req: 1550 kc, 10 kw, DA, D; KASK Ontario, Calif., WCBC-TV Inc., Has: 1510 kc, 1 kw, DA-1, U, Req: 1510 kc, 1 kw, 10 kw-LS, DA-2, U; NEW, Vista, Calif., North County Broadcasting Inc., Req: 1000 kc, 1 kw, DA, D; NEW, Olney, Tex., Olney Broadcasting Inc., Req: 850 kc, 1 kw, DA, D; KWXY Cathedral City, Calif., Glen Barnett, Has: 1340 kc, 250 w, U, Req: 1340 kc, 250 w, 1 kw-LS, U; NEW, Quitman, Miss., A. C. Elliot Jr., Req: 1500 kc, 1 kw, D; KLEO Wichita, Kan., Swanco Broadcasting of Kansas Inc., Has: 1490 kc, 1 kw, 5 kw-LS, DA-2, U, Req: Change site and ant. system; NEW, Wiggins, Miss., Stone County Broadcasters Inc., Req: 1420 kc, 1 kw, D; NEW, Yazoo City, Miss., Gateway Broadcasting Inc., Req: 1520 kc, 250 w, D; NEW, Cabo Rojo, P. R., David Ortiz Radio Corp., Req: 930 kc, 500 w, DA, D; KENO Las Vegas, Lotus Broadcasting Corp., Has: 1460 kc, 1 kw, DA-N, U, Req: 1460 kc, 1 kw, 5 kw-LS, DA-N, U; NEW, Blacksburg, Va., William B. Matthews Jr., Req: 1430 kc, 1 kw, D; NEW, Statesboro, Ga., Farnell O'Quinn, Req: 850 kc, 1 kw, D; KENT Prescott, Ariz., Central Arizona Broadcasting Inc., Has: 1340 kc, 250

w, U, Req: 1340 kc, 250 w, 1 kw-LS, U; NEW, Safford, Ariz., Tri-County Broadcasting Co., Req: 1380 kc, 500 w, 5 kw-LS, DA-N, U; WKSK West Jefferson, N. C., Childress Broadcasting Corp. of West Jefferson, Has: 1600 kc, 1 kw, D, Req: 580 kc, 500 w, D; NEW, Monticello, Ind., Iroquois County Broadcasting Co., Req: 1510 kc, 250 w, DA, D; NEW, Geneseo, N. Y., Oxbow Broadcasting Corp., Req: 1140 kc, 500 w, D; NEW, Warsaw, N. Y., John B. Weeks, Req: 1140 kc, 1 kw, DA, D; KXLW Clayton, Mo., Saint Louis County Broadcasting Co., Has: 1320 kc, 1 kw, D, Req: 1320 kc, 5 kw, DA, D; NEW, Monroe, N. C., Monroe Broadcasting Inc., Req: 1190 kc, 500 w, D; NEW, Rose Hill, N. C., Duplin County Broadcasters, Req: 710 kc, 250 w, DA, D; NEW, Chardon, Ohio, Radio Buckeye, Inc., Req: 1560 kc, 1 kw, DA, D; KDOL Mojave, Calif., Golden Desert Broadcasting Corp., Has: 1340 kc, 100 w, U, Req: 1340 kc, 250 w, 500 w-LS, U; NEW, Blue Ridge, Ga., Click Broadcasting Co., Req: 1500 kc, 500 w, D; WEAL Greensboro, N. C., WEAL Inc., Has: 1510 kc, 1 kw, 250 w-CH, D, Req: 710 kc, 50 kw, DA, D; KNUI Makawao, Hawaii, Qualitron Aero Inc., Has: 1310 kc, 1 kw, U, Req: 1310 kc, 5 kw, U; NEW, Williams Ariz., Grand Canyon Aircasters Req: 1240 kc, 250 w, 1 kw-LS, U; KDOK Tyler, Tex., KDOK Broadcasting Co., Has: 1490 kc, 250 w, U, Req: 1490 kc, 250 w, 1 kw-LS, U; NEW, Graham, N. C., Smiles of Graham Inc., Req: 1190 kc, 250 w, DA, D, and NEW, Hurricane, W. Va., Putnam Broadcasting Inc., Req: 1080 kc, 250 w, D. Application deleted from public notice of April 2, 1965; NEW, Sioux Center, Iowa, Tri-State Broadcasters, Req: 1070 kc, 500 w, D.

Existing AM stations

APPLICATIONS

WVGT Mount Dora, Fla.—Seeks CP to increase power from 1 kw to 10 kw; and install new trans. (Gates BC-10P). Ann. Feb. 21.

WRIP Rossville, Ga.—Seeks CP to change station location from Rossville, Ga. to Chattanooga, Tenn.; change frequency from 980 kc to 1190 kc; increase power from 500 w to 50 kw(DA), 250 kw-CH(DA); change ant. trans. and studio location to Adams Road, 0.5 miles south of Hixson Pike, near Hixson, Tenn.; install new trans. (RCA BTA-50F). Ann. Feb. 21.

FINAL ACTIONS

WEZQ Winfield, Ala.—Broadcast Bureau granted CP to increase power from 500 w to 1 kw; conditions. Action Feb. 14.

KOTN Pine Bluff, Ark.—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw; conditions. Action Feb. 14.

KVOR Colorado Springs—Broadcast Bureau granted CP to increase daytime power from 1 kw to 5 kw; conditions. Action Feb. 15.

WVCG Coral Gables, Fla.—Broadcast Bureau granted license covering CP to install new trans. nighttime, DA-N. Action Feb. 14.

KUAM Agana, Guam—Broadcast Bureau granted CP to increase power, on 610 kc-U from 1 kw to 10 kw; conditions. Action Feb. 13.

KART Jerome, Idaho—Broadcast Bureau granted CP to change power from 250 w to 1 kw; conditions. Action Feb. 14.

WDXR Paducah, Ky.—Broadcast Bureau granted CP to increase daytime power from 5 kw to 10 kw, and make changes in daytime directional ant. pattern; conditions. Action Feb. 15.

KEHG Fosston, Minn.—Broadcast Bureau granted license covering CP for new AM. Action Feb. 14.

KWEB Rochester, Minn.—Broadcast Bureau granted CP to replace expired CP to change hours of operation, using power of 1 kw-5 kw LS, install DA-2. Action Feb. 17.

KBLR Bolivar, Mo.—Broadcast Bureau granted CP to change frequency from 1550 kc. to 1130 kc; condition. Action Feb. 15.

KPCR Bowling Green, Mo.—Broadcast Bureau granted license covering CP which authorized new AM broadcast. Action Feb. 20.

KMAM Butler, Mo.—Broadcast Bureau granted CP to increase power from 250 w to 500 w for daytime AM operating on 1530 kc; conditions. Action Feb. 17.

WKXR Exeter, N. H.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location to operate on 1540 kc, 250 w. Action Feb. 17.

KTIL Tillamook, Ore.—Broadcast Bureau granted CP to increase daytime power from 1 kw to 5 kw; conditions. Action Feb. 14.

KEGG Daingerfield, Tex.—Broadcast Bureau granted license covering CP for new AM. Action Feb. 14.

WNHV White River Junction, Vt.—Broadcast Bureau granted mod. of license covering change in licensee name to New Hampshire Vermont Broadcasting Corp. Action Feb. 14.

WFAW Fort Atkinson, Wis.—Broadcast Bureau granted CP to increase power from 250 w to 500 w, make changes in DA pattern; conditions. Action Feb. 17.

■ Broadcast Bureau granted renewal of licenses for following stations and co-venting auxiliaries: KWRO Coquille, Ore.; WCBG Chambersburg, Pa.; WPTX Lexington Park, Md.; WCOF Immokalee; WPIN-AM-FM St. Petersburg, WPLA Plant City; WRUF-AM-FM Gainesville, all Florida. Action Feb. 16.

■ Broadcast Bureau granted renewal of licenses for following stations and co-venting auxiliaries: WLNG Sag Harbor, N. Y. and WMAS-AM-FM Springfield, Mass. Action Feb. 20.

OTHER ACTIONS

■ Commission adopted letter addressed to 1400 Corp. (KBMI) applicant in Henderson, Nev., standard broadcast proceeding (Docs. 16813-15), requesting corporation to elect which application it intends to prosecute, either application for renewal of license of KBMI, or application for assignment of such license to Thomas L. Brennen. Letter was adopted upon consideration of "statement of position" filed Sept. 14, 1966, by KBMI licensee. Commissioner Bartley dissented and issued following statement: "I dissent. I would amend the hearing order now to exclude the assignment application and to require a determination of whether the KBMI renewal or the Marandola application for a new station should be granted." Action Feb. 15.

WPDx Clarksburg, W. V.—Broadcast Bureau waived Sec. 73.30(a) of rules, and granted mod. of license to extent of permitting relocation of main studio beyond corporate limits of Clarksburg, on route 19, 1.2 airline miles south of Clarksburg with authority to become effective upon notification by licensee to commission that operation has commenced from new studio, Clarksburg station identification to be continued. Action Feb. 14.

■ By memorandum opinion and order, commission affirmed earlier denial of re-

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quested waiver of Sec. 73.37 which, if granted, would have permitted acceptance of application of Golden Gate Corp., Providence, R. I., for authority to increase ant. efficiency of its station WHIM, and would have resulted in increased daytime co-channel interference received from CBD St. John, New Brunswick, Can.; accepted WHIM application, which was granted in part with appropriate radiation limitations. Chairman Hyde and Commissioner Loevinger dissented; Commissioner Johnson not participating. Action Feb. 15.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Feb. 15 in proceeding on application of Continental Broadcasting Inc., Newark, N. J., for renewal of license of WNRJ, set aside order released Feb. 9 (Doc. 16050).

■ Hearing Examiner Isadore A. Honig on Feb. 17 in proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy (WIGL) for renewal of license of WIGL: Quality Radio Inc. (WAKX), both Superior, Wis. for CP; and Arthur A. Cirilli, trustee in bankruptcy (assignor) and D.L.K. Broadcasting Inc. (assignee) for assignment of license of WIGL, scheduled further prehearing conference for Feb. 28 (Docs. 16476-78).

■ Hearing Examiner Chester F. Naumowicz Jr. on Feb. 16 in proceeding in matter of revocation of license of Tinker Inc., for WEKY Richmond, Ky., scheduled further prehearing conference for Feb. 21 (Doc. 16125). On Feb. 17 in proceeding on application of Western North Carolina Broadcasters Inc., Canton, N. C., for renewal of license of WWIT, scheduled hearing for April 24 and May 31 (Doc. 17050).

FINES

■ Commission adopted memorandum opinion and order directing WTCM Inc., licensee of WTCM Ocala, Fla., to pay a forfeiture of \$200 for failure to keep equipment performance measurements on file at its trans., in violation of Sec. 73.47(b) of rules. Action Feb. 15.

■ Broadcast Bureau by letter of Feb. 17, notified Radio Crawfordville Inc., WCVL Crawfordville, Ind., that they have incurred apparent forfeiture liability of \$200 for violations of rules, including equipment performance measurements not available for inspection. Licensee has 30 days to pay or to contest forfeiture.

■ WHJC Matewan, W. Va., was subject of two forfeiture actions taken by commission. In one, commission issued memorandum opinion and order for Three States Broadcasting Co., licensee of WHJC, to pay \$30 for violation of Sec. 1.539(a) of rules by filing its renewal application 30 days after due date. In other, commission issued notice of apparent liability in amount of \$500 for rule violations including operation of trans. by other than properly licensed operator and failure to keep maintenance and operating logs as required. Action Feb. 15.

CALL LETTER APPLICATIONS

■ WAQE, WTOW Inc., Towson, Md. Granted WTOW.
■ WCNS, Donald C. Keyes, Canton, Ohio. Granted WNYN.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Salter Broadcasting Co., for change in night radiation pattern of WBEL South Beloit, Ill., with ten applications for new stations to operate on 1380 kc in St. Louis, filed by Great River Broadcasting Inc., Prudential Broadcasting Co., Sixty-Eighty-Eight Broadcasting Co., St. Louis Broadcasting Co., Victory Broadcasting Inc., Home State Broadcasting Corp., KWK Broadcasting Corp., Archway Broadcasting Corp., Clermont Broadcasting Co. and Missouri Broadcasting Inc., Commissioner Bartley concurred in result. Action Feb. 15.

New FM stations

APPLICATIONS

Grand Haven, Mich. West-State Broadcasting Co. Seeks 92.1 mc, ch. 221.3 kw. Ant. height above average terrain 60 ft. P. O. address: 212½ Washington Street, Grand Haven 49417. Estimated construction cost \$12,085; first-year operating cost \$25,000; revenue \$35,000. Principals: Charles E. Rich (51%), John R. Parker (22%), Diane E. La Boueff (22%) and Jack L. Maciejewski (5%). Mr. Rich is owner of Holland Radio & Appliance Co., TV radio sales and service store. Mr. Parker is research chemist. Diane La Boueff is senior library clerk at Michigan State University and master's candidate. Mr. Maciejewski is chief engineer of Regional Broadcasters of Michigan Inc., 11-

censee of WTRU Muskegon and WGRD Grand Rapids, both Michigan. Ann. Jan. 31. Corinth, Miss.—Radio Corinth. Seeks 95.3 mc, ch. 237, 3.0 kw. Ant. height above average terrain 209 ft. P. O. address: 705 Shiloh Road, Corinth 38834. Estimated construction cost \$16,630; first-year operating cost \$10,000; revenue \$10,000. Principals: Elbert A. White, III and Charles A. Weeks. Mr. White has practice in pediatrics. Mr. Weeks has two-way radio sales and service concern. Ann. Feb. 21.

McKinney, Tex.—Albert W. Brown. Seeks 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 140 ft. P. O. address: Box 940, Sherman, Tex. Estimated construction cost \$19,729.51; first-year operating cost \$31,414.46; revenue \$34,500. Principals: Mr. Brown is C.P.A., is stockholder, treasurer and director of Texoma, Inc. director of bank, general contractor, in real estate and investments. Ann. Feb. 16.

FINAL ACTIONS

*St. Cloud, Minn.—St. Cloud State College. Broadcast Bureau granted 88.5 mc, ch. 203, 10 kw. Ant. height above average terrain 82 ft. P. O. address: c/o Mr. E. Scott Bryce, St. Cloud State College, St. Cloud. Estimated construction cost \$4,513.89; first-year operating cost \$696.11. Principals: Robert H. Wick, president of college and on State College board. Action Feb. 17.

OTHER ACTIONS

■ Office of opinions and review on Feb. 16 in proceeding on application of Marshall Broadcasting Co. for new FM in Marshall, Mich. (Doc. 15614), dismissed as moot (1) conditional request by Triad Stations Inc. for reconsideration and (2) motion by Marshall to strike Triad's request.

■ Review board in Marshall, Mich., FM broadcast proceeding, Doc. 15614, by memorandum opinion and order, dismissed as moot, request for stay, filed Jan. 12, 1966 by Triad Stations Inc., and motion to strike request for stay, filed Jan. 18, 1966, by Marshall Broadcasting Co.; denied petition to set aside initial decision and remand to hearing examiner, filed Jan. 26, 1966 by Broadcast Bureau; and made effective the initial decision of Walther W. Guenther, released Dec. 10, 1965. Board Members Slone and Kessler absent. Action Feb. 21.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham designated Hearing Examiner Thomas H. Donahue to serve as presiding officer in proceeding on FM applications of Lee Broadcasting Corp. and Minnesota-Iowa Television Co., both Austin, Minn.; scheduled prehearing conference for Feb. 28, and hearing for March 29 (Docs. 17157-58). Action Feb. 6.

■ Hearing Examiner Millard F. French on Feb. 15 in proceeding on FM applications of Russel Shaffer and International Electronic Development Corp., both Boulder, Colo., granted petition of applicant Russel Shaffer and extended procedural dates including hearing from March 8 to April 11 (Docs. 17029-30).

RULEMAKING PETITIONS

Denver, Karlo Broadcasting, Ltd.—Requests amendment of table of assignments so as to substitute ch. 239 for ch. 238 in Denver, and that appropriate action be taken to modify KMYR's regular operating authorization to specify use of ch. 239 on regular basis. Ann. Feb. 17.

Shelbyville, Ill., Shelbyville Broadcasting Co.—Requests issuance of notice of proposed rulemaking looking toward assignment of ch. 285A to Shelbyville. Ann. Feb. 17.

Martinsville, Ind., Morgan County Broadcasters Inc.—Requests amendment of rules so as to allocate ch. 272 to Martinsville. Ann. Feb. 17.

Stephenville, Tex., Dixie Broadcasters—Requests amendment of rules so as to add ch. 244A to Eastland, Tex., to delete ch. 252A from Eastland and to add ch. 252A to Stephenville. Ann. Feb. 17.

CALL LETTER APPLICATIONS

■ Gateway Broadcasting Inc., Yazoo City, Miss. Requests WJNS-FM.

Existing FM stations

APPLICATION

KCEE-FM Tucson, Ariz.—Seeks mod. of CP to change ant.-trans. and studio location to 2126 South Alvernon, Tucson, Ariz.; operate trans. by remote control from studio location; change type trans.; make change in ant. system (decrease height); change type ant.; increase TPO to 7.5 kw; decrease ERP to 2.5 kw; and increase HAAT to 77 ft. Request waiver of Sec. 73.207 of rules. Ann. Feb. 17.

FINAL ACTIONS

KSRT(FM) Tracy, Calif.—Broadcast Bureau granted mod. of CP to change type trans., and decrease ERP to 2.5 kw. Action Feb. 14.

WOPA-FM Oak Park, Ill.—Broadcast Bureau granted mod. of CP to change ant. height to 230 ft. Action Feb. 17.

KNEV(FM) Reno — Broadcast Bureau granted CP to decrease ERP to 50 kw. Action Feb. 14.

*WSLN(FM) Delaware, Ohio—Broadcast Bureau granted mod. of CP to change frequency to 91.1 mc, ch. 216, and increase ERP to 1.9 kw. Action Feb. 17.

WIBF-FM Jenkintown, Pa.—Broadcast Bureau granted CP to change ant.-trans. location to East Domino Lane, Philadelphia; change ERP to 180 w, increase ant. height to 1,000 ft. Action Feb. 17.

KCOR-FM San Antonio, Tex.—Broadcast Bureau granted mod. of CP to increase ERP to 100 kw, ant. height 360 ft. Action Feb. 17.

*WUWM(FM) Milwaukee—Broadcast Bureau granted CP to change ant.-trans. location to Fine Arts Building, 3203 North Downer Avenue, Milwaukee, increase ERP to 4 kw, decrease ant. height to 140 ft. Action Feb. 17.

RULEMAKING ACTION

■ By report and order in Doc. 16991, commission deleted unoccupied FM assignments in "quiet zone" (Sec. 73.215) as it did previously with UHF TV assignments. Future petitions for FM assignments in this area will be considered as to impact on the work done by National Radio Astronomy Observatory at Green Bank, and Naval Radio Research Station at Sugar Grove, both West Virginia. Commissioner Cox concurred in part and dissented in part. Action Feb. 15.

CALL LETTER APPLICATIONS

■ WXBR(FM), Radio Fitchburg Inc., Cocoa Beach, Fla. Requests WCKS(FM).

CALL LETTER ACTIONS

■ WAQE-FM, WTOW Inc., Towson, Md. Granted WTOW-FM.

■ WCNO(FM), Donald C. Keyes, Canton, Ohio. Granted WNYN-FM.

Translators

ACTIONS

Etna, Calif. Scott Valley Chamber of Commerce—Broadcast Bureau granted CPs for new VHF TV translators to serve Ft. Jones, Greenville, Etna and Callahan, all California, operating on ch. 4 by rebroadcasting programs of station KRCR-TV, ch. 7. Redding; and operating on ch. 13 by rebroadcasting programs of KTVM(TV), ch. 5, Medford, Ore.; condition. Action Feb. 14.

Caruthersville, Mo. Scripps-Howard Broadcasting Co.—Broadcast Bureau granted CP for new VHF-TV translator to serve Caruthersville, operating on ch. 9, by rebroadcasting programs of WMCT(TV), ch. 5, Memphis. Action Feb. 17.

Dodson, Mont. Phillips County TV Association Inc.—Broadcast Bureau granted CP for new VHF-TV translator operating on ch. 8, to serve Dodson and Wagner by rebroadcasting programs of KOOK-TV, ch. 2, Billings. Action Feb. 16.

St. Regis, Mont. St. Regis TV Tax District—Broadcast Bureau granted CP for new VHF TV translator operating on ch. 6, to serve St. Regis by rebroadcasting programs of KGVO-TV, ch. 13, Missoula. Action Feb. 14.

Gloversville, N. Y. Multiple Output Amplifier—Broadcast Bureau granted CP for a new VHF TV translator operating on ch. 7 to serve Gloversville and Johnstown, both New York, by rebroadcasting programs of WAST(TV), ch. 13, Albany. Action Feb. 14.

Lake City, Tenn. Southeastern Broadcasting Corp.—Broadcast Bureau granted CF for new VHF-TV translator to serve Lake City, operating on ch. 4, by rebroadcasting programs of WBIR-TV, ch. 10, Knoxville. Action Feb. 17.

Goldthwaite and San Saba, Tex. Norman R. Phillips—Broadcast Bureau granted CPs for new UHF TV translators operating on ch. 83 to serve Goldthwaite, Mullin and Priddy rural areas by rebroadcasting programs of KTVT(TV), ch. 11, Fort Worth, and operating on ch. 71 to serve San Saba, by rebroadcasting programs of KTVT(TV) ch. 11 Fort Worth. Action Feb. 14.

Williamstown, W. Va. Reeves Broadcasting Corp.—Broadcast Bureau granted CP for new UHF-TV translator to serve Williamstown and Marietta, both Ohio, operating on ch. 75, by rebroadcasting programs of WHTN-TV, ch. 13, Huntington, W. Va. Action Feb. 17.

K07HC Sheridan, Wyo.—Broadcast Bureau granted mod. of CP for VHF TV translator

(Continued on page 113)

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

New England—general manager, established AM/FM station in growing area. Sales, management and technical experience required. Full responsibility delegated with opportunity to grow. Send complete resume on confidential basis. Box B-180, BROADCASTING.

Opening for young aggressive branch studio manager. Sell and handle news and special events. Five figure potential. Midwest. Box B-184, BROADCASTING.

Wanted general manager to emphasize sales on fulltime station in beautiful New England college town. Must be #1 salesman, understand retail promotions and like autonomy. Modest salary, good incentives. Send detailed resume, personal and business references to Box B-209, BROADCASTING.

Management, investment opportunity in sunny California, serving trading area of 85,000 people. Reply first letter with resume and financial responsibility. Box B-300, BROADCASTING.

Sales

Salesman for top 5 kw AM, Phoenix, Arizona. Station number two in adult audience. Guarantee, liberal commissions and top fringe benefits. No floaters we check thoroughly. Complete resume required. Box B-178, BROADCASTING.

Single station market, Texas station has immediate opening in sales, background of announcing would be helpful. Good future and working conditions with \$875.00 per month guaranteed to start. Good opportunity for ambitious young man. Box B-292, BROADCASTING.

Wanted. Great AM salesman looking for TV opportunity. Currently No. 1 or 2 man on sales staff with desire to move into TV. Good base plus liberal commission. All the important fringes for a good future. This medium size Texas market requires an aggressive, intelligent salesman who likes money and isn't afraid to work for it. Send resume and picture immediately to Box B-299, BROADCASTING.

Salesman wanted: ambitious young man eager for above average income. Some experience necessary. Must be willing to work. Guarantee and commission. Long established, C&W station. Contact W. R. White, KPEC, 6019 S. Crestline, Spokane, Wash. 99203.

Hartselle, Alabama WHRT CBS station serving the growing Tennessee Valley area offers a person who is willing to work hard at selling an opportunity for part ownership in a new chain of stations. If you are willing to make 12 calls per day, if you can produce sales, call Gene Newman, 773-2558.

Tell me about yourself. It could be that you are just the man we are looking for. If so, you will enjoy selling a great radio station and making big dollars. Call Dick Via, WLEE, Richmond, Virginia 288-2835.

Sales—sales development: Expanding company requires 1st rate seasoned salesman also capable of handling of promotion and advertising for separated AM-FM operation plus development of new audio/visual communications division. Creative, hardworking salesman has excellent management opportunity. Contact H. W. Hobler, Box 1350, Princeton, N. J.

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.

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.

An opening for announcer with 1st phone for fulltime middle-of-the-road—top 40 in suburb of eastern top 10 market. Box A-352, BROADCASTING.

Major midwest market station needs good 1st phone announcer. Box B-67, BROADCASTING.

Make the major Michigan market with C/W music. Good commercial delivery, strong voice, production conscious. M.O.R.'s, wouldn't you rather switch than fight. Box B-109, BROADCASTING.

Announcer for Maryland AM-FM operation. Some experience preferred. Evening shift. Send tape, resume. Box B-126, BROADCASTING.

Opportunity for announcer with first class ticket to get started in radio. Radio station located in 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 B-135, BROADCASTING.

Pennsylvania metro station looking for an animal to work at night. First class ticket a must. Top 40 is our specialty. Send tapes to Program Director, Box B-226, BROADCASTING.

Pennsylvania station looking for morning man. MOR—affiliated with Mutual. No floaters. Send full resume. Box B-228, BROADCASTING.

Announcer—news with short air shifts wanted immediately. Medium market in Alaska. No floater. Good salary plus talent. . . . Need tape, picture and resume immediately. Box B-260, BROADCASTING.

Expanding operations in single market, midwest. Will need qualified announcers, both first and third phone as we add to our staff. We want only good, experienced people. Absolutely no beginners. Excellent pay and hours. MOR station. Send tape and complete resume. Applicants will be thoroughly checked before consideration. Box B-286, BROADCASTING.

Announcer needed by middle music network station in Texas resort city. Do not send tape. Box B-288, BROADCASTING.

KBUD, Athens, Texas seeking mature announcer with minimum two years experience. No top 40. Salary \$100.00.

Need a nighttime swinger from 7:30 to midnight. Must have first ticket. 5000 watts regional giant. Send resume and tape immediately to Program Director, KFYZ Bismarck, North Dakota.

Bright and competent announcer strong on production. Excellent chance for advancement. Send tape and resume to Roger Turner, KMNS, Box 177, Sioux City, Iowa.

First class required in license, character and ability for fulltime Christian AM station. KWIL, Albany, Oregon.

First phone airman needed immediately. No maintenance. Contact Manager, KVVY Waverly, Iowa.

Lovely community to work in. Announcer with first phone needed. No maintenance. Salary open. Community station—up to our ears in area service. Prefer serious, sharp applicants with at least two years experience. Call Len Ellis, WAKE-AM (FM soon). 219-462-1554, or write and send tape to Box 149, Valparaiso, Indiana.

Announcers—(cont'd)

Opening in the near future . . . morning man at WCLO, Janesville, Wisconsin. Humor, some gimmicks and/or voices . . . Must be in good taste. Bright sound but not rock. Send auditions and resumes to Capps Sutherland, Program director, WCLO, Janesville, Wisconsin.

Grand Rapids station needs a fast-paced happy sounding top 40 swinger. Send tape, resume, picture and salary requirements to WERX RADIO, Wyoming, Michigan.

One of Washington, D. C.'s leading quality music stations has an immediate opening for an experienced announcer with mature voice—special emphasis on commercial production. \$140 per week to start with regular pay increases. 5 day—40 hour week—3 week paid vacation a year. Modern studios with latest equipment. Call 301-587-4900 or send tape and resume to WGAY-Stereo/WQMR, 8121 Georgia Avenue, Silver Spring, Maryland.

Opening for a summer announcer. Must have a good commercial voice and at least some experience. Could lead to excellent permanent opportunity with affiliated stations or WGHQ. Send tape and write full details and minimum salary that would be acceptable. Six day week and must report by June 16 at the very latest. Harry M. Thayer, President, WGHQ, Box 427, U.P.O. Kingston, N. Y. 12401.

Wanted: Experienced announcer-salesman, Steve Morris, Radio station, WHVL Hendersonville, N. C.

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. Rush non-returnable air check, resume and recent photo to Jim Jenkins, Program Director, WINK Fort Myers, Florida 33901.

Opening for top 40 dj/newsman. Permanent. 10-2 shift. Minimum 3 years experience. Top 100 market. WIRK West Palm Beach, Florida.

Need immediately—Top 40 DJ—good pay, growing market, tremendous opportunity. Send resume and tape to Manager, WJAK, Jackson, Tenn.

First phone announcer. Adult, middle of the road programming. Medium size market. Send audition tape, and salary requirement to Program director, WKCB, Muskegon, Michigan 49443.

All Night . . . Six months employment at #1 rated contemporary station, replacing jock in service. Great opportunity for valuable experience, opening in March or April. 3rd class and some experience preferred. Tape, picture, and salary to Herb Allen, WKWK Wheeling, W. Va.

Experienced announcer needed immediately at Pennsylvania daytimer. Opportunity in sales. \$100 to start. Car necessary. Pleasant format. Air-conditioned studios. Call WMBT Radio, Shenandoah, Pennsylvania, 717-462-2759.

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice to join our small staff in the 4th largest market playing the world's most beautiful music. Approximately \$100 a week to start. Call 215-CH 8-4900 or, Send tape and resume to John Beatty, Station Manager, WQAL, 1230 E. Mermaid Lane, Phila. Pa. 19118. All tapes will be returned.

Announcer—morning man with personality for good music station. Must be experienced. Salary plus talent, some TV possible. Play-by-play sports helpful. Contact Ed Huot, WTRC, Elkhart, Indiana.

Help Wanted—Announcers

Continued

Upper Michigan MOR needs 3rd phone DJ, news. Salary open, depending on experience. Call station manager 906-341-2024.

Weekend top 40 DJs—Washington, D. C. area. Immediate openings, good hours, good salary. May lead to full time position. Call now 301-424-9292. Ask for Mr. Ed Bushman, Station Manager.

Opportunity of a lifetime for one very talented announcer with a first phone (no maintenance) to join a newly formed Washington based corporation. Help us to become another Metromedia and you'll make the money instead of IRS. Join us in our 1st station serving 300,000 in Maryland's second largest city in our newly decorated studios. \$120 a week is only the beginning. Call 301-739-8016.

Experienced announcers with professional delivery and mature voice for modern country sound. Strong on production. Salary open, equal to ability. Send tape & resume to P.O. Box 1007, Harrisonburg, Va.

Immediate opening, way out west where the air is clean. First phone. Good voice. No maintenance. Scenic mountains. Good hunting, fishing, boating, and skiing. Small, friendly community 80 miles from major market. Phone 752-6101, Osburn, Idaho, or send tape, Box 512.

Experienced announcer wanted for AM & FM operation in the beautiful western area of Virginia. Prefer someone with knowledge of music for young people, over 10,000 college students in the market. A group operation offering good salary, opportunity, fringe benefits, free hospitalization. Send complete resume and tapes to Louis Bagwell, Mgr., Blacksburg-Christiansburg Broadcasting Co., P.O. Box 36, Christiansburg, Virginia.

Technical

Immediate opening. 1st or 3rd class board operator for Chicago area station. Steady. Box B-159, BROADCASTING.

Metropolitan area directional daytimer going FM wants experienced first class engineer. Strong on maintenance, some construction experience. Good salary and growth opportunity. Send complete resume, salary required to Box B-197, BROADCASTING.

Engineer with first phone—no announcing. Board work and maintenance duties AM and FM transmitter in Cleveland area. Experience desirable. Send resume in first letter. Box B-230, BROADCASTING.

A top rocker in a major market needs a chief who knows and understands the audio and production problems of a modern operation. 5000 watts directional patterns. Send resume and salary requirements. Top forty experience a must. Box B-258, BROADCASTING.

Chief engineer—Must have successful supervisory experience to take complete charge of maintenance for long-established AM-FM station. We can afford to pay for your experience. All details first letter including detailed resume, salary requirements, etc. Reply Box B-271, BROADCASTING.

Wanted: Chief engineer to take complete charge of 5000 watt directional daytimer in the Midwest. Excellent working conditions with a great staff: \$165.00 per week. Write Box B-315, BROADCASTING.

Chief engineer for directional Christian fulltime AM with FM application. KWIL, Albany, Oregon.

Transmitter engineer. Experience helpful, but not necessary. W.A.M.D., Aberdeen, Md.

1st phone experienced audio recording and FM or AM radio. Quality operation in stable environment. Contact: Chief Engineer. University Broadcasting Services 202 Dodd Hall, Florida State University, Tallahassee, Florida.

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. d.j's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

NEWS—(Cont'd)

Experienced newsmen to gather, write and deliver local news and handle special events. Progressive station in rapidly growing Maryland area. Good salary and fringe benefits. Tape and resume to Box B-127, BROADCASTING.

Openings soon for news director and newsmen for top station in large market. Must be experienced and authoritative. Send tape, resume and photo to Box B-215, BROADCASTING. Rock format . . . brand new facilities.

Wanted: Experienced young Newsmen. Medium market station. Excellent established facility. Opportunity for some Basketball play by play if desired. Box B-233, BROADCASTING.

Over 50? 40? Age no obstacle! Tired of the rat race? Need experienced news editor. Modest income station. Medium market mid-west college community. Write Box B-238, BROADCASTING.

Mature, confident voice to join outstanding medium market New England news department. Experience in gathering, writing and editing news desirable but will train willing man with superior on air delivery. Rush short news-tape, full resume, references, writing samples, salary requirements. All material returned. Box B-250, BROADCASTING.

50,000 watt midwest full-timer needs experienced, aggressive newsmen, first shift—local news emphasis gather—write—and air. Send resume, tape, photo, references. Box B-274, BROADCASTING.

News director with number one rating in major market. Desires position in East or Northeast. Five figure salary a must. Box B-279, BROADCASTING.

Newsmen—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.

Last week's ad brought a score of applications. We took one from the lot. Opportunity still open for commentator-newsmen, Westchester-New York metro area. Bright, creative writer. Dynamic reader. Community involvement a must. Excellent benefits, salary for a newsmen with imagination. Share in dramatic growth. Tapes: William O'Shaughnessy, VP, WVOX-AM-FM, Pershing Square Bldg., New Rochelle, N. Y. 914-636-1460.

Major east, suburban wants strong voice, first ticket preferred, for early-morn key slot. Some spot: all details first reply. Immediate. Rush to Box 608, Mt. Kisco, N. Y.

Production—Programming, Others

Copy writer/announcer/production man. Must be worker. Will be accepting auditions between now and April. Only format type, non-screamers need apply. No tapes returned. Send copy samples. Box A-304, BROADCASTING.

Chief accountant—major midwest market—immediate opening for experienced accountant with supervisory qualities. Salary dependent upon experience. Excellent company benefits. Send resume to Box B-278, BROADCASTING.

RADIO

Situations Wanted—Management

General manager—can turn your station into a money maker. Expert in sales, programming, and news. Backed by a proven record, will consider best offer. Box B-206, BROADCASTING.

Creative. Forceful. Thoroughly experienced general or sales manager. Know how to sell locally, nationally. Strong personal salesman . . . leader, executive. \$15,000.00 plus override . . . contract . . . autonomy. Box B-239, BROADCASTING.

General Manager, First phone—Experienced all phases, small and medium market. Box B-305, BROADCASTING.

Management—(Cont'd)

Employed executive desires change. Experienced local, regional, national sales and management. Proven record invites comparison. Will relocate. Seek permanent position with reputable operation. If you want increased sales and profits, let's talk. Replies confidential. Box B-316, BROADCASTING.

Now sales manager—announcer radio. Some TV experience. Seek advancement. 915-673-8684.

Sales

Local sales pro—sales management Ideas—Leadership—Results. Box B-298, BROADCASTING.

Time salesmen—I can sell 300-to 350 one minute spots per week if your adult format station is in one of the top 100 markets. Owner and/or manager phone 502-451-2121. Mail rate card and coverage map to Box B-312, BROADCASTING.

Situations Wanted—Announcers

Desire college sports. Family, college degree, 7 years experience, TV. Available now or Fall. Box A-349, BROADCASTING.

Announcer. Desire slot at top-40 station. First phone. Some experience. I want a chance more than money. Will relocate. Box B-92, BROADCASTING.

Female, announcer, DJ, newscaster desires position in Puerto Rico, West Indies or Mexico. 3rd endorsement. Box B-208, BROADCASTING.

Announcer, beginner MOR, New England area, preferably Connecticut. Third—Broadcast school graduate. Available immediately—Call after 6 p. m. 203-323-8704 or write Box B-225, BROADCASTING.

Southwestern markets, announcer with 3rd ticket, presently employed. Seeks permanent position at station this fall. 5 years experience including AFRTS. Single, 24, details at Box B-232, BROADCASTING.

Attention—WABC, WLS, CKLW and stations in markets of 1,000,000. I'm the DJ that turns people on. I produce the big personality sound with results in better ratings and more money. Don't believe? Try me and see. Qualifications: College, fantastic voice, tremendous personality, and ability second to none. If it's done in radio. I can do it. Box B-242, BROADCASTING.

Good music DJ 16 years—3rd ticket—34 years old—desires to relocate. Box B-248, BROADCASTING.

Broadcast school graduate. Third endorsed. Single. Military completed. Jazz, pop (no rock), no floater. Will relocate. Box B-256, BROADCASTING.

Attention top 40 stations, somewhere there is a top 40 station looking for that little something extra besides T&T. If you are, and are willing to pay \$125.00 per week for a jock with a 3rd, write Box B-259, BROADCASTING.

C & W program director—announcer. Medium to large market married. Ten years experience. Phone 419-353-2744 or write Box B-262, BROADCASTING.

Draft exempt, 24, airforce vet for newscasting—Badger state area. Five months experience. College grad. broadcasting school, 3rd endorsed. Phone (AC312) 724-2457, Box B-265, BROADCASTING.

Creative DJ announcer interested 200 miles N.Y.C. Some experience plus training. Intelligent, ambitious. 29. Draft-exempt. 3rd. Box B-266, BROADCASTING.

DJ-newscaster—now part time; want full-time. 23. Draft-exempt, 3rd endorsed. 2 years college radio. BA in radio. MOR or top 40. Prefer east coast but will consider all offers. Salary \$90-100 per week. Box B-272, BROADCASTING.

DJ/announcer, 3rd endorsed, authoritative news, good voice, tight board, recent announcing school grad., family man, background in show business. Prefer area within commuting distance of New York City while working for first phone. Box B-273, BROADCASTING.

Soul. Personality. Boardman. Sales trainee. Third, family. Any market. Box B-275, BROADCASTING.

Situations Wanted—Announcers

Continued

DJ-announcer-top 40-experience in both top 40 and middle of the road. Draft exempt. Communications college graduate. 3rd endorsed. Will go anywhere. Box B-276, BROADCASTING.

Mature pro, 12 years experience, college degree, smooth record shows, news-sports background, play-by-play major college conference, high school, all sports. Intelligent telephone talk shows, strong interviews. Seek MOR operation, strong company, currently employed Midwest. Excellent references, tapes available. Box B-277, BROADCASTING.

Modern country or contemporary format radio, will double in sales, also first phone. Older adult. Want to advance to Mgr. Box B-281, BROADCASTING.

Hard worker with 2½ years experience and college. Worked at top SWA station in large Florida market. Desire top 40 with professionals. Check my references! Box B-283, BROADCASTING.

Want the best! Young and vigorous number one rated medium market MOR morning drive time personality. Proven sales ability. Ready to move to major market. Five figures. Box B-289, BROADCASTING.

First phone P.D. & D.J.—10 years top 20 markets. Modern country, top 40, middle road. Call Brad 214-824-8720—Write Box B-295, BROADCASTING.

Top 40 screamer needs break. College . . . good character . . . two years experience. Box 301, BROADCASTING.

Top rated professional . . . creative . . . contemporary personality-music director . . . heavy production . . . family . . . degree. Box B-302, BROADCASTING.

Experienced top 40 DJ & first phone seeks creative production. Ambitious, family man. Relocate. Box B-306, BROADCASTING.

Top forty DJ. Excellent production. Five years experience. Fast paced, bright but no screamer. Draft exempt. Prefer Southern New England. Box B-309, BROADCASTING.

Announcer-DJ, top 40, 23, married. 5 years experience. Currently employed. Ready to move up. East coast only. Box B-310, BROADCASTING.

Ambitious experienced DJ—Tight board. Middle road or light rock. Married. 3rd class endorsed. Remotes, production work, television. Prefer Northeast. Box B-311, BROADCASTING.

Tom Stanton, 1st phone no maintenance, 7 years experience, 3 years station. Can type. 1007 McClusky Rd., Jerseyville, Ill. 618-498-5126.

DJ newscaster announcer. Personality, authoritative, dependable, experienced. Sales. Draft exempt. Will relocate. Box 264, G.P.O. Brooklyn Heights, N. Y. 11201.

Top forty jock, looking for opportunity. 1 yr. experience. first phone, draft exempt. George Maifair, 3033 Godwin Terrace, Bronx, N. Y. 10463—212-TU 4-3684.

Teenage money maker. 3 room show. Cheap Monitor—308 West Benton, Carrollton, Mo.

Technical

38 year old combination man with first phone, 8 years engineering & sales experience. Limited board experience. Willing to relocate. No maintenance. Salary required \$100 per week. Box B-263, BROADCASTING.

Chief engineer, 10 years experience, announcer and part time salesman, presently employed. Call 314-JA4-1382.

NEWS

News director, Midwest medium market, desires to join news staff of major market station. Box B-210, BROADCASTING.

5 years experience in news gathering, writing and airing. Both radio and television. Presently news director at New England daytimer. Seeking the right move up! Also experienced in sports, both play-by-play and color. Resume and tape on request. Box B-234, BROADCASTING.

NEWS—(Cont'd)

Sportcaster-Newsman. . . . Four years Radio-Television . . . Two years sports director armed forces network . . . Desire Northeast or Florida . . . Available April . . . Minimum \$150. Box B-243, BROADCASTING.

Production—Programing, Others

Talented radio personality seeking challenging position with progressive group operation. Box B-267, BROADCASTING.

Male copywriter. Ten years solid sell experience, radio and TV. Box B-291, BROADCASTING.

TELEVISION—Help Wanted

Management

Television operations supervisor for large eastern University Medical Center. Immediate opening. Closed circuit TV operation. Coordinate physical functions and perform maintenance on TV equipment. Annual starting salary \$6,500-\$8,000. Liberal fringe benefits. Apply by letter to Box B-231, BROADCASTING. All inquiries accorded confidential treatment. An equal employment opportunity.

Sales

Salesman for top VHF station in two station market of over one million. Expanding industrial area in Southeast. Colleges and university if you have children. Guaranteed draw against liberal commission. Sales staff being expanded. Send complete info, including references, to Box B-249, BROADCASTING.

Los Angeles independent TV station needs strong, energetic salesman with radio or TV experience, including strong retail and automotive background, to work on low salary high commission basis. Replies held in strictest confidence. Send resume with photo to Box B-270, BROADCASTING.

Announcers

Major midwest station, one of group, wants you if you're a good on-camera television announcer or if you have a solid radio background and are ready to move into TV. Good station, good community, excellent benefits. Send complete details, audio or video tape to Box B-269, BROADCASTING.

KCEN-TV has opening for full-time sports director to gather and write sports news, conduct SOF and studio interviews, and appear on air twice daily. Station has profit sharing plan, plus life and hospitalization insurance all at no cost to employee. Prefer some television sports experience, but will definitely consider young radio sports announcer interested in breaking into television. Our last two men have advanced to major market stations. Send picture and resume to Bob Lunquist, KCEN-TV, Box 188, Temple, Texas 76501.

Technical

Consulting engineering firm needs qualified engineer for permanent addition to staff. AM, FM, TV and microwave projects. FCC, broadcasting, or systems design experience, or engineering degree required. Have positions at several levels from trade school graduate to experienced, registered professional engineer. San Francisco area. Send complete resume to Box B-22, BROADCASTING.

Established group-owned TV station in the southeast has opening for video operator with first class license and potential for growing into administrative duties assisting the Chief Engineer. This is a position with an aggressive fast-growing company and has excellent possibilities. Send resume to Box B-187, BROADCASTING.

Need experienced and non-experienced technicians with first class phone license—Gulf Coast area—for AM, FM Stereo and ALL COLOR TV Station. Send resume and information to Box B-241, BROADCASTING.

Immediate opening for engineer with 1st class license in mid-Michigan, full power VHF station. Write Box B-313, BROADCASTING.

Immediate vacancy for first class engineer. Excellent working conditions and fringe benefits. Prefer experienced man. Will consider recent first ticket graduate. Excellent opportunity for the right man. Contact: Dick Vincent, Manager, KCND-TV, Pembina, North Dakota. 701-825-6292.

Technical—(Cont'd)

Top quality TV broadcast engineer. Prefer tech. school grad. or extensive military electronics. Opportunity to develop full potential with five station AM and TV network. Contact Mike Rastovich, Chief Engineer, KEPR-TV, Box 2648, Pasco, Washington 509-547-0547.

Are you a #2 man or a well experienced Broadcast engineer ready to move up to #1? KNOP-TV has an opening for a Chief Engineer, call Harry Peck, General Manager, KNOP-TV, North Platte, Nebr.

Rapidly expanding non-commercial television station needs additional experienced first phone engineer. Call or write William Leutz, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. An equal opportunity employer, will give consideration for employment without regard to race, color, creed or national origin.

Man with 1st class FCC license for studio switching and transmitter operation. Permanent position with unlimited opportunity for advancement. Contact chief engineer, WBJA-TV, Box 813, Binghamton, New York 13902.

Broadcast technician with 1st class license for medium size, midwestern radio-television operation. Full color TV operation provides lots of challenge for both technical and production talents. Write or phone 216-782-1144, W. P. Williamson, Sr., WKBN Broadcasting Corp., Youngstown, Ohio.

Technicians—Immediate openings for two persons holding 1st class FCC license. Job consists of maintenance and operation of TV studio color and black and white equipment. Some prior related technical experience preferred. Starting salary \$130 per week with automatic increases to at least \$171 in two years, plus an excellent group life and health insurance program, tuition reimbursement, pension plan, and liberal vacation. Send confidential resume to R. B. Wehrman, Chief Engineer, WLW-D, 4595 South Dixie Highway, Dayton, Ohio. An equal opportunity employer.

Transmitter engineers: Just 50 miles will separate you and the beautiful fish-filled fun-filled Northwoods country of Wisconsin when you come to work for Channel 9 in Wausau. Many other colorful advantages too. Call John Gort at 715-842-2251 and ask him to finish painting the picture for you.

Experienced first class engineer for full power VHF complete local color, 3 VTRs, mobile, new studio facilities. Also 50kw radio. Excellent state benefits, working conditions, location. Send full resume. Chief Engineer, Radio-TV Bureau, University of Arizona, Tucson, Arizona, 85721

NEWS

Experienced news film reporter, south Florida TV station. Immediate opening. Solid journalism 16 mm color mag-stripe, editing background only. State minimum starting salary. Box B-218, BROADCASTING.

Newscaster—South Florida station. Immediate opening. Strong professional delivery. Working newsman with newswriting, production experience. Send VTR audition. Box B-223, BROADCASTING.

Pacific Northwest major-market TV station, dominant in news, seeks young, aggressive news reporter for on air reporting. Potential for anchorman of major news cast essential. Substantial education writing ability, professional appearance required. Send resume and VTR, SOF, or audio tape with picture to Box B-251, BROADCASTING.

Major midwestern university seeking to expand its TV news-public affairs programing. University owns and operates maximum power VHF TV station. Seeks man experienced in production, writing and airing realistic documentary—public affairs—news programs on a regular basis. Unique opportunity to develop new programing area. Excellent production facilities. Degree necessary. Reply Box B-261, BROADCASTING.

We are looking for a versatile hard working TV newsman. Desire experience—16mm, Still, SOF and air work. Contact: Sid Bozarth, News director, WPTA, Fort Wayne, Indiana phone 219-483-0584.

Production—Programing, Others

Auditor, assistant treasurer. Growing TV-radio group operation in East wants man with broadcast accounting experience who is ready to be groomed as treasurer. Immediate assignment will entail traveling audit work, familiarization with operations and home office procedure. Salary commensurate with experience, no ceiling on growth. Include resume, salary requirement. All replies confidential. Reply to Box B-257, BROADCASTING.

Program-promotion director needed by leading network station. Should be competent to direct fifteen man department. Please send full resume in confidence to Victor H. Sterling, General Manager, WPTA, Fort Wayne, Indiana, zip code 46808.

TELEVISION

Situations Wanted—Management

Director—University graduate with extensive experience in News Blocks and creative VTR. Would like opportunity in larger market. Presently employed, but will relocate. Box B-235, BROADCASTING.

Now sales manager—announcer radio. Some TV experience. Seek advancement. 915 673-8684!

Sales

Four years local; Five years local—regional manager; Five years national; Mature family man, thirty-nine. Know how to sell. Box B-308, BROADCASTING.

Situations Wanted

Announcers

Have extensive Television-Radio experience; Specialty sports. Prefer to locate in Denver, Portland or West coast area. Hockey, football, baseball, play-by-play. Will supply all references, video tape, background plus personal interview if necessary. Box B-297, BROADCASTING.

Technical

Engineer, experienced with video tape, microwave, transmitter and studio equipment. Box B-81, BROADCASTING.

Constructing? Ground floor up. Would like to help build your TV station. Mid 20's experienced, 1st phone, hard working. Box B-253, BROADCASTING.

NEWS

News-caster—Two years radio, experience talk show and TV documentary. Now radio beat reporter, 300,000 market. Seeks switch to TV or radio-TV combo. M.A. broadcast journalism, 25, married, draft exempt, sharp writer, photographer. Desires more responsibility. Box B-204, BROADCASTING.

TV-newsman, experienced, all phases, excellent voice, good appearance, hard worker, SOF, color, etc. References, sober. Box B-244, BROADCASTING.

TV-radio newsman, announcer, news and commercial writer, public service shows. Strong on news and commercials. Box B-254, BROADCASTING.

Executive news producer—top five market. Network news writing/reporting/production experience. Wants number one spot Eastern TV newsroom. Five figure salary/contract required. Box B-284, BROADCASTING.

News director with number one rating in major market. Desires a position in East or Northeast. Five figure salary a must. Box B-280, BROADCASTING.

Announcer-newsman, six years present job, desires opportunity to join television and/or radio news department. Minimum \$175 a week. Box B-284, BROADCASTING.

Production—Programing, Others

Experienced cameraman with first phone desires change. Prefers midwest. Box B-125, BROADCASTING.

141 pounds of photo/assistant, artist material. Immediate service. Inspection privileges. Production background. Box B-177, BROADCASTING.

Production—Programing, Others

Continued

Available immediately, experienced promotion or continuity director. Resume and samples on request. Box B-290, BROADCASTING.

Creative and experienced TV producer—program executive available with packager, agency institutional or station qualifications. Box B-307, BROADCASTING.

WANTED TO BUY

Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted to buy: Used UHF channel 21 antenna. Also for sale: UHF RCA channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N. C.

Wanted: Prompting equipment. Prompters Mounts, cables, videotypers, etc. Please state make, condition and price. Box A-321, BROADCASTING.

Wanted to buy immediately: ATC PC-2-190 playback unit, used, any condition. Specify price and condition. Box B-282, BROADCASTING.

Wanted—General Electric BF-2-A 3kw FM amplifier. Cash or will trade BT-1-A 250 w FM transmitter. Box B-304, BROADCASTING.

Wanted series 351 or 300 Ampex Recorder. Also audio board. Contact Stan Johnson, 6707 Green Haven, Amarillo, Texas.

Any used audio console or consolette. Describe and price. Florence Sound, 356 Woodland Dr., Florence, S.C.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliex, Styroflex, Spiroline, 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.

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 % WLOL, 1021 LaSalle Avenue. Minneapolis, Minnesota 55403.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

New—used towers, ground wire available. P.O. Box 55, 752-3040. Greenville, N.C. Bill Angle.

Ampex VR 1000A two heads excellent condition \$9,500. Call or write Ward Bledsoe, KERO-TV, P. O. Box 2367, Bakersfield, Calif. 805-327-1441.

Black and white processor—Filmline, model R-15-TC, 16mm negative or positive. Fully automatic daylight operation, 1½ years old. Some spare parts, 2 replenishment tanks. Call or write: WFRV-TV, Green Bay, Wisconsin.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 foot 3½ transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment. Write Box B-255, BROADCASTING.

Ampex 300-2½" 2-track setero recorder in console . . . \$1100.00. Altec 639-B microphone . . . \$120.00. Maurer 16mm Model 10 recorder . . . \$4900.00 . . . Maurer 16mm film phonograph . . . \$1200.00. Box B-268, BROADCASTING.

Trailer, 50 by 10, completely wired. Has been used as a broadcasting station. Box B-287, BROADCASTING.

One RCA TK-41C less than one year old in excellent condition. Box B-314, BROADCASTING.

Remote control unit, Gates RDC-10: Just moved studio to transmitter. \$450 fob KPUL, Box 259, Pullman, Wash.

FOR SALE—Equipment

Continued

Cartrtape-II record-playback, cartrtape-II playback, both 3 years old, one cartrtape-II playback 10 mos. old, all solid state, in service now, 3 pieces, \$1,000.00; One B&W Model 200 oscillator, Model 400 Dist. Meter, Model 404 Linear Det., all working with books, \$300.00. Lavell Jackson, WGSV, Gunterville, Alabama Phone 205-582-4131.

Sarkes Tarzian film camera chain with vidicon film camera multiplexer, monitors, remote control, console, cable and power supplies. WKSX, Jamestown, New York.

5 kw Gates FM 5B Transmitter with stereo generator, exciter, harmonic filter, complete. On the air today, available 10 days, going higher power. \$6,500.00, WLRW, Champaign, Illinois.

Presto-recording lathe and turntable, type 6N. Cuts inside to out. Contact Bob Shoopman, Chief Engineer, WSFC, Somerset, Kentucky. Call 606-678-5151.

GB Electronics 410 Meadow Lane, Oreland, Pa. 19076. 215 TU-4-8075, TU7-4310 Federal Visual & Aural Transmitter 19B, Federal channel 8 antenna, video switcher and control equipment for transmitter, RCA audio console, RCA turntables. RCA disc recorders 73B many other items.

Video tape recorder—Ampex VR1000C. Late Model. One owner. Complete with Amtec and Intersync, two spare heads, fully optimized. Guaranteed better than new machine. Original investment over \$70,000. Specially priced at \$27,500. FOB, Hollywood, Cal. Phone Gordon Enterprises, 213-766-3725 or 877-2135.

Three ATC (Gates)—Model CPD-11 Cartridge Playback Units. One year old. Checked out and refurbished at ATC factory @ \$460.00 each. Immediate shipment to first order received with check. Money back guarantee if returned within 10 days. Companion record unit available from Gates/ATC at \$345.00. Channing Leasing Co. Inc., 185 Devonshire Street, Boston, Mass. 02110.

Microphones, Shure 55-S, EV-676, (new). Pair for \$80.00. M&M Tape, P.O. Box 6636, Birmingham, Alabama.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

DeeJays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickdee" 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.

Tape duplication—high speed—for educational or news and fine music programming—distribution service. Daily or weekly continuous contracts desired—fast service from Washington, D. C. Write Box B-166, BROADCASTING.

150 recorded comic one liners, taped in various character voices, with PRINTED live DJ come-back for each. 7" reel \$10. Radio Services, Box B-252, BROADCASTING.

Market brochures, coverage maps, rate cards: custom designed sales aids and presentations. Noyes, Moran & Co., Inc. 928 Warren Avenue, Downers Grove, Ill. 60540 (312) 969-5553.

Instant gags for DeeJays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

INSTRUCTIONS—(Cont'd)

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.

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 Mar. 13—Apr. 17—May 22—June 26. 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—3123 Gillham Road, Telephone WE-1-5444. Classes begin March 13—April 17—May 22—June 26—July 31—September 5—October 9—November 13. For details and reservations write to home office, R.E.I., 1336 Main Street, Sarasota, Fla.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class April 17. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

INSTRUCTIONS—(Cont'd)

Keep working. Get FCC first phone commuting to northeast Florida night classes now forming. Lowest prices, guaranteed results. Box B-189, BROADCASTING.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

RADIO—Help Wanted

WANTED

BRIGHT YOUNG PEOPLE NEEDED

New Radio Broadcaster expanding and growing—Northern and Southern California stations need:

1. Newsmen
2. Ad. Lib. Interviewers
3. Creative Copy-Salesmen
4. Producers
5. D.J.'s

Ambitious men and women with Big League abilities, only.

On-air personalities send tape and resume to: Larry Grannis

Sales and Executive personnel send resume to: Don Esley

Davis Broadcasting Company, 3101 W. 5th Street, Santa Ana, California

Management

Wanted—General Manager

Modern well-equipped fulltime AM-FM operation. Small, growing New England town. Must be aggressive salesman. Modest salary, good incentives. Send detailed resume, references to:

Box B-245, Broadcasting.

WHDH AND Boston

Both gained a great talent when Jim Runyon joined the station. Jim will handle the 10 AM to 2 PM air-shift for the Boston Power - House. Nationwide Broadcast Personnel Consultants of Chicago, is happy to have helped Jim, WHDH and Boston.

Jerry Jackson
Vice President



Sales

CAREER OPPORTUNITY BROADCAST EQUIPMENT SALES

A challenging and rewarding career in Broadcasting Equipment Sales can be yours if you meet our high standards for territorial managers. Age 28 to 36. Degree or associate degree with equivalent experience. Experience as Chief Engineer or Engineering Supervisor of AM-FM-TV broadcast station. Enthusiastic. Intense desire to be successful in selling career. Convince us with your resume that you could be the man and you will have an immediate interview with the Sales Manager of this successful growth company.

Box B-246, Broadcasting

Help Wanted—Sales—(Cont'd)

Wanted Immediately:

Account executive with proven, creative sales success for top San Diego radio station with big plans for the future. Should be a college graduate with at least 2 years selling experience and real desire for success and financial reward. Send complete resume and photo to:

Box B-296, Broadcasting.

Announcers

Announcer 1st Phone

Madison, Wis. #1 station needs up-and-comer for night shift. Creative production ability important. . . We pay for ideas! Opening the result of a promotion. Send tape and resume to:

WISM, Box 2058
Madison, Wis. 53701

If Radio is
a Profession to you
and you have a natural, bright and pleasing style, we want to talk about your future. We are a Midwest, Metro, top-rated MOR. Send details and complete tape to:

Box B-247, Broadcasting.

Morning Show Open
Salary Open
Our Mind . . . Open
Send tape immediately to:
WIXY, 1935 Rockside Rd.
Cleveland 31, Ohio

Situations Wanted—Announcers

SPORTSCASTER

Desires position with major market TV or Radio Station. Extensive Horse Racing and Basketball play by play experience.

Box B-285, Broadcasting.

Help Wanted—Technical

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight 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.

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

TELEVISION

Help Wanted—Technical

Sacramento Army Depot

has openings for engineers with maintenance experience AM-FM-TV. Must be qualified design & supervise installation Armed Forces Radio & TV stations. Home Sacramento, California, with considerable world travel. Salary \$10,927 per year. Permanent civil service.

Contact Mrs. Lucy Phillips, Sacramento Army Depot, Sacramento, California, 95813. Phone 916-388-2940.

AN EQUAL OPPORTUNITY EMPLOYER

TV-RADIO PLACEMENT

Send your type-written resume and earning record today to be confidentially represented to our station clients. All on the air people must submit a tape. NO FEE!

CHECK AREA OF INTEREST

TV ☐	RADIO ☐	CATV ☐
Management ☐	Engineering ☐	
Programming ☐	Copy/traffic/art ☐	
Sales ☐	DISC JOCKEY ☐	
Production ☐	Other ☐	
NEWS/WEATHER/SPORTS		
AIR PERSONALITY		

CATV

Management ☐	Engineering ☐
-------------------------------------	--------------------------------------

LOCATION

Northeast ☐	Up to 50,000 ☐
Southeast ☐	Up to 100,000 ☐
Midwest ☐	Up to 500,000 ☐
Northwest ☐	Over 1 million ☐
Southwest ☐	New York ☐
West Coast ☐	Chicago ☐
East Coast ☐	Los Angeles ☐

MARKET SIZE

NO PLACEMENT FEE!!!

Name

Address

Salary desired

No Contracts to Sign—No Applications To Fill Out—No Charge of Any Type.—



**Broadcast
Personnel
Consultants**

645 N. Michigan Ave., Chicago, Ill. 60611

NEWS

NEWS ANNOUNCER

Excellent opportunity for an experienced on-air man for radio and television news. Please send VTR, film or audio tape with complete resume.

WJAR AM/TV

Providence, Rhode Island

BUSINESS OPPORTUNITY

OPPORTUNITY!

We are a major market group owner. We are seeking money-making properties AM, FM, TV. We will offer (1) Stock (2) stock and cash (3) cash. Your reply will be held in strict confidence.

Box B-237, Broadcasting.

Production—Programing, Others

Children's Performer

Major eastern market needs original talent to host daily kid show. Versatility a must. No cartoon introducers please. Send full particulars 1st letter.

Box B-294, Broadcasting.

Situations Wanted

Production—Programing, Others

TV Sports Director/Producer Available

Want position in major market where strong daily program content and half-hour specials are a must. Produce, write, film edit as well as handle on-the-air assignments. Desire minimum air work, devoting major time to direction and production of program content.

Box B-240, Broadcasting.

CATV

Help Wanted—Management

CATV PLACEMENT

Immediate openings nationwide for Division Managers, Division Engineers, Branch Managers, and Technical for local systems. Also, all other positions in CATV and related fields. Send type-written resume today to

Ron Curtis, Nationwide CATV Personnel Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611. Confidential, All Fees Employer Paid!

MISCELLANEOUS

LOCAL RADIO SALES MANUAL—\$10.00

Filled with ideas, suggestions, gimmicks, and experiences of a General Sales Manager who has sold without "NUMBERS." Ideas about finding . . . training . . . improving and keeping SALESMEN. If you don't find a dozen profitable ideas you get your money back. Send (check or money order) to:
RADIO SALES MANUAL, POST OFFICE BOX 6180, WASHINGTON, D. C.

PROVEN PROMOTIONS

We offer a unique collection of proven promotional and contest ideas. Promotion Package #2 is now ready for your audience! These items have been used on radio and television, many supplied with suggested copy. Promotion managers and program directors send your check for \$10.00 to:

RADIOFAX, Box 123, Prudential Center Station, Boston, Mass. 02199.

EMPLOYMENT SERVICE

EAST IS BEST

FREE. No registration fees. No placement fees. The big money, the best stations are in the East. If you're a Pro we're here to help you. Everything's confidential. Contact us today—now!



Bailey Agency
42 N. Pearl, Albany, N.Y.
518-434-9185

WANTED TO BUY—Equipment

NEED COLLINS 21-E

5kw transmitter in good condition.
Joe Finch—KBTR
Denver, Colorado 266-3601

WANTED TO BUY—Stations

RADIO

Wanted to purchase and operate
... radio station.
AAA credit rating.
Box B-293, Broadcasting.

RADIO STATION

Full Time Major Market

Sought by Eastern business group.
Complete details first letter.
Box B-317, Broadcasting.

FOR SALE—Stations

BIG CITY FM

IN A GREAT SOUTHWEST MARKET
\$250,000
Box B-236, Broadcasting.



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What's my
property worth
?
BUYER:
What's his
property worth
?
ANSWER:
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SOUTHERN CALIFORNIA

Metropolitan Market FM Station
STEREO

Excellent Equipment. Showing Profit.
Absentee Owned
\$125,000 with \$25,000 down.

Box B-303, Broadcasting.

Lia Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

(Continued from page 106)

to change trans. location to five miles north
of Sheridan. Action Feb. 20.

CATV

APPLICATIONS

Ostrander TV & Cable, Inc.—Requests distant signals from WPIX(TV) New York to Groton, N. Y. Ann. Feb. 16.

Ceracche TV Corp.—Requests distant signals from WNEW-TV New York to Ithaca, N. Y. Ann. Feb. 16.

Laurens County TV Cable Inc.—Requests distant signals from WGTV(TV) Athens, Ga.; WBTV(TV) and WSOC-TV, both Charlotte, N. C.; WAIM-TV Anderson, S. C.; WIS-TV, WOLO-TV and WNOK-TV, all Columbia, S. C., and WNTV(TV) Greenville, S. C. to Laurens, S. C. Ann. Feb. 16.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted temporary waiver of program exclusivity requirements of Sec. 74.1103(e) of rules, filed by Video Cable System Inc., operator of CATV system at Scottsboro, Ala. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Loevinger concurred in result. Action Feb. 15.

■ Review board in Peoria, Ill., CATV proceeding, Docs. 17144 and 17155, denied petition for extension of time filed Feb. 17, by Midwest Television Inc., stating that appropriate method in such instances is to plead good cause for late filing at time petition to enlarge is submitted, citing Spartan Radiocasting Co., released Feb. 28, 1964. Board Members Slone and Kessler Absent. Action Feb. 21.

■ By memorandum opinion and order, commission denied request for waiver of carriage requirements of Sec. 74.1103(a) of rules, filed by Central Communications Inc., operator of CATV system in Denver City, Tex. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action Feb. 15.

■ By memorandum opinion and order, commission consolidated its consideration of all pending petitions which request waiver of hearing requirement of Sec. 74.1107 of rules to permit immediate importation of distant television signals to various Michigan communities by CATV systems in Grand Rapids-Kalamazoo and/or Lansing television markets, currently ranked 36th and 48th respectively. In regard to specific proposals before it, commission: (1) granted waiver petition of Fetzer Cable Vision to permit its CATV system in Kalamazoo to import distant signals of Detroit and Chicago independent and educational stations but designated for consolidated hearing remaining request to import distant signal of Windsor (Canada) station; (2) granted waiver petition of Triad Cablevision Inc. to permit its CATV systems in Albion, Marshall, Battle Creek, Battle Creek township, Emmett township, Bedford township, Pennfield township and Springfield to import distant signals of Grand Rapids ABC affiliate and Detroit independent station but designated for consolidated hearing remaining requests to import additional signals from Detroit, Chicago, Flint and Windsor; (3) granted waiver petition of Wolverine Cable Vision Inc. to permit its CATV systems in Albion, Marshall, Battle Creek, Battle Creek township and Springfield to import distant signals of Grand Rapids ABC affiliate, independent and educational stations from Detroit and Chicago educational station but designated for hearing remaining request to import distant signal of Chicago independent station; (4) denied waiver petition of Booth American Co. and designated for consolidated hearing its requests to carry distant signals of Milwaukee and Chicago stations on its CATV systems in North Mus-

kegon, Muskegon, Muskegon township, Muskegon Heights, Norton township and Roosevelt Park and denied Booth temporary authority to continue its present service in North Muskegon and Muskegon pending final disposition of consolidated hearing; (5) granted waiver petition of Jackson TV Cable Co. to permit its CATV systems in Jackson and Blackman township to import distant signals of Detroit independent and educational stations but set for hearing remaining requests to carry distant signals of Toledo chs. 11 (in Blackman township only) and 13 (in both communities); (6) granted waiver petition of Cascade Cable Television Co. to permit its CATV systems in Jackson and Blackman township to carry distant signals of Detroit independent and educational stations and, also, waived provisions of Sec. 74.1107 to permit carriage of Grand Rapids NBC affiliate on Cascade's CATV system in city of Jackson; (7) granted waiver petition of Coldwater Cablevision Inc. to permit Coldwater's carriage of Detroit educational station on its CATV system in Coldwater but designated for consolidated hearing remaining requests to import additional distant signals from Fort Wayne and South Bend, Ind.; (8) granted waiver petition of Allegan Tele-ception Inc. to permit its CATV system in Allegan to carry distant signals from Lansing market (chs. 6 and 10) but designated for consolidated hearing further request to import distant signal of Chicago independent station; (9) granted waiver petition of Calhoun Telephone Cable Television Co. to permit its CATV system in Homer to carry distant signals of Detroit ABC and independent stations and of MPAT educational television, Lafayette, Ind., but designated for consolidated hearing remaining requests to import distant signals of Toledo and Windsor stations; (10) granted waiver petition of Cross Telecasting Inc. to permit its CATV system in Lansing to carry distant signals of Grand Rapids ABC affiliate, CBS affiliate from Saginaw and Detroit educational station but designated for hearing remaining requests to carry distant signals of Detroit ABC affiliate and independent station; also, granted, in part, request, pursuant to Sec. 74.1109 of rules, to prohibit Gross from carrying the grade B signals of Detroit CBS and NBC stations and of Windsor station pending resolution of issue as to such carriage in consolidated hearing; (11) granted waiver petition of GT&E Communications Inc. to permit its CATV system in South Haven to import distant signals of Grand Rapids ABC affiliate, South Bend NBC and ABC affiliates and two Chicago independent stations, and (12) granted waiver petition of Booth American Co. to permit its CATV systems in Summit and Leoni townships to carry distant signals of Detroit independent and educational stations and Grand Rapids NBC affiliate. Commissioners Bartley, Cox and Loevinger concurred in part and dissented in part and issued separate statements; Commissioner Johnson not participating. Action Feb. 16.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer in CATV proceeding in re: United Transmission Inc., Russell; Kays Inc., Hays, and Cobb & Associates Inc., Great Bend, Hoisington and Larned, all Kansas, requests for special relief filed pursuant to Sec. 74.1109 of commission's rules; scheduled prehearing conference for March 20, and hearing for April 18 (Docs. 17181-83), Action Feb. 13. And designated Hearing Examiner Chester F. Naumowicz Jr., to serve as presiding officer in CATV proceeding in re: petitions by Unicable Inc., Oswego; Auburn Cablevision Corp., Auburn; General Electric Cablevision Corp., Auburn and Van Buren; General Electric Cablevision Corp., Solvay; Newchannels Corp., East Syracuse, and Newchannels Corp., Camillus, all New York for authority pursuant to Sec. 74.1107 of rules to operate CATV systems in Syracuse Television Market; and applications of Eastern Microwave Inc., Van Buren and Eastern Microwave Inc., Camillus, both New York for CP for new point-to-point microwave radio stations; scheduled prehearing conference for March 15, and hearing for April 26 (Docs. 17129-36), Action Feb. 15. On Feb. 6 designated Hearing Examiner David I. Kraushaar to serve as presiding officer in proceeding in re: petition by American Television Relay Inc., Albuquerque, N. Mex., for authority pursuant to Sec. 74.1107 to serve and operate CATV system in 100th television market; scheduled prehearing conference for March 6, and hearing for April 3 (Doc. 17164). And designated Hearing Examiner Isadore A. Honig to serve as presiding officer in proceeding in matter of cease and desist order to be directed against Valley-Vision Inc., owner and oper-

FOR SALE—Stations

Continued

S.V.	single	fulltime	\$100M	terms
Gulf	small	daytime	75M	terms
N.E.	suburban	daytime	150M	nego
M.W.	metro	AM-FM	1.3MM	cash
South chain	CATV		1.5MM	cash



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

ator of a CATV system at Placerville, Calif.; scheduled prehearing conference for March 24, and hearing for April 18 (Doc. 17171). Action Feb. 13.

■ Hearing Examiner Charles J. Frederick on Feb. 15 in proceeding on CATV in matter of California Water and Telephone Co., Associated Bell System Co.'s and General Telephone System and United Utilities Inc., granted petition to intervene filed by Warrensburg Cable Inc. (Docs. 16928, 16943, 17098).

■ Hearing Examiner Millard F. French on Feb. 15 in proceeding in matter of cease and desist order to be directed against Twin County Trans-Video Inc., owner and operator of CATV systems in Ormrod, Freemansburg and Greenwalds, all Pennsylvania, issued corrections to volume 3 of transcript (Doc. 17064); by separate order, certified record in proceeding to commission.

■ Hearing Examiner H. Gifford Irion on Feb. 15 in proceeding on CATV applications of Video Service Co., Atlanta, rescheduled prehearing conference from Feb. 15 to March 15 (Doc. 16865).

■ Hearing Examiner Forest L. McClennan on Feb. 15 in proceeding on CATV petitions by Stephen Vaughan & Associates, Cleveland, Tenn. and Multivision Northwest Inc., Dalton, Ga., granted petition to intervene and Jay Sadow is made a party to proceeding (Docs. 17065-66).

Ownership changes

APPLICATIONS

KDMS and KRIL(FM), both El Dorado, Ark.—Seeks assignment of license from James A. West Sr., deceased, to J. A. West Jr. and E. M. Risinger, coexecutors of estate (each 50%). Ann. Feb. 21.

WCNU Crestview, Fla.—Seeks assignment of license from Virginia O'Neal, Louise McWhorter Kremer and Charles C. O'Neal d/b as Gulf Shores Broadcasting Co. to Sam F. Townsend and Vernon C. Cooper (each 50%), a partnership, for \$60,000. Principals: Mr. Townsend is station manager of Gulf Shores. Mr. Cooper is news director and commercial manager of Gulf Shores. Ann. Feb. 16.

KSIR Wichita, Kan.—Seeks assignment of license from KSIR Inc. to Mr. D's Radio Inc. for \$275,000. Principal: Lowell D. Denniston, 100%. Mr. Denniston is president of assignee corporation. Ann. Feb. 21.

WKYT-TV Lexington, Ky.—Seeks assignment of license from Taft Broadcasting Co. to Kentucky Central Television Inc. for \$2,500,000. Principals: Garvice D. Kincaid, chairman of board, Theodore T. Grizzard, president, J. Paul Warnecke, vice president, et al. Mr. Kincaid owns 60% of Bluegrass Broadcasting Inc., licensee of WLK-AM-FM Lexington and sole stockholder of WHOO Radio Inc., licensee of WHOO-AM-FM Orlando and WFFG Marathon, both Florida, and sole stockholder of assignee,

licensee of WINN Louisville, Ky. Mr. Warnecke is employee of Bluegrass. Ann. Feb. 21.

WUNN Mason, Mich.—Seeks assignment of CP from M. H. Wirth to Wirth Broadcasting Co. Principal: Mr. Wirth is 100% owner. Incorporation. Ann. Feb. 17.

KYES Roseburg, Ore.—Seeks transfer of control from E. LeRoy Hiatt to Elliott Motschenbacher, Douglas Broadcasters Inc. Principals: Mr. Hiatt, president (20%), Mr. Motschenbacher, vice president (66%) and George W. Neuner, secretary (14%). Consideration \$27,950. Ann. Feb. 16.

WMTS-AM-FM Murfreesboro, Tenn.—Seeks transfer of control of WMTS Inc. from Joyce R. Ehrhart to Henderson Broadcasting Corp. Principals: Mary Reeves, president, Tom E. and Billie Perryman, vice president and secretary, respectively. Henderson Broadcasting is licensee of KGRI-AM-FM Henderson, Tex. Consideration \$275,000. Ann. Feb. 21.

KBLT Big Lake, Tex.—Seeks assignment of license from Don Renault d/b as Permian Basin Broadcasters to Paul A. Huffman, George A. Fox Jr. and Mac L. McGowen d/b as Southwestern Broadcasting Co. for \$40,000. Principals: Mr. Huffman is 45% stockholder in Southwestern and sales manager of KAMY McCamey, Tex. Mr. Fox is 45% stockholder in Southwestern and owner of KAMY. Mr. McGowen is 10% stockholder in Southwestern, owner of a detective agency and owner of cafes and service stations. Ann. Feb. 17.

KFYB Bonham, Tex.—Seeks assignment of license from Ray Wells to Ray Wells Enterprises Inc. Principals: Roy Moore (1%) and Ray Wells (98%). No consideration. Ann. Feb. 16.

ACTIONS

WNER Live Oak, Fla.—Broadcast Bureau granted assignment of license from Norman O. Protsman to WNER Radio Inc. Principals: Norman O. Protsman (individual license before, 70% after), George R. Day (0% before, 10% after), Donald R. Brown (0% before, 10% after), Clarence S. Parker (0% before, 5% after), and William Savitz (0% before, 5% after). Incorporation. Action Feb. 17.

WINT Winter Haven, Fla.—Broadcast Bureau granted assignment of license from Norman O. Protsman to WINT Radio Inc. Principals: Norman O. Protsman (individual license before, 80% after), George R. Day (0% before, 10% after) and Ronald R. Brown (0% before, 10% after). Incorporation. Action Feb. 15.

WDZ Decatur, Ill.—Broadcast Bureau granted transfer of control from Morris E. Kemper, deceased, by Irene E. Kemper, individually and as executor of estate, to Stephen P. Bellinger (35% before, 43.75% after), Joel W. (20% before, 25% after), Ben H. Townsend (15% before, 21% after) d/b as Prairieland Broadcasters. Consideration \$32,009.48. Action Feb. 17.

WRAM Monmouth, Ill.—Broadcast Bureau granted transfer of control from Morris E. Kemper, deceased, by Irene E. Kemper, individually and as executor of estate, to Stephen P. Bellinger (35% before, 43.75% after), Joel W. (20% before, 25% after), and Ben H. Townsend (15% before, 18.75% after) and James A. Mudd (10% before, 12.50% after) d/b as Prairieland Broadcasters. Consideration \$38,941.32. Action Feb. 17.

WIZZ-AM-FM Streator, Ill.—Broadcast Bureau granted transfer of control from Morris E. Kemper, deceased, by Irene E. Kemper, individually and as executor of estate, to Stephen P. Bellinger (38.5% before, 49% after), Joel W. (19.25% before, 24.50% after), Ben H. Townsend, (10.75% before, 13.75% after) and John R. Hallstrom (10% before, 12.75% after) d/b as Streator Broadcasting Co. Consideration \$59,049.20. Action Feb. 17.

KRIB Mason City, Iowa—Broadcast Bureau granted transfer of control from William H. Sandberg to Verne C. Ekberg. Mr. D. Bryce Ekberg is president and general manager of Mason City Broadcasting, permittee. This will increase holdings of Ekberg to 75%. Consideration \$6,000. Action Feb. 17.

WIRV Irvine, Ky.—Broadcast Bureau granted assignment of license from Dr. S. G. Marcum to James M. and Sue Gaskin, Irvanna Broadcasting Inc. Consideration \$15,000. Mr. and Mrs. Gaskin have no other broadcast interests. Action Feb. 15.

WGCM Gulfport, Miss.—Broadcast Bureau granted assignment of license from E. O. Roden & Associates to E. O. Roden & Associates Inc. for \$162,000. Principals: E. O. Roden (45.45% before, 46% after), W. I. Dove (26.14% before, none after), James E. Reese, 14.77% before, 40% after) and Zane D. Roden (13.64% before, 14% after). Action Feb. 17.

WSEL-AM-FM Pontotoc, Miss.—Broadcast Bureau granted assignment of license from Lee H. Thompson and W. S. Bridges d/b as Pontotoc Broadcasting Co. to Pontotoc Broadcasting Inc. Action Feb. 17.

WAAB-FM Worcester, Mass.—Broadcast Bureau granted assignment of license and SCA from Waterman FM Corp. to Waterman Broadcasting Corp. Principals: Bernard E. and Edith B. Waterman. Licensee corporation owns 100% of KTSa San Antonio, Tex. No consideration. Action Feb. 15.

KZEE Weatherford, Tex.—Broadcast Bureau granted involuntary transfer of control of Bartlesville Broadcasting Co., Lucille Jean Case, deceased, to J. Fred Case, individually as executor of estate. Stock transfer. Action Feb. 17.

KSL-AM-FM-TV Salt Lake City—Broadcast Bureau granted transfer of control of Bonneville International Corp. from Corporation of President of Church of Jesus Christ of Latter-Day Saints to Deseret Management Corp. Transferee has interest in KID-AM-FM-TV Idaho Falls, and KBOI-AM-FM-TV Boise, both Idaho. Action Feb. 15.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Feb. 22. 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.

Sebastopol, Calif.—Redwood Television Cable Co., Sebastopol; Tele-Vue Systems Inc., San Rafael, and Sebastopol Cablevision Co., Santa Rosa, all California, have each applied for a franchise.

Denver—KLZ-AM-FM-TV, Denver, owned by Time-Life Broadcast Inc., has applied for a franchise. Previous applicants are Daniels Enterprises and Lawrence C. Phipps III, both of Denver.

■ Fountain, Colo.—Vumore Video, (multiple CATV owner) Denver, has been granted a franchise.

■ Bradenton, Fla.—Robert Nelson and Associates (Mr. Nelson is president of WBRD-AM-FM Bradenton, Fla.) has been granted a 30-year nonexclusive franchise. The city will receive 4% of the annual gross receipts or a minimum of \$1,000. Maximum installation will be \$20 with a \$5.50 monthly service charge. A 12-channel system will be constructed. Other applicants were Wire Tele-View Corp., Potts-

ville, Pa., and Manatee Cable Vision Inc., Bradenton, Fla.

■ Pensacola, Fla.—Pensacola Omni-Vision Inc. (represented by J. McCarthy Miller, president of WCOA-AM-TV Pensacola, Fla.) has been granted a franchise. The city will receive 5% of the annual gross receipts up to \$200,000; 6% from \$200,000 to \$400,000; 7% from \$400,000 to \$500,000; 8% from \$500,000 to \$700,000, and 10% of all above \$700,000. Installation and monthly service charges were estimated at \$10 and \$4 respectively. A minimum of 12 channels will be offered. Florida TV Cable Co., a subsidiary of Community Cable Casting Corp., had also applied.

■ Atchison, Kan.—The Globe Publishing Co., owner of the Atchison Daily Globe, has been granted a 20-year franchise. Maximum installation and monthly service charges were set at \$25 and \$7 respectively. The franchise will be transferred to Atchison Cablevision Inc., a new corporation formed by members of the board of directors of Globe Publishing. KARE Atchison, Kan., had also applied in conjunction with Telesis Corp., Chicago.

Cortlandt (Westchester county), N. Y.—Continental CATV Corp., a subsidiary of Viking Industries Inc., Hoboken, N. J., (multiple CATV owner), has applied for a franchise. Installation will be \$25 with a \$5 monthly charge. This application was reported erroneously last week under Cortland, N. Y., which is another city in New York state. Cortland Video Inc., currently operating with 2,500 subscribers in the upstate New York community, was incorrectly identified as operating in Cort-

landt.

Massena, N. Y.—Antenna System Corp. of Massena (multiple CATV owner) has applied for a 12-year franchise renewal. Present five channel system will be expanded to include two New York City stations, one Syracuse, N. Y., station and one time and weather channel with provisions for local service. Installation will be \$25 with a \$4.95 monthly charge.

Winston-Salem, N. C.—Triangle Broadcasting Co., owner of WSJS-AM-FM-TV Winston-Salem-Greensboro, N. C., has applied for a franchise. Crescent Cablevision Co., Winston-Salem, and Cablevision Inc., owned by Jefferson-Carolina Corp., have previously applied.

Penn Hills, Pa.—Broadway Maintenance Corp., Centre Video of State College (both multiple CATV owners) and Westmoreland Cable Co. of Tarentum have each applied for a franchise. Broadway will charge no installation fee with a \$4.50 monthly fee and will pay 3% of gross receipts. Centre Video will charge a \$5 installation fee with a \$4.50 monthly fee and will pay 3% of gross receipts. Westmoreland will charge a \$10 installation fee with a \$4.95 monthly fee and will pay either \$3,000 or 5% of gross receipts the first year. Another applicant is Felchak TV (Stanley Felchak, owner).

Sewickley township, Pa.—WHJB Inc., Greensburg, Pa., has applied for a franchise. Pinehurst, Tex.—Orange CATV Inc., which holds franchises in Orange and West Orange, has applied for a franchise. The city would receive 3% of the annual gross receipts. Monthly service would be between \$5 and \$6.

ROBERT Minier McGredy walks fast, drives fast, does everything fast. He says some of his employees won't even ride with him. Around the office he's got a Barney Oldfield reputation.

The office is at 90 Park Avenue in New York, home of Television Advertising Representatives, the Westinghouse Broadcasting subsidiary that sells time for the Group W list and several other TV stations.

Media and Mr. McGredy have changed with the times. He has sold car-cards, print, radio and television.

The 53-year-old TVAR president dropped out of college in a tough depression year to fire the furnaces at a U. S. Gypsum plant in Philadelphia but even then thought his game was advertising. One year with a small industrial advertising agency in New York convinced him he was right, but his penchant was for selling media, not buying them.

Before joining Westinghouse, Mr. McGredy seemed to be on a whimsical media merry-go-round of ownership and management changes. But whenever it let him off it always took him back in a taller saddle and eventually he grabbed the golden ring—television.

In and Out ■ The car-card company he worked for went bankrupt. The first radio station he worked for—WTOP Washington—was sold by CBS to the Washington Post Co. and Mr. McGredy moved with the change in management.

Later the same CBS was to move his job from under him when it acquired WCAU-TV Philadelphia—then owned by the *Philadelphia Bulletin*—where he had become vice president and TV sales manager.

This is not to suggest that newspapers and networks and their maneuverings were Mr. McGredy's black nemeses. On the contrary, when TVAR became more than just a house rep for Westinghouse the representation contracts it added were those of the Post-Newsweek Stations (WTOP-TV Washington and WJXT-TV Jacksonville, Fla.) plus WBTB-TV Charlotte, N. C., and all three dropped into TVAR's hands from CBS, forced by the government to divest itself of outside sales representation.

The fact that Mr. McGredy had been associated with the *Washington Post* as a classified advertising salesman and later with one of the stations the paper would acquire may have weighed heavily in the selection of TVAR to handle the stations' national sales job, although he says he didn't take part in the negotiations.

Fancy List ■ With the Westinghouse television stations in Boston, Baltimore, Philadelphia, Pittsburgh and San Francisco, TVAR has one of the fanciest lists that a small rep could hope to handle, and one of the things Mr. McGredy is fondest of noting about his

Fast pace gives rep firm head time for details

organization is the efficiency and attention to detail that the short list makes possible.

He doesn't pretend that TVAR wouldn't accept representation contracts from additional stations but they'd have to be in pretty fair markets and "compatible" with the present operation before TVAR would take them on, according to Mr. McGredy.

He asserts with some pride, "We have no program of solicitation, nor are we actively seeking stations in any sense." Unlike the larger representation companies which are constantly fighting to

add new stations and to keep the ones they already have, TVAR not only can afford the parochial view but profits handsomely by it.

In 1966, a year when spot television representatives were reporting generally soft business, especially in smaller markets, Mr. McGredy was consistently coming up with figures for his eight markets that easily surpassed industry averages.

The TVAR president, an articulate observer of the whole advertising industry, is not without some misgivings about the reputation of the television representation business. Station representation, he says, is sometimes credited with a "crass, get-the-buck image," an image that, he thinks, in some cases it deserves.

Research Helps ■ But Mr. McGredy's TVAR has established an enviable reputation as a class outfit, much of it stemming from periodic research projects that often bear not only on TVAR markets and stations but on the whole spot-TV business.

And some of the TVAR research has not shrunk from a look at the more embarrassing blemishes on spot-TV's face.

For example an "Obser-Viewing" project used an in-home observation technique to establish the actual amount of attention viewers pay to in-program and station-break commercials, rather than just tune-in estimates, a research method that was bound to take some of the bloom off gross-TV audience figures.

This type of appraisal beyond the usual call of duty has apparently won TVAR more in agency respect than it has cost in homes delivered. And of all the reams of research that come out of representation companies, little enough is treated with any respect by the agency community.

Congenital ■ Mr. McGredy thinks television is suffering from an affliction that might have been avoided with proper preventive medicine. "The curse of this business from the beginning," he says, "is that it hasn't distinguished between delivered and potential audience," a congenital disease that was passed from the parent newspapers to the new member of the media family, television. For this reason, Mr. McGredy feels, television has never enjoyed the full measure of superiority over print that rightfully belongs to it.

The TVAR president is also a thinker on long-range technical developments in the broadcasting industry and one of the developments he sees in the future is direct satellite-to-home broadcasting in spite of governmental and industry pressures which may slow down its arrival. "Whatever system comes," he says, "the advertiser is always going to find it profitable to have a program vehicle as the setting for his advertisement."

WEEK'S PROFILE



Robert Minier McGredy—Pres., Television Advertising Representatives. b. Aug. 15, 1913, Big Flats, N. Y.; Montclair High School, Montclair, N. J.; University of Pennsylvania, Class of 1936; U. S. Gypsum Co., 1936; Rickard & Co., New York, 1937; Baron G. Collier Co., New York and Philadelphia, 1938; Washington Post Co., 1942; U. S. Navy 1942-1945; WTOP Washington, sales mgr. 1947; WPAT Paterson, N. J., sales mgr. 1948; Broadcast Advertising Bureau, assistant director 1950; WCAU-TV assistant sales mgr., VP, 1958; Westinghouse Broadcasting, national TV sales mgr., 1961; Television Advertising Representatives, 1961-present. m. Louise Baumbach May 25, 1943; children—Marilyn 21, Carolyn 18, Robert 14, Douglas 10; hobby—golf.

Good year if . . .

FOR 1967 the fiscal parts of broadcasting's future look remarkably healthy, as the detailed projections of the "Perspective '67" section of this issue clearly show. Only dislocations of severe proportions in the general economy can keep radio and television from setting new financial records this year.

In other ways, however, broadcasters have less reason to cheer. This could be a year of momentous decision about the basic nature of both media. This is the year in which broadcasters will be called upon to assert their responsibilities and their freedoms to practice their modern versions of the craft of journalism.

In both the U. S. Senate and House there is the promise of extensive investigations into the broadcasting of news and opinion. Broadcasters may expect to hear demands for new limitations on their journalistic practices. They must be prepared not only to defend the freedoms they already have but also to demand all the freedoms that ought to be theirs if the First Amendment has any meaning at all.

The rising billings of both media testify to the growing audiences of both, and to the respect accorded radio and television as purveyors of information as well as entertainment. Let that respect be compromised by government deterrents to broadcast journalism, and a decline in advertising revenue will be the ultimate result.

Information please

IN decreeing a fresh study of commercial time standards, the television code review board of the National Association of Broadcasters has begun to face reality. That is a good sign, and one that we hope will not be taken lightly by television broadcasters.

The reality is that the time standards never did make much sense in their attempt to apply universal limitations on all kinds of stations doing all kinds of programing in all kinds of markets. The standards make even less sense now that the FCC has adopted them as its own guidelines in considering the issuance or renewal of station licenses.

The stated aims of the code board are to simplify the standards and introduce some flexibility in their application. Those are desirable aims indeed.

The present standards, with their explicit statements of the amount of time that may be devoted to nonprogram elements and the number of nonprogram elements that may be broadcast in sequence have probably done more harm than good. Certainly they have deterred creative experimentation in the placement of commercials. Simply by existing they have acquired the institutional status of immutable law. To a large extent they have determined the framework of television programing—which is why so many television series look alike, at least in their sequence of presentation.

The NAB Code Authority has been given the mission of figuring out how the time standards ought to be changed. The director of the code authority, Howard Bell, has said that he will at least explore the possibilities of doing research into public responses to various permutations of commercial scheduling.

Research, of course, is what is lacking now and has been lacking since the time standards were first inserted in the code. Nobody knows whether public tolerance is more affected by the number, by the length, by the placement or by the content of television commercials. Surely the television business can afford studies in that area before

committing itself to standards that can have profound effect on public attitudes toward TV and therefore on TV's effectiveness as an advertising medium.

Mr. Bell says he will call upon many broadcasters for advice. Let us hope that he will get not only advice but also the money to develop data about viewer response.

Loose talk

WHY do people, in and outside government, persist in mouthing the cliché that AM radio is on the way out?

The facts and figures prove just the reverse—that AM radio is stronger than at any time since the advent of television and that it is bucking for its first billion-dollar year. Yet hardly a week passes without some unctuous observation about the imminent demise of AM.

FM, after having had its growth stunted by too much bureaucratic mothering, is making encouraging progress. This is in tempo with our expanding population and economy. And FM is gaining deserved acceptance largely because the audience is easier to reach through greater availability of combination AM-FM receivers.

There's no doubt that if radio were starting from scratch, FM would be the aural service because of its technical superiority. That is the case in West Germany where, after World War II, AM allocations were no longer available, having been pre-empted by other nations. Today West Germany's aural service, by FM, is Europe's best.

But that is not the story in our hemisphere. AM is the senior service here, and its audience continues to grow.

If AM were on the toboggan, the marketplace would reflect it. The opposite is true. Radio stations are selling at highest prices ever. Last year, in spite of the tight money situation, 376 radio-only stations changed hands, representing expenditures of \$76.6 million, highest in 13 years.

In a competitive economy the tendency is to exaggerate and oversell. In TV's emerging years some operators unloaded their aural services. We see no tendency now to dump AM's. Wise operators already have established themselves in FM, recognizing that the day may come when AM-FM operations in the same market may be prohibited as duopoly. Operators then will make their choice, and it's our guess that in almost every market they will find eager buyers for what they have to sell.



Drawn for BROADCASTING by Sid Hix
"Just tell him it's the man from uncle!"

all live local programs in full natural color!

Here's Barbara

Reporter Barbara Coleman and her color film crew keep Washington women well informed on events, people and topics in the news wherever they happen.

10:30 AM Mon. thru Fri.



Claire & Co Co

A sensation with children. Lauded by parents and educators. A former schoolteacher blends kindergarten lessons with color cartoons, games and field trips (filmed in color).

8-9 AM Mon. thru Fri.

9-10 AM Sat.

News 7

Harry K. Smith anchors Washington's most authoritative early evening local newscast. All news film in color. (Followed weeknights by expanded, in color, Peter Jennings with the News)

6 PM Mon. thru Fri.

6:30 PM Sat. and Sun.



Close-Up!

Where there's an important issue, WMAL closes in on it—with experienced newsmen providing depth reporting at its best.

1:30 PM Sun.



News 7 Final

A comprehensive full-color wrap-up of the day's news, sports and weather, headed by Capitol Hill Correspondent Joseph McCaffrey.

11 PM Sun. thru Sat.

Bowlers' Choice

Adult mixed-doubles compete for cash prizes on WMAL-TV's in-studio lanes.

1-2 PM Sat.



Bowling Fun

Area teenagers compete for trophies and awards.

5-6 PM Sun.

Plus many Local Entertainment Spectaculars, and award-winning News and Public Affairs Specials!

wmal-tv

The Evening Star Broadcasting Co.
Washington, D.C.

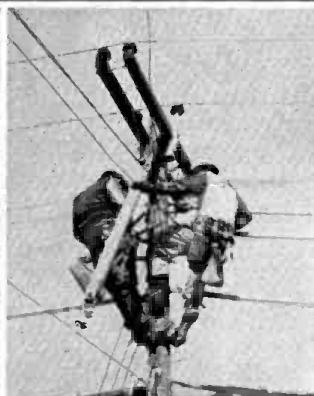
For Rates & Avails contact Harrington, Righter & Parsons



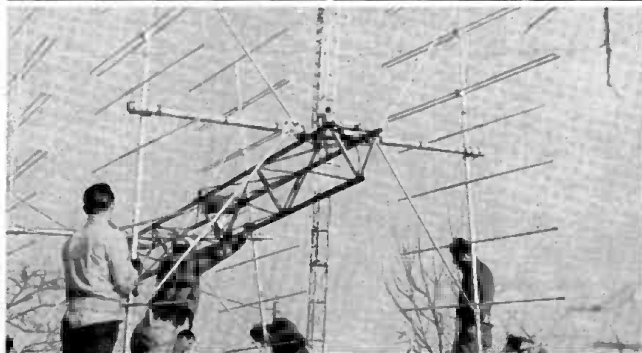
viking means **TOTAL CATV CAPABILITY** in turnkey construction



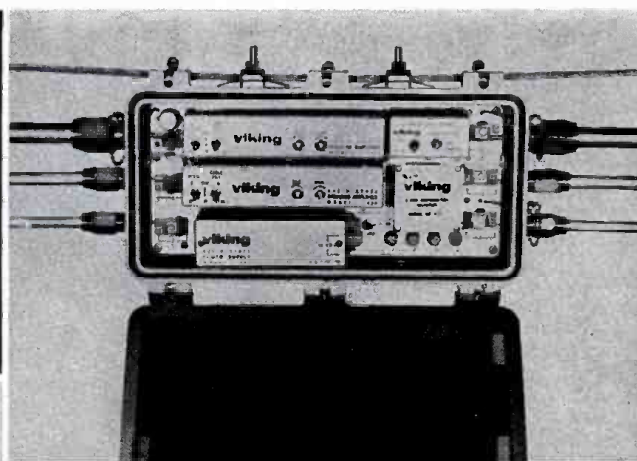
SYSTEM LAYOUT



TURNKEY CONSTRUCTION



TOWER SITE AND HEAD-END CONSTRUCTION

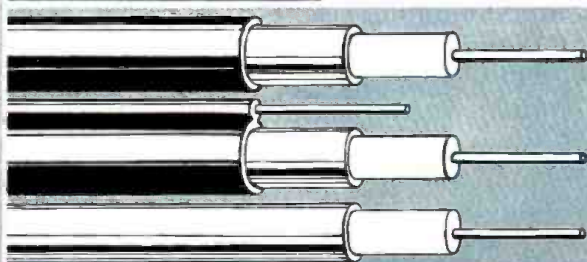


THE ONLY 100% MODULAR CATV AMPLIFIER



**WEATHER-RESISTANT AND
COMPLETE VIDEO SERVICE**

\$ \$ \$
**complete
financing
available**
\$ \$



30 DB RETURN LOSS SOLID SEAMLESS ALUMINUM CABLE

FUTURA...the first major engineering "break-through" in the design of true modular, hand-wired, high output solid state amplifiers.

VIKAL...the "pace setting" high quality solid seamless aluminum sheath coaxial cables that are preferred by most experienced CATV system operators.

Viking provides 15 years of manufacturing "know-how" in providing over 2000 electronic devices for CATV application. Most of the important CATV innovations were conceived in the Viking laboratories and are accepted as the standards of the industry.

Why not let Viking's many, many years of CATV experience work for you? We construct

the finest quality "turnkey" systems, requiring a minimum of maintenance! Low maintenance costs mean high profits!

For additional information regarding financing arrangements and construction estimates, please write or telephone COLLECT.

viking

... MOVING AHEAD WITH CATV