



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Chairman Staggers jolts Chairman Hyde on pay TV. p27  
 Reps want more help from TVB as spot sales soften. p30  
 NBC-TV effort may signal major industry changes. p46  
 Unwanted hearing may help ITT-ABC in long run. p56

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CONCORDIA COLLEGE  
 C B YLIVISAKER LIB  
 MOORHEAD MN

IC EXP12/67  
 56560



Carl B. Ylivisaker Library, Courtesy of Florida State News Bureau  
 Moorhead, Minn.

spot radio  
 reminds them  
 to buy your product

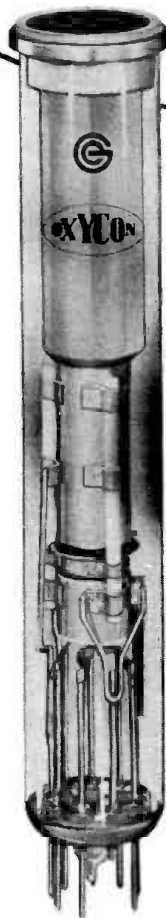
You don't need a survey to tell you which  
 advertising medium reaches them the most!

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS



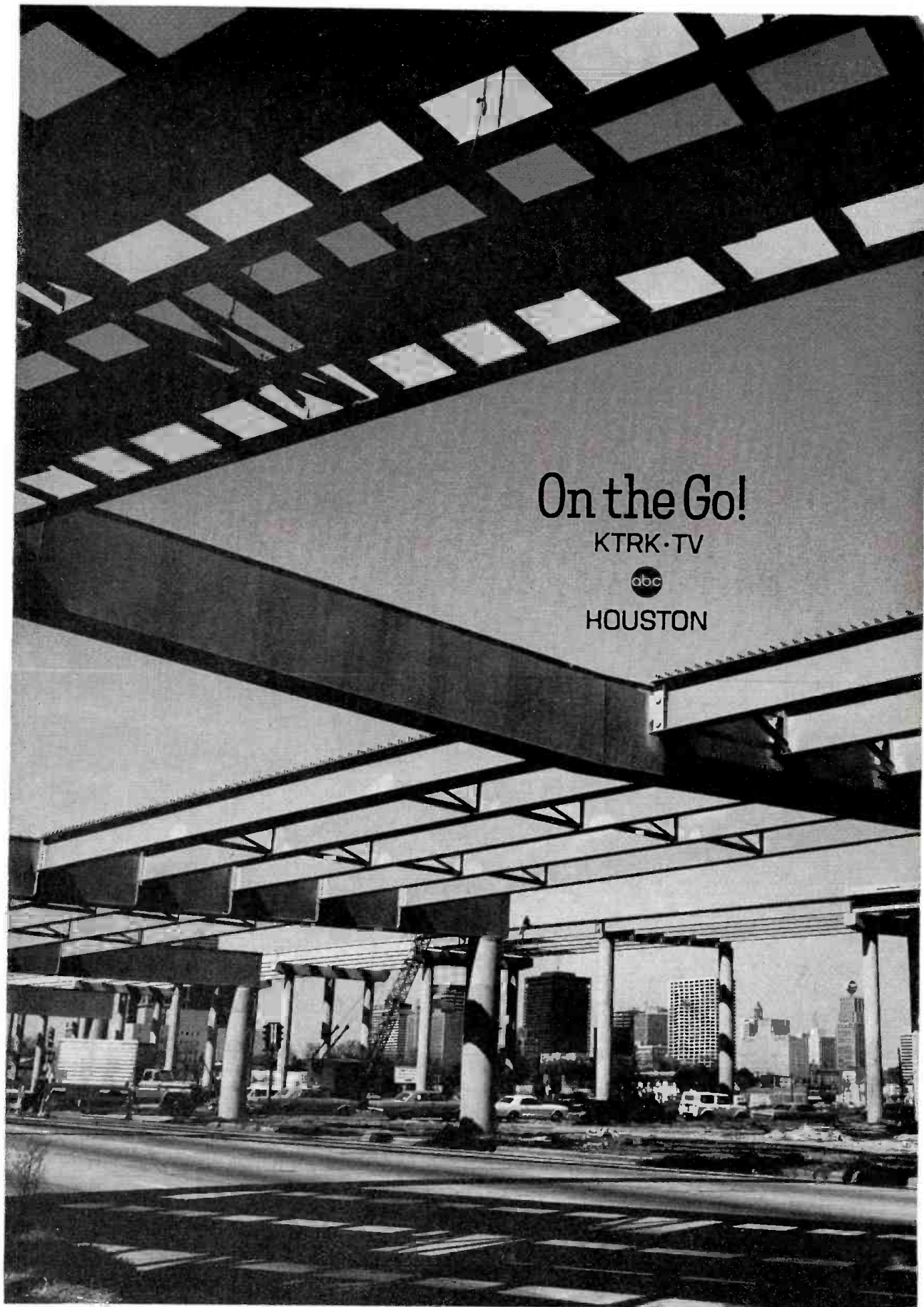
**YOUR NEW WORD  
FOR OUR NEW  
LEAD OXIDE VIDICON...**

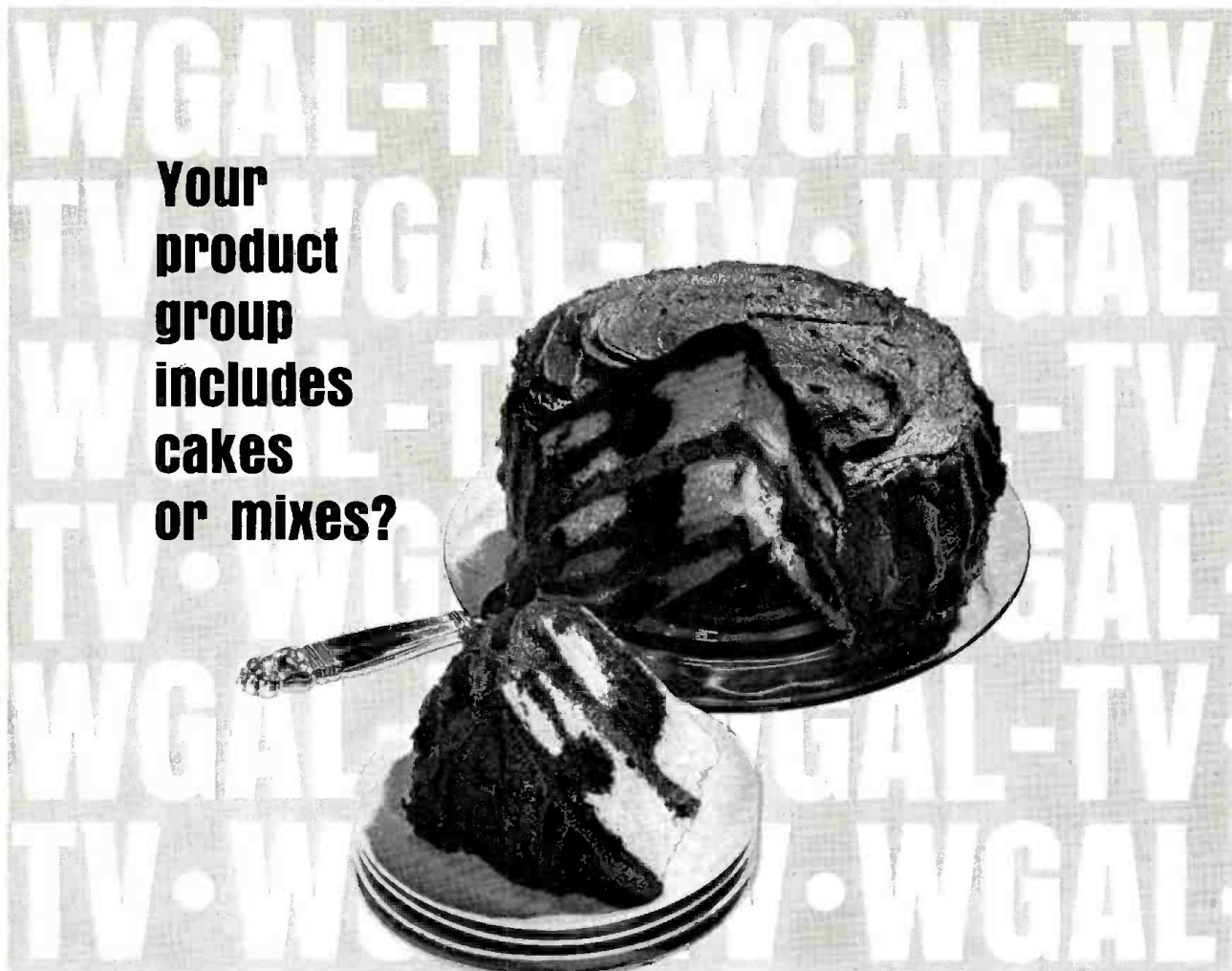
**IT'S A DIRECT  
REPLACEMENT  
FOR YOUR PRESENT  
1" VIDICON...**

*available now from*

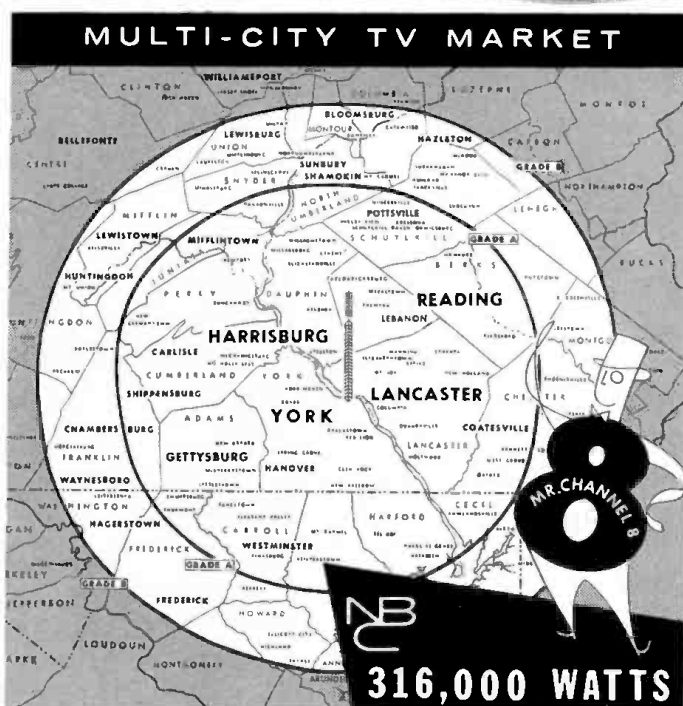
** GENERAL ELECTRODYNAMICS**  
4430 FOREST LANE BOX 798, GARLAND, TEXAS 75040 TEL. (214) BR 6-1161







**Your  
product  
group  
includes  
cakes  
or mixes?**



## **WGAL-TV is your sales ingredient!**

With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 23%\* color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar.

\*Based on Oct.-Nov. 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

**WGAL-TV**  
LANCASTER, PA.

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

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



## Three for the money

It's been busy time for TV network contract writers. In addition to new affiliation contract form being worked up by NBC-TV (see page 46), ABC-TV has been quietly drafting one for its affiliates. New ABC plan was to go into mails over past weekend, and ABC-TV has set special meeting to discuss it April 2 in Chicago, during National Association of Broadcasters' convention.

*Like new form adopted by CBS-TV last year and one in works at NBC, ABC-TV's is designed to bring station-compensation formulas into line with contemporary selling practices, taking into account rising tide of participation sales and decline in program sponsorship, but reportedly with big twist: Where CBS aimed at giving affiliates approximately same amount of comp under new contracts as under old, ABC-TV authorities say their affiliates' take under new formula will be higher than now.*

## No smoking

Don't write off prospect of accelerated pressure to force TV code revision making it violation to depict person inhaling cigarette on camera. This would follow pattern of decade ago dealing with beer advertising wherein sanction was imposed against drinking (but not pouring) beer.

## Tower of opposition

First sign of opposition in Congress to Carnegie Commission and presidential proposals for noncommercial TV surfaced last week. Senator John G. Tower (R-Tex.) former college professor and in his youth disk jockey on Texas stations, has ordered staff to study subject. He's said to have misgivings and is contemplating taking fire in opposition.

*Senator Tower says proposal to finance public TV through excise tax may be unconstitutional and thinks there is "inherent contradiction" in proposal to set up government entity for PTV and still maintain freedom of expression. Moreover he feels there's been too much criticism of commercial broadcasting; that some critics act as if commercial stations have never aired news or cultural programs.*

## Early runner

Two weeks in advance of National Association of Broadcasters' convention in Chicago (April 2-5) Grover C. Cobb, KVGB Great Bend, Kan., is only formal candidate for joint-board

chairmanship, although there may be others by time full 45-man board meets in June to elect its successor to John F. Dille Jr., WJSV-TV Elkhart-South Bend, Ind. Mr. Cobb, incumbent radio board chairman, if elected, would be first radio-only chairman since reorganization of NAB top structure in 1961.

## The invaders

CBS announcement last week that it would make full-fledged entry into motion picture production and distribution business (see page 70), is heaviest jolt in recent groundswell that has turned Hollywood movie industry topsy-turvy. First there was Gulf & Western's acquisition of Paramount Pictures. Then Seven Arts all but took over Warner Bros. Still pending is Transamerica's acquisition of United Artists. All this has happened in year and now veteran movie-makers appear extremely apprehensive over TV network—their never-quite-welcome bed partner—becoming full competitor.

## Scene of action

Name of game for agencies these days is going international, but game can require major internal shifts on domestic scene as Needham, Harper & Steers is learning (see page 77). NH&S this week is to disclose that its president and chief executive officer, Paul C. Harper Jr., will soon move his headquarters from Chicago to New York, axis of world marketing today.

## Fading regionals

In what appears to be year of decline for regional radio networks, CBS Radio Pacific Network reportedly will phase out at end of this month when contract of its last major advertiser—Pacific Telephone Co.—terminates. ABC Radio West will be discontinued July 1 (see page 66) and Yankee Network in New England announced closing earlier in year. CRPN has been entity since thirties with roots in Columbia-Don Lee Broadcasting System.

## Color outside

Big step toward perfection of outdoor color pickups is predicted for new lighting techniques developed by Crouse-Hinds, Syracuse, N. Y., at request of networks. New system is said to provide two to three times

normal outdoor lighting. Prototype stadium layout has been developed and is said to be adaptable for all athletic stadia. President of Crouse-Hinds is Chris J. Witting, former DuMont network and Westinghouse executive.

## Who he?

Want to know what CBS officialdom thinks of Fred Friendly's well-publicized-in-advance book, "Due to Circumstances Beyond Our Control" (Random House, \$6.95, publication date March 27)? Ask and silence will be deafening. "No comment" lid is on from top. There's notion that erstwhile CBS News president's indictment of his former bosses collapses because of lack of objectivity. Not mentioned but not overlooked is fact that Random House, now wholly-owned subsidiary of RCA which is also sole owner of NBC, is Mr. Friendly's publisher (see page 72).

## All outdoors

EUE/Screen Gems will wind-up shooting this month last of 36 one-minute spots it has been producing for Celanese Corp. of America out of Grey Advertising since first of year. It amounts to some \$400,000 worth of business, biggest single chunk ever to come into Screen Gems commercial division. Most Celanese commercials have been filmed on location on West Coast, marking accentuation of trend for production company. In all of 1966, EUE/Screen Gems, West Coast division produced 370 TV commercials, 160 of them on location. This was striking upturn from 1965 when only 75 of total 220 spots out of same division were shot outside studio.

## Inflation note

New price tag on national headquarters of NAB in Washington, on which ground will be broken Oct. 1, is \$2 million—\$200,000 more than originally estimated. Increase is ascribed in part to upgrading of original design, plus increase in costs occasioned by about year's delay in getting approval. NAB will move to temporary headquarters at 1812 K Street, N. W., in September and hopes to be in new modern seven-story building (three floors available for commercial tenancy) by March 1969.

YOU SUPER-HEROES GIVE  
ME A PAIN IN THE TAIL.

EVER SEE  
MY BAG OF TRICKS  
IN ACTION?

I'VE KNOCKED OFF  
A WHOLE TV MARKET  
IN ONE AFTERNOON!

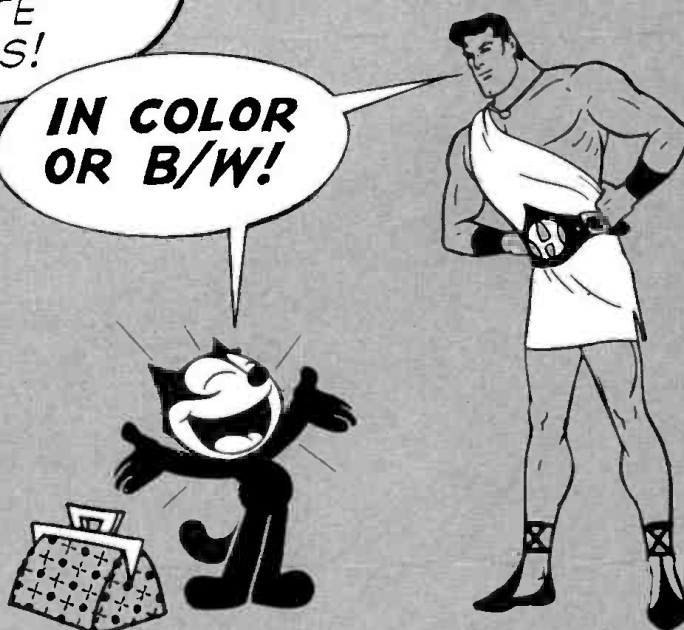
SO WHAT...THEY  
HAVE ME IN **260**  
4 MINUTE  
EPISODES!

**IN COLOR  
OR B/W!**

ANOTHER  
ANTHROPOMORPHIST  
POPPING OFF. DON'T YOU  
KNOW I'M THE GREATEST  
HERO OF ALL TIME?

I CAN KILL  
A 5 HEADED HYDRA  
WITH ONE PUNCH!

TRANS-LUX HAS  
STARRED **ME** IN 130  
5½ MINUTE ADVENTURES.



Take your choice...or, better still, buy 'em both from TRANS-LUX, of course!

**Felix**  
THE CAT  
© MCMIII Felix the Cat Properties, Inc.

THE  
MIGHTY  
**HERCULES**  
© MCMIII Trans-Lux Television

**TRANS-LUX**  
TELEVISION CORPORATION

TELEVISION  
FOLLOWS  
TRANS-LUX  
**TFE-67**

625 Madison Avenue, NEW YORK, N.Y. 10022 • PLaza 1-3110 • CHICAGO • HOLLYWOOD  
Trans-Lux Television International Corporation • Zurich, Switzerland

# WEEK IN BRIEF

Staggers shatters congressional serenity with pointed questions on broadcaster's role in controlling public policy and on truth in advertising. Charges FCC with covert actions on pay television. See . . .

## COMMERCE LASHES OUT . . . 27

On vote of 4-0, FCC bows to Justice Department and tells ABC and ITT they face hearing on proposed merger. Prehearing conference set for March 23 with hearing scheduled for March 27. See . . .

## HYDE'S VOTE . . . 56

CBS reveals plans to expand into feature motion picture production and distribution. Move makes it first network to establish such unit. Gordon Stulberg moves out of Columbia Pictures to head new group. See . . .

## CBS INTO MOVIE MAKING . . . 70

Moss raises eyebrows over ratings claims by stations in trade ads; says they're not telling whole truth. FTC admits it has 'two to three dozen' such ads under investigation. See . . .

## FTC'S EYE PEELED . . . 64

NBC looking toward more commercials in twice-weekly network movies; expansion of regular station breaks, and rewriting of affiliate contracts. Affiliates cool to movie spot plan. See . . .

## NEW PRICE TAG . . . 46

Talking privately, station representatives say they want TVB to start paying much more attention to spot sales lest reps start looking toward creation of new specialized trade group. See . . .

## REPS WANT SPOKESMAN . . . 30

O'Connell says creation of new federal agency to establish engineering assignments for land-mobile users may be partial answer to spectrum shortage troubles. Wire and wave guide use may be help. See . . .

## ENGINEERING ANSWER . . . 81

U.S.-Mexican AM treaty is 90% complete, but among still-unresolved questions are presunrise use by U.S. stations of Mexican clear and regional channels, and nighttime clear channel use in both countries. See . . .

## ALL WORK, NO TREATY . . . 77

TVB reports 365 network advertisers spend record \$1.4 billion last year. To no one's surprise Procter & Gamble again tops list of spenders with \$101 million, up from \$85.7 million in '65. See . . .

## NETWORK ADVERTISERS . . . 40B

Jack Kent Cooke sells off one of 20 CATV systems. Move is part of plan to consolidate CATV holdings in larger markets in order to have more direct control. Other sales expected to follow. See . . .

## COOKE REALIGNS . . . 66

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AMERICAN BUSINESS PRESS, INC.



## Broadcasting

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In how many markets  
with 6 or more radio stations  
does a single station win  
half the audience?

There's at least one.  
It's our Duluth-Superior market,  
the second largest in Minnesota,  
and the second largest in Wisconsin, too.

**Take a second look at DULUTH-SUPERIOR**

**PULSE, DULUTH-SUPERIOR URBANIZED AREA,  
OCT. - NOV. 1966, M-F**

SHARE OF AUDIENCE	6 a.m. - 12 Nn.	12 Nn. - 6 p.m.	6 p.m. - 12 Mid.
KDAL, 24-hr., CBS 5kw	50%	38%	41%
Station B	15%	13%	
Station C	3%	4%	1%
Station D	9%	13%	10%
Station E	21%	28%	43%
Station F	2%	3%	
Homes using Radio	27.8%	19.3%	2.3%

**KDAL**  
**610 RADIO**  
DULUTH • SUPERIOR

A WGN Continental  
Broadcasting Company Station



## **Burnett and Brother become single agency**

D. P. Brother & Co., Detroit, became division of Leo Burnett Co., Chicago, Friday (March 17) as papers were signed by officers of both agencies to merge through exchange of stock.

Combined billing is estimated to be approximately \$265 million, of which two-thirds is in broadcast media. This could push Burnett ahead of Young & Rubicam challenging BBDO as No. 2 broadcast agency behind front running J. Walter Thompson Co.

There is no conflict of accounts in merger. Burnett is strong in consumer and package goods as well as foods, while Brother has strong automotive experience, handling Oldsmobile, AC Spark Plug, General Motors Guardian Maintenance and Harrison Radiator Divisions, among others.

Merger, which has been four years in making, provides that stockholders of Brother will exchange their stock for that of Burnett. Neither is traded on exchanges. Brother agency retains its identity as subsidiary of Burnett and all officers and titles continue as before.

Kenneth G. Manuel, chairman and president of Brother as well as stockholder along with other key Brother executives, becomes member of board of directors of Burnett. Founder D. P. Brother died in early 1965. Burnett founder Leo Burnett is still active in his Chicago firm although he has been turning over corporate direction to other top officers during past few years.

Although plans are not yet evolved, it is likely that Brother offices in New York and Los Angeles will be moved into local Burnett offices there. Burnett also has offices in Toronto, Montreal and London. Burnett has no plans for going public, agency added.

## **Les Johnson dies**

Leslie C. (Les) Johnson, 70, vice president and one-fourth owner of WHBF-AM-FM-TV Rock Island, Ill. died Friday (March 17) in Sarasota, Fla. Mr. Johnson had been suffering from heart ailment since last summer. He had relinquished active management of Rock Island properties to Maurice Corken, executive vice president.

Native of Rock Island, Mr. Johnson had been managing editor of parent *Argus* and had served in executive, advertising and publishing capacities be-

fore taking over WHBF in late 30's. He served two terms as NAB director.

Surviving him are his wife, Mildred, son and daughter. Services were expected to be held in Rock Island, possibly today (March 20).

## **Sarnoffs and Engstrom pull highest pay at RCA**

Brigadier General David Sarnoff, Elmer W. Engstrom and Robert W. Sarnoff were highest-paid officers of RCA in 1966. General Sarnoff, board chairman, received \$290,000; Mr. Engstrom, chairman of executive committee, \$250,000 and Robert Sarnoff, president, \$225,000. Salary figures, which do not include incentive awards, were disclosed Friday (March 17) in mailing of proxy statement to stockholders and notice of annual meeting May 2 in New York.

Proxy notes General Sarnoff's employment with RCA was extended last May to Dec. 31, 1971, at annual base salary of \$290,000. Holdings of common stock: General Sarnoff, 204,527 shares; Mr. Engstrom, 73,438; Robert Sarnoff, 94,575; NBC Board Chairman Walter D. Scott (also RCA director),

10,197. (Mr. Scott's salary in 1966 was \$160,000).

Group executive vice presidents W. Walter Watts and Charles M. Odorizzi each received \$140,000 in salary.

Stockholders on May 2, among other business, will vote on proposed merger of RCA and Hertz Corp., which received approval of both boards last December. Hertz stockholders will vote on proposal at meeting May 8. On approval of shareholders, Hertz will be come wholly owned subsidiary of RCA, though continuing to operate as separate entity with its own directors and management.

## **Clean beat for WLIB**

WLIB New York claimed two-hour beat Friday (March 17) on Adam Clayton Powell's abandonment of plans to visit New York yesterday (March 19). Leon Lewis, WLIB news director, had gone to Bimini and taped exclusive interview in which Mr. Powell voiced concern over possibilities of violence if he returned. WLIB altered news services and scheduled interview for 4:45 p.m. Friday, but before air time Mr. Lewis called in Mr. Powell's decision at 3 p.m. WLIB carried bulletin and

# **News lab moves over from Columbia to NET**

## **FEARING CONFLICT, FRIENDLY DECIDES TO SIT IT OUT**

Projected news laboratory to be underwritten with \$10 million Ford Foundation grant has had its base of control shifted from Columbia University to National Educational Television.

Move was seen as attempt to unify educational television forces at time when future structure of ETV is being considered by Congress.

Columbia University month ago had approved in principle "general supervisory responsibility" for news lab, probably to operate under aegis of its graduate school of journalism. Dean Edward Barrett of journalism school said Friday (March 17) that officials of university "began to realize that a big educational institution such as Columbia is not ideally suited to the quick decision making required of such a news organization." He also suggested there are serious questions about university making news decisions of political nature.

Dean Barrett also disclosed that recent discussion with about 20 ETV station heads had uncovered sentiment in favor of single source—NET—of national ETV programming.

Project will be known as "Public Broadcast Laboratory of NET." President Johnson has requested Congress to establish "Corp. for Public Television" as suggested by Carnegie Commission on ETV.

Board of news lab, which will answer to NET's board, will consist of eight or 10 educators of "broad-gauge type." They will be responsible for projected weekly, noncommercial TV news show.

Dean Barrett said Fred Friendly, former CBS News president and currently professor of journalism at Columbia and advisor to Ford Foundation President McGeorge Bundy, had decided of his own accord not to take hand in operation of news lab or sit on its board.

## WEEK'S HEADLINERS



Mr. Lusk



Mr. Steele

**Robert E. Lusk**, chairman of board, elected chairman of executive committee, and **L. T. Steele**, executive VP, elected to fill Mr. Lusk's post as board chairman in top realignment at Benton & Bowles, New York. William R. Hesse, president, said Mr. Lusk's experience in international advertising area underlines agency's intention to pursue its activities abroad "even more aggressively." B&B has either substantial or controlling interest in four European agencies. In shift, Mr. Steele retains his major domestic account responsibilities. Mr. Lusk's B&B association dates back to thirties; he was elected executive VP in 1950, two years later he was made president and in

April 1961 chairman of board. Mr. Steele joined B&B in 1939, is member of its board of directors and holds top board positions in several Benton & Bowles-affiliated agencies abroad.



Mr. Wolper



Mr. Rifkin

**David L. Wolper**, president, named chairman of Wolper Productions and **M. J. (Bud) Rifkin** advanced from executive VP to president of Metromedia Inc.'s TV production component. Mr. Wolper founded Wolper Productions in 1958. Mr. Rifkin has served as executive VP of company and president of Wolper Television Sales since 1966. Earlier, he had been with United Artists Television and its predecessor companies for 28 years.

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

later reported pickups from interview by major New York stations and calls for segments from dozen or more stations around country in addition to major news services.

### TV-movie making deals continue in high gear

Step up of TV-motion picture production alliance continued Friday (March 17) with new agreement by CBS Television Stations division for production of 13 feature films, all action-adventure and in color, with production to start May 1. Pact, made with Associated Film Artists Productions Inc., Beverly Hills, Calif., calls for theatrical distribution followed in 1970 with TV use by stations.

This is third such agreement with producers made by CBS Stations unit: Television Enterprises Corp. in March 1966 for 13 films, four of which are now in theatrical distribution ("Destination: Inner Space," "Cyborg 2987," "Ride the High Wind" and "Dimension 5"); Sagittarius Productions Inc. in July 1966 for 13 films, with production of first features to start soon. First of these 26 films will be available for TV

in fall of 1968.

In new deal, company's principals are filmmaker Edgar Ulmer, who will direct all 13 films, and Louis Hayward, who will produce them and will also act in several. Barry Lane is associate producer.

Announcement came one day after unrelated move of parent CBS Inc. setting up new division to produce and distribute high-budget pictures (reported at about \$3 million per picture with 10 films per year) for theatrical showing (see page 70).

### 'Sun time' stands

With daylight saving time scheduled to start next month, AM broadcasters are being advised by FCC that their operations are geared to local standard time.

Commission received number of inquiries from AM licensees concerning Uniform Time Act, adopted last year, which specifies 2 a.m. on last Sunday in April through 2 a.m. on last Sunday in October as period of daylight saving time in those jurisdictions electing to adopt it.

Commission in notice Friday (March 17) noted that accompanying commit-

tee report made clear legislation is not intended to affect operating hours of AM stations.

Commission said that, because of sky-wave interference problems occurring at night and during transitional hours, its calculations of sunrise and sunset times must reflect actual "sun time" averages at given locations.

### Sees first quarter up despite spot sales lag

Acknowledging that broadcasting industry is "feeling some softness in spot sales," J. Leonard Reinsch, president of Cox Broadcasting Corp., says CBC first-quarter figures should be ahead of last year and that group's "prospects for the full year are favorable."

Mr. Reinsch told annual stockholders meeting in Atlanta that there had been significant growth trends in each of company's operations. CBC declared regular quarterly dividend of 12½ cents per share of common stock, payable April 17 to stockholders of record March 24.

In addition to broadcast properties, CBC owns more than 20 community antenna TV systems in five states with some 75,000 subscribers; Walter Schwimmer Inc., Chicago producer-syndicator, and United Technical Publications Inc. Mr. Reinsch said UTP, acquired in 1966, "exceeded" expectations and accounted for 12% of Cox's total operating revenues for year.

### Moss asks questions

Representative John E. Moss (D-Calif.) told FCC Chairman Rosel H. Hyde earlier in week he had 100 questions to ask about FCC policies and operations (see page 27). On Friday (March 17) he submitted 103 interrogatories in letter to Mr. Hyde, with most of them relating to commission's practices on transfers of station ownership. This took first 44 questions in list. Others touched on license renewal policies, educational television and transmitting tower matters.

Mr. Moss is member of House Commerce and Government Operations committees, and is chairman of latter's subcommittee on government information.

### Public TV hearings set

Hearings into recent proposals to expand educational television into major information medium have been scheduled for April 11 by Senate Communications Subcommittee. Chairman John O. Pastore (D-R. I.) is reported planning to hold hearings at least during that week.



*television  
excellence  
reflects this  
land of  
dedication*

NATIONAL COWBOY HALL OF FAME AND WESTERN HERITAGE CENTER • OKLAHOMA CITY

Dedication to the preservation of a proud heritage led seventeen western states to join together in developing the National Cowboy Hall of Fame and Western Heritage Center.

It is an outstanding collection of art and exhibits of "yesterday in the dramatic old west" ... already viewed by over one-half million visitors from throughout the nation and sixty foreign countries.

This dedication to worthwhile endeavors is inherent in the people of Oklahoma and Arkansas. So it is that Griffin-Leake Television, Inc. is equally dedicated to present truly worthwhile programming for this discerning audience.

**GRIFFIN-  
LEAKE  
TV, INC.**

KATV-7, LITTLE ROCK

KTUL-TV-8, TULSA

KWTV-9, OKLAHOMA CITY

"YOU'RE ONTO A **G**OOD THING"



# WHAT'S NEW?

What half-hour daily **color** episode in any time strip can boost your ratings?  
What famous television series is now back in production with 195 new first-run shows to enliven your schedule?

What daily series could work in so many different time slots?

9:30 AM	WGN	Chicago (Continental Broadcasting)	5:30 PM	KATV	Little Rock (Griffin-Leake)
10:00 AM	WLW-I	Indianapolis (Avco)	6:00 PM	WIRL	Peoria
11:00 AM	WAGA-TV	Atlanta (Storer)	6:30 PM	WZZM	Grand Rapids
12 Noon	KMBC-TV	Kansas City (Metromedia)	7:00 PM	WJBK	Detroit (Storer)
12 Noon	WWL	New Orleans	7:30 PM	WNEW-TV	New York (Metromedia)
12 Noon	WDSM	Duluth	7:30 PM	WKBS-TV	Philadelphia (Kaiser)
2:00 PM	WTOL	Toledo (Cosmos)	7:30 PM	KTTV	Los Angeles (Metromedia)
3:00 PM	KTVU	San Francisco (Cox)	7:30 PM	WKBG	Boston (Kaiser)
3:30 PM	KING	Seattle	7:30 PM	WTTG	Washington (Metromedia)
3:30 PM	WSFA	Montgomery (Cosmos)	11:30 PM	WTVJ	Miami (Wometco)
4:30 PM	WHIO	Dayton (Cox)	Fall 1967	WBEN	Buffalo
5:30 PM	KBTv	Denver (Mullins)	Fall 1967	KPLR-TV	St. Louis

Who is producing such ratings results?

	Time	Rating	Share	Note	
Kansas City	Noon (m-f)	8	32	#1 in young adults 18-49 in time period	Jan.-Feb. 1967*
Detroit	7:00 PM (m-f)	14	28	Attracts more women 18-49 than any of its competition	Dec. 1966*
New York	7:30 PM (m-f)	9	15	First in its time period among independent stations	Jan.-Feb. 1967*

\*These are NSI audience estimates for the periods specified, and are subject to qualifications described in said reports.

What's so new?

The outstanding syndication success available to stations today! Dynamic and fun-loving Bob Barker, who helmed TRUTH OR CONSEQUENCES through 10 successful years is again proving to be television's most delightful master of ceremonies, and, of course, Ralph Edwards, who started the whole thing 27 years ago, is TRUTH OR CONSEQUENCES' Executive Producer.

Put these proven ingredients to work for you Today with the all-new TRUTH OR CONSEQUENCES!



Come see Truth or Consequences and meet Host Bob Barker at our NAB Convention Suite, 505A, at the Conrad Hilton.

TELEVISION  
FILM  
EXHIBIT **TFE '67**

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A Division of Wolper Productions, Inc.  
A Metromedia Company  
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New York, New York 10017  
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(213) OL 2-7075





**TRUTH OR  
CONSEQUENCES!**  
**THAT'S  
WHAT'S NEW!**

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CONTRACT UNTIL YOU  
CHECK WITH.....

# viking

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See us at NAB Show, Booth 316



**"YOU'LL PAY  
THROUGH  
THE NOSE!  
I'LL SUE  
YOU!"**

Suppose someone threatened you like that. Even if he was completely unjustified, he could hale you into court. Many a crackpot suit has cost the defendant thousands of dollars. **THIS NEED NOT HAPPEN TO YOU.**

The solution is simple—and surprisingly inexpensive. Just decide on a certain amount you would be willing to cover. Let an Employers Special Insurance Plan cover the excess—as so many large and small firms now do.

**ASK FOR THE FULL FACTS:** No obligation. We provide economical protection against loss due to libel, slander, piracy, plagiarism, invasion of privacy, copyright violation. Why risk loss? We may save you thousands of dollars. Write or phone:

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New York, 111 John • San Francisco, 220 Montgomery  
Chicago, 176 W. Jackson • Atlanta, 34 Peachtree, N.E.

## DATEBOOK

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

■Indicates first or revised listing.

### MARCH

March 20-21—Spring meeting, Pacific Northwest CATV Association. Ridpath hotel, Spokane, Wash.

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

■March 21—Annual meeting of the Boston Herald-Traveler Corp. to elect directors and to transact other business. Statler-Hilton hotel, Boston.

■March 23—Workshop on "Television 1967-1972," sponsored by the Association of National Advertisers. Speakers include Michael Dann, vice president, programming, CBS-TV; Edward Grey, vice chairman, McCann-Erickson; Lee Rich, president, Mirisch-Rich Productions; Victor Bloede, executive vice president, Benton & Bowles; Sterling C. Quinlan, president of Fields Communications Center; Charles Besosa, vice president in charge of national services, A. C. Nielsen Co.; Samuel Vitt, senior vice president, Ted Bates & Co.; and Samuel Thurm, vice president, advertising, Lever Bros. Co. New York.

March 23-24—Spring meeting of the Louisiana Association of Cable TV Operators. Ramada Inn, Houma.

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

March 25-26—Annual meeting of Broadcasters Association of Puerto Rico. Speakers include Vincent Wasilewski, president of National Association of Broadcasters, San Juan.

March 27—Deadline for national awards entries from members of National Academy of Television Arts and Sciences and from television producers.

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

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

March 28—Annual meeting of shareholders of the General Tire & Rubber Co. to elect directors and to transact other business. 1708 Englewood Ave., Akron, Ohio.

March 28—Writers Guild of America 19th annual awards show. Century Plaza hotel, Los Angeles.

■March 29—Annual luncheon meeting of the Chicago council, American Association of Advertising Agencies. Speaker is Sterling C. Quinlan, president, WFLD(TV) Chicago. Drake hotel, Chicago.

March 30—Deadline for entries in annual Alfred P. Sloan Radio-TV Awards for Highway Safety. Mail entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

■March 31—New deadline for reply comments on proposed FCC rulemaking that

### REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

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

would require all existing class C FM stations operating with less than 50 kw to boost their minimum power output to 50 kw within five years. Proposal also calls for the operation of all new FM's in this category with a minimum of 50 kw. Current commission rules require that class C FM's operate with at least 25 kw.

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

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

March 31-April 1—Region 3 conference of Sigma Delta Chi, professional journalistic society. Columbia, S. C.

March 31-April 2—Convention of the National Association of FM Broadcasters. Conrad Hilton hotel, Chicago.

### APRIL

April 1—Technical committee meeting and board of directors dinner meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

April 1—Technical committee meeting and executive committee meeting of the Association on Broadcasting Standards. Conrad Hilton hotel, Chicago.

April 1—Region 2 conference of Sigma Delta Chi, professional journalistic society. American University, Washington.

April 2—Fourth annual meeting of Society of Broadcast Engineers. Conrad Hilton hotel, Chicago.

April 2—Membership meeting and board of directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.

April 2—Board of directors meeting and membership meeting of the Association on Broadcasting Standards. Conrad Hilton hotel, Chicago.

■April 2—Annual meeting of Daytime Broadcasters Association. Conrad Hilton hotel, Chicago.

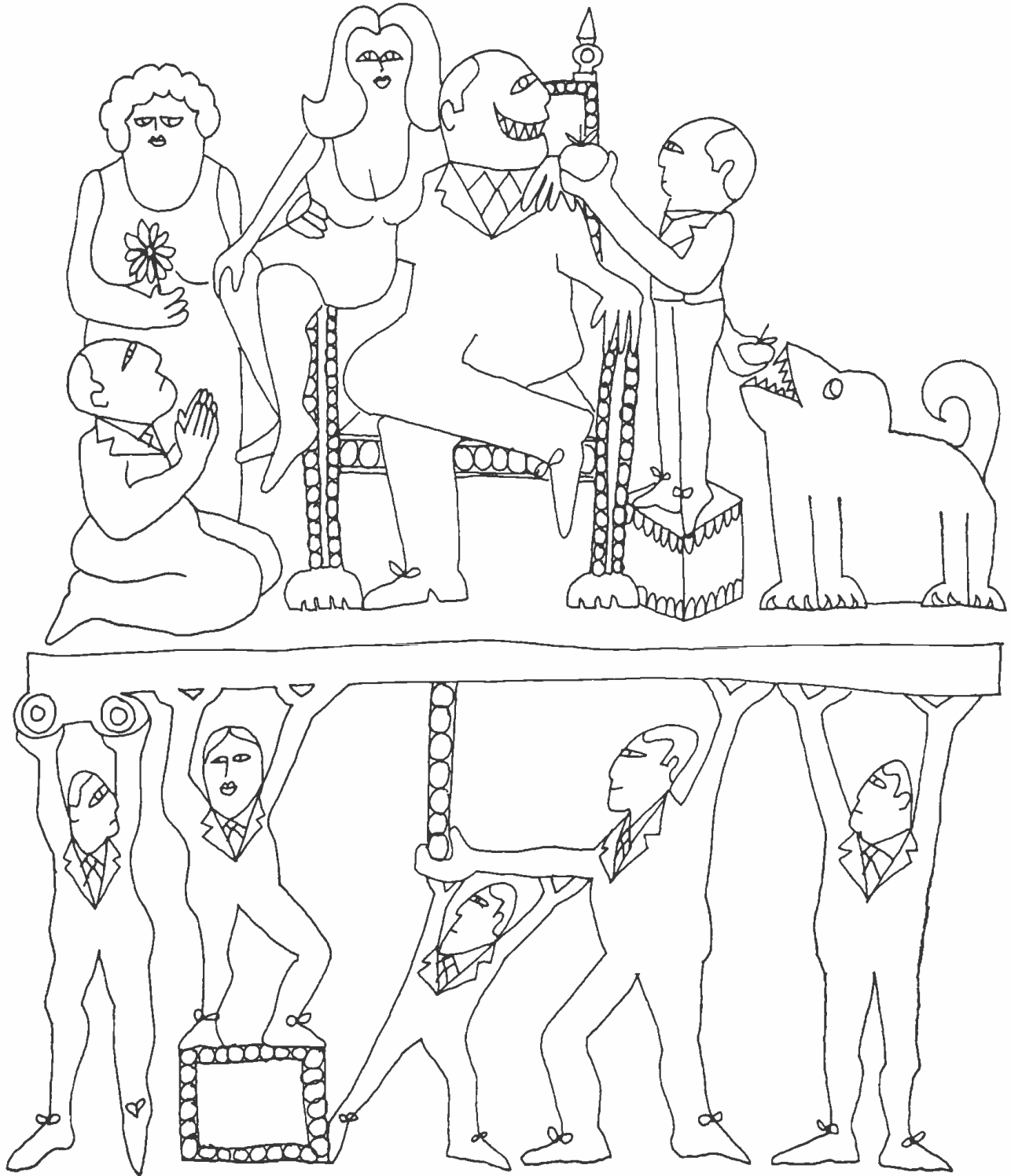
April 2-5—Forty-fifth annual convention of National Association of Broadcasters. Conrad Hilton hotel, Chicago.

April 2-5—Annual convention of the Tele-

BROADCASTING, March 20, 1967



All the gang at the client's will love you for recommending the CBS Owned radio stations.



They should. Nobody ever listens harder to your commercials than the people who listen to audience involvement radio. And when people listen hard, they buy. What could be more endearing than that?

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

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

# *We take the fifth...*

.....Anniversary of Metro TV Sales  
as a special occasion to salute  
the aggressive and imaginative  
station managements for  
whom we work, whose exciting  
program schedules have made  
it possible for us to achieve  
**significant national spot sales  
increases for every one of  
our represented stations in the  
first two months of 1967—our  
quinquennial year.**

Metro TV Sales' 75 trained  
station specialists in 7  
offices throughout the  
country would like...



# *to thank...*

WNEW-TV	New York
KTTV	Los Angeles
WFLD-TV	Chicago
WTTG	Washington, D.C.
KPLR-TV	St. Louis
WTTV	Indianapolis- Bloomington
WCIX-TV	Miami*
KMBC-TV	Kansas City
WVUE	New Orleans
KCPX-TV	Salt Lake City
WPTA	Fort Wayne

\*Estimated air date Fall, 1967

## **METRO TV SALES**

A Division of Metromedia, Inc.  
New York, Chicago,  
San Francisco, Los Angeles,  
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Atlanta.

# SPOTMASTER

RS-25



## Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

*Spotmaster*

**BROADCAST ELECTRONICS, INC.**  
8800 Brookville Road  
Silver Spring, Maryland

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Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment. Mark ☐ new subscription or ☐ renew present subscription.

Subscription rates on page 7.

ADDRESS CHANGE: Attach label here and print new address, including ZIP code, below. Please allow two weeks for processing.

name \_\_\_\_\_ zip \_\_\_\_\_  
company \_\_\_\_\_ state \_\_\_\_\_  
☐ Business ☐ Home city \_\_\_\_\_

**BROADCASTING**  
1735 DeSales St., Washington, D. C. 20036

vision Film Exhibit organization. Conrad Hilton hotel, Chicago.

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

April 3—6th annual programming and sales seminar sponsored by Mark Century Corp. The topic will be: "Radio—the big sale." Panelists include Phil Nolan, national radio programming manager of Westinghouse Broadcasting Co.; Thomas C. Harrison, president of Blair Radio, and Kent Burkhardt, vice president and general manager of WQXI Atlanta. Conrad Hilton hotel, Chicago.

April 5—Deadline for comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

April 5—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."

April 7—Regional conference of Sigma Delta Chi, professional journalistic society, for members in Indiana, Illinois, Kentucky and Wisconsin. Indianapolis.

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

April 7-8—Region 4 conference of Sigma Delta Chi, professional journalistic society. Kent State University, Kent, Ohio.

April 7-8—Region 7 conference of Sigma Delta Chi, professional journalistic society. University of Missouri, Columbia.

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 45th Street, New York 10036. Telephone PLaza 7-0695.

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

April 13—Annual meeting of stockholders of Avco Corp. to elect directors and to transact other business. Hotel Dupont, Wilmington, Del.

April 14—Annual meeting of the Michigan AP Broadcasters Association. Capitol Park Inn, Lansing.

April 14—Spring meeting of the Indiana AP Broadcasters. Essex House, Indianapolis.

April 14-15—Meeting of the Alabama AP Broadcasters. Huntsville.

April 14-15—Two-day forum on defamation privacy sponsored by the Practising Law Institute. Statler-Hilton hotel, New York.

April 14-16—Region 8 conference of Sigma Delta Chi, professional journalistic society. Dallas.

April 15—National convention of the eastern section of the Intercollegiate Broadcasting System. Luncheon speaker will be R. Peter Straus, president of the Straus Broadcasting Group. University Heights campus of New York University, New York.

April 15-16—Annual national convention of the western section of the Intercollegiate Broadcasting System. Speakers include Varner Paulsen, program director of KNEW Oakland, Calif., and Ney Landry, supervising engineer of the FCC's San Francisco office. University of California, Berkeley.

April 15-17—Annual spring meeting of

## 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

Texas Association of Broadcasters. Sheraton Motor Inn, El Paso.

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

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

April 18-21—101st semiannual technical conference of the Society of Motion Picture and Television Engineers. New York Hilton hotel, New York.

April 18-25—Fifteenth Cine-Meeting of the International Film, TV-film and Documentary Market (MIFED). Milan, Italy. Information may be obtained from MIFED Largo Domodossola 1 Milano, Italy.

April 17-18—Spring meeting, Mid-America CATV Association. Broadmoor hotel, Colorado Springs.

April 17-18—Special dinner-reception and briefing session for staff and elected heads of advertising agency associations throughout the free world sponsored by the American Association of Advertising Agencies. Speakers include William W. Weilbacher, partner, Jack Tinker and Partners, and Thomas Wright, vice president of Leo Burnett Co. Sky Club and New York Hilton, New York.

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

April 19—New 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 specified in its license."

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

April 19—Annual meeting of the stockholders of General Telephone & Electronics Corp. to elect directors and to transact other business. California Masonic Memorial Temple, San Francisco.

April 20—Deadline for reply comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

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

April 20-23—50th anniversary annual meeting of the American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Speakers include Vincent Wasilewski, president, National Association of Broadcasters. Maverick hotel, Bend.

April 20-22—Seventh annual convention,



## **"Mother?"**

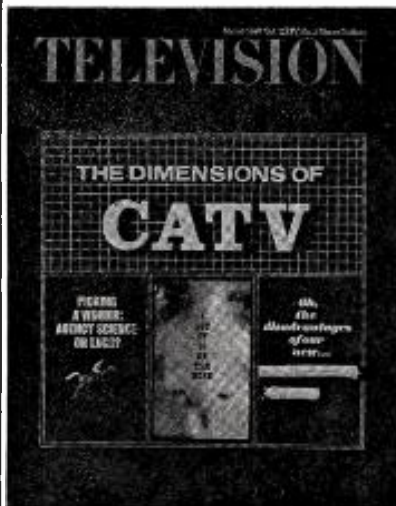


Rosalind Russell and Maximilian Schell star with Richard Beymer and Jack Hawkins in the film adaptation of Peter Shaffer's prize winning play (New York Drama Critics' Circle Award): "Five Finger Exercise." One of Screen Gems' Post-1960 Feature Films for Television, Volume II.

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☐ Please send ..... copies of the CATV  
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Mail Today:

**TELEVISION MAGAZINE**  
1735 DESALES STREET, N.W.  
WASHINGTON, D. C. 20036

Texas CATV Association, Marriott motor  
hotel, Dallas.

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

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

■April 21-29—Seventh annual "Golden Rose  
of Montreux" television contest sponsored  
by the European Broadcasting Union (EBU)  
and organized by the City of Montreux in  
collaboration with the Swiss Broadcasting  
Corp. Montreux, Switzerland.

■April 22—Final deadline for film entries in  
the 14th International Advertising Film  
Festival, to be held in Cannes, France, spon-  
sored by the Screen Advertising World As-  
sociation. Information may be obtained from  
Movierecord Inc., 845 Third Ave., New York,  
SAWA's U.S. representative.

## OPEN MIKE®

### Papers lead in vodka ads

EDITOR: It seems that newspapers are  
getting more and more desperate in  
their attempts to convince advertisers  
that they are not really in an electronic  
age, and that the newspaper is not yet  
really obsolete as Marshall McLuhan  
would indicate.

Among the things they are doing is  
trying to make statistics lie. I am re-  
ferring to a full-page ad, which is ap-  
parently appearing in daily papers  
throughout the U. S.

It makes the statement that, for two  
years, advertising for Heublein's Smir-  
noff vodka appeared in newspapers  
only, and newspapers still claim the  
largest share of their budget. They are  
obviously hoping the general public is  
not aware that television or radio does  
not accept hard-liquor advertising.

I don't know how more dishonest it  
is possible to get. . . —*Geoffrey Stir-  
ling, president, CKGM-AM-FM Montreal.*

### Antipodal necessity

EDITOR: Would you kindly airmail the  
latest issue of your YEARBOOK to the  
above address. I am currently planning  
a trip to the U. S. and the most recent  
issue which I have is for 1964.—*K. R.  
Parham, general manager, SKA Broad-  
casters Pty. Ltd., Adelaide, Australia.*

(Copy on the way. The 1967 YEARBOOK  
is priced at \$5. Orders should be addressed  
to BROADCASTING, 1735 DeSales St., N. W.,  
Washington 20036.)

### Encouraging word

EDITOR: Perhaps another letter would  
be the best way for me to thank you and  
your readers for the wide response to  
my letter seeking information about  
blind broadcasters. The fact that there  
are announcers who are blind is en-  
couraging.—*Ray Slaton, Florida School  
for the Blind, St. Augustine.*

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Telephone 312 Central 6-4115.

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Telephone: 213 Hollywood 3-3148. SENIOR  
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was acquired in 1932, Broadcast Reporter in  
1933 and Telecast® in 1953. BROADCASTING-  
TELECASTING® was introduced in 1946.

\*Reg. U. S. Patent Office  
Copyright 1967, Broadcasting Publications Inc.

BROADCASTING, March 20, 1967

# The new H-R "360" communications system will deliver availabilities faster than you can read this ad.

No more TWX. Or mail requests. No more telephone calls.

No more finger-tapping delays.  
Or costly errors.

Now — for the first time — routine communications to and from regional offices and stations will be transmitted directly to the computer. Department-to-department processing and handling will be sharply reduced. Result: a streamlined flow of information from station to representative to timebuyer. And back again.

H-R's new "360" electronic communications system will reduce availability submission time to

minutes. It's at least six times faster than TWX. It will provide national and local sales and research data that's more complete . . . more accurate . . . and more up-to-the-minute than ever before.

This newest H-R breakthrough is the latest step in our pioneering data processing program to make Spot easier to buy — and to sell.

The first phase of our new "360" communications system has already started. If you'd like more details, contact H-R.

We'll give you the whole story.  
Fast.





## The shape of advertising to come

The year 1967 will see the American public bombarded by more than \$16 billion worth of advertising.

One thing is certain: \$16 billion worth of advertising exposure will have an important effect on the mass media we use and the consumer we try to reach. For example:

- New and improved media forms will come to the fore. A fourth television network will come into being. More UHF's will begin operation. Some selected vertical trade books will begin publication. Other publications will open new departments. In short, there will be more carriers available to the advertiser.

- Media will come increasingly selective in delivery of audiences. Broadcast programming is becoming increasingly selective. In radio there are stations for teen-agers, the past-40's, the affluent, the ethnic and racial groups. In markets where there are five or more television stations, outlets are beginning to develop certain personalities of their own and, in turn, attract viewers who are most attuned to these personalities.

In print, the examples are obvious. There seems to be a specialized feminine publication edited for almost every age group between 13 and 50. There's a book for almost every sport and almost every hobby and interest.

- The effectiveness of mass media advertising will probably continue to decline. In broadcast, the trend toward more advertising messages per hour won't abate. It's hardly the exclusive acts of the broadcasters that are causing this. Advertisers themselves, and their agencies, want to split their time, i.e., piggyback. Unfortunately, this phenomenon is parallel to the increasing use of program time to advertise the following show and next week's show.

From recall studies we know that as the number of commercial interruptions go up in an hour, the level of advertisement recognition goes down. So, too, as the number of advertising pages go up in a publication, the chances of each individual advertisement being read goes down.

- There will be advertising messages where there were none before. The thrust for exposure will mean that station's spots which previously went begging will now be sold. This will be true whether the station is a sixth-ranked TV outlet in a particular market or an FM station geared to quality programming. (Of course, some media will simply translate this higher level of de-

mand into higher rates.)

**More Consumer Choice** ▪ From the consumer's standpoint there will be more media choices available and these choices will be increasingly pronounced. It's easier to decide between a situation comedy and coverage of the local basketball team than between two situation comedies. There will be more advertising messages no matter which way the consumer turns.

In response, one fashionable advertising school of thought calls for brighter, fresher, more provocative advertising. Another says that we have to pound home the basic sales point again and again just to get through.

In both schools attention is concentrated on the creative product. Yet the situation is basic to all departments: research, merchandising, media.

Two responses becoming increasingly important are "segmentation" and "exploitation." With the soaring rates, fragmentation of media and diminishing value of the standard advertising unit, it is becoming more and more inefficient—and perhaps pointless—to assume all America as the target group. This is true in product positioning, advertising strategy or media selection.

**The Market Defined** ▪ In recent years the research organizations have made it relatively easy to define the market segmentation of any product or service category as well as the various brands within the category by almost every imaginable demographic variable. But even more important, the triangulation can now be completed. The various demographic groups can be related to their use of media. Through the use of computers, all sorts of combinations can (and should) be explored for coverage and efficiency.

But locating the prospect and isolat-

ing the right media combination is only a part of the task. The other side of the equation is to reach the prospect.

**The Elephant** ▪ There's a wonderful museum up in Bridgeport, Conn., that sheds light on how to approach this problem. The museum holds much of the memorabilia from P. T. Barnum's various and glorious enterprises. There's a magnificent stuffed replica of the huge elephant, reported to be the largest in the world, that Phineas bought from the London Zoological Garden in 1882. He paid \$10,000 for her, but she had paid her way many times over before she was hit by a train in Canada—simply because the acquisition greatly enhanced the reputation of Barnum's circus and, accordingly, all the acts in it. So even after she was gone, the fact that the elephant had been acquired continued to enhance the reputation of the circus and the showman.

In short, Phineas never missed a trick. He exploited every opportunity to make things stand out by making them appear different. This exploitation is the very essence of show business. And it's a prime requisite for media planning in today's \$16-billion maelstrom.

This show-business approach finds expression in many ways. *The Bridge on the River Kwai* on TV was a classic. The Xerox specials and General Telephone & Electronics Corp.'s recent underwriting of next season's *CBS Playhouse* are other examples.

Advertising expenditures are increasing to the point where their very size is making it harder to effectively reach the consumer. This has important bearing on all phases of advertising activity, and will undoubtedly make sophisticated efforts at market segmentation and also show-business-oriented exploration all the more important.



Stephen M. Tart Jr. has been VP and media director of Tatham-Laird & Kudner Inc., New York, since June 1966. He joined the agency's Chicago office as an account executive in 1959. Earlier he had been assistant to the president of Eversweet Corp. and market analyst for Inland Steel Co.'s commercial-research division. Mr. Tart was graduated magna cum laude from Vanderbilt University in 1954 and is a member of Phi Beta Kappa.

# WELI

PROgramming that GROWS with the Market

Yale	Winchester
Armstrong	International Silver
Seamless	High Standard
Peter Paul	Bratt & Whitney
Cyanamid	Schick
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We build programs to meet the specialized needs and interests of the vigorous New Haven Market. And we're the only station on the dial that does. Our professional news and sports staff knows the needs of our 1,115,000 population market; \$3,400 average per capita income. There's only one way to reach 'em with radio - that's WELI - the Sound of New Haven.

**WELI**  
**960 KC - 5000 WATTS**  
 The Sound of New Haven  
 National: H-R Representatives  
 Boston: Eckels & Company

# ...now No. 300 joins the RCA ships 300<sup>th</sup> TK-42



## “Big Tube” Color Camera

No. 300 went to WTAR-TV in Norfolk, Va., making a total of three TK-42's at this station for providing the finest in live color pictures. Others have gone to similar group-owned stations, independent and network-owned stations, U.S. Government and foreign broadcasters.

The overwhelming preference for the “Big Tube” TK-42 among top stations that have carefully researched their color camera requirements has created an unprecedented demand. This has now stepped up production to such a rate that over 400 are expected

to be in service during May 1967.

Use of a 4½-inch image orthicon in the separate luminance channel is an exclusive feature. Besides improving color picture quality, the “big tube” assures highest quality pictures on black-and-white sets.

Broadcasters everywhere who are now using the TK-42 tell of its superiority in producing consistently better color pictures—including ability to handle details too fine to be passed by the chrominance circuits. No wonder color pictures are getting better and better!

For more information about the TK-42 Color Camera call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



THE MOST TRUSTED NAME IN ELECTRONICS



**Big Parade!**





## "Growing Pains in the Statehouse"

For more than 100 years, members of the Indiana General Assembly have had only 61 days every other year to conduct the business of the state. WSJV-TV (South Bend-Elkhart), a member station of the Communicana Group, saw the need for modernization and reform. Working in cooperation with The Elkhart Truth, WSJV-TV produced "Growing Pains in the Statehouse," a half-hour prime time documentary. News Director Mike Eisgrau and his film crew went to the state capitol to gather

information, interview legislators and pinpoint the problems. In an editorial during the telecast, John F. Dille, Jr., president of the Communicana Group, recommended annual sessions of the Assembly, higher pay for legislators, and a legislative service bureau.

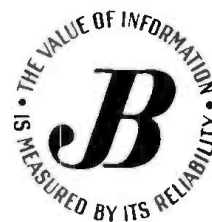
The result? Reforms already have been enacted, and many problems are well on the way to solution. We're proud to have had a part in relieving some of the "Growing Pains in the Statehouse."



# WSJV-TV

SOUTH BEND-**28** ABC  
ELKHART

The Communicana Group also includes WKJG-TV, AM and FM, Ft. Wayne;  
WTRC-AM and FM, Elkhart; and *The Elkhart Truth* (Newspaper)  
JOHN F. DILLE, JR., PRESIDENT



# FCC is lashed in the House

Broadcasters, too, feel sting of blast from  
an aroused Chairman Staggers who charges commission  
with trying to act in secret on pay television

The broadcasting industry and the FCC alike heard the howl of a re-awakened watchdog on Capitol Hill last week.

It was the House Commerce Committee, which snapped and snarled at the commission in connection with a wide range of topics—pay television, broadcaster editorializing, station sales, program regulation among them—but not in a manner to comfort broadcasters.

Commerce Chairman Harley Staggers (D-W. Va.) said he was concerned with the "vast" wealth and power of broadcasters and raised questions as to what part the "communications industries" should play in attempting to control public policy, the broadcaster's responsibility in "truth in advertising," and "commercial media's" role, if any, in promoting violence.

Not since the late 1950's, when former Representative Oren Harris (D-Ark.) was chairman and the committee was flailing away at broadcasters and the commission in connection with the quiz show, payola and ex parte scandals, has it seemed so intent on overseeing commission regulation of the broadcasting industry.

**An Aroused Staggers** ■ Particularly surprising was that the toughest line, during what had been expected to be a routine appearance of the commission before the committee, was taken by Chairman Staggers.

The congressman, who succeeded Representative Harris in the chairmanship last year, has until now been unaggressive and, if anything, sympathetic to the commission. But last week his pink, round cheeks under his silvery hair turned crimson and his normally soft voice took on a cutting edge as he lashed out at the commission.

He appeared particularly concerned with what he regarded as a commission effort to draw a veil of secrecy over its consideration of the pay-TV question—an attitude that baffled the commission in view of the liaison it has maintained with the committee on the subject. He was later reported polling mem-

bers of his committee last week to determine whether they want to investigate the pay-TV question.

His opening statement covered a wide range of subjects and reflected a concern that the broadcasting industry has "overnight" grown rich and, under slack government regulation, possibly unduly powerful. He noted that Fred W. Friendly, former president of CBS News, in his book on his experiences, describes network broadcasting as a "profit machine" and observes that the system requires commercial profit to be the chief basis for determining how far public-service programs will be permitted. The book, "Due to Circum-

far do the legitimate interests of the communications industries go beyond communications itself? What role should the communications industries play in controlling, or attempting to control, public opinion, and therefore in setting public policy? What responsibility, if any, do the communications industries have for what is commonly called 'truth in advertising?' Should the communications industries take any position in the matter of public morality? What effect does violence and crime and immorality as depicted through commercial media have in promoting violence and immorality in real life?"



Rep. Staggers



Rep. Macdonald



Rep. Moss

stances Beyond Our Control," is appearing in condensed form in *Life* (see page 72).

"Nobody as yet has mapped out the proper field for the activities of the communications industries," Chairman Staggers said. "Under the leadership of energetic and capable men, they are in the process of conquering for themselves a vast and apparently boundless empire of influence and profit."

**Questions** ■ "A number of disturbing questions have arisen regarding their operations and their apparent tendency to expand," he said. "Some of these questions might be stated thus: How

Chairman Staggers then said he would seek an answer to these questions while reminding the FCC that the commission is the agent of the public and an arm of Congress. "The FCC," he said, "does not exist solely to hand out allocations of the electromagnetic spectrum to applicants as they appear. A young and ambitious and powerful and potentially most useful giant must be trained to the routine of public responsibility and service."

He added that such regulatory responsibility requires "imaginative foresight of the highest order and firm commitment to social well-being." He



said that if the FCC does not have the tools necessary to perform this duty, the need should be made known, and that all segments of society, including the communications industries, will respond to "active and prudent leadership. But it is your peculiar task," he told the commissioners, "to supply that leadership—before it is too late."

The tone and in some respects the substance of Chairman Staggers's remarks were echoed in the comments of the new chairman of the committee's Communications Subcommittee, Representative Torbert Macdonald (D-Mass.), and of Representative John Moss (D-Calif.). Representative Moss, who gave up his place on the Communications Subcommittee to take the chairmanship of the Commerce and Finance Subcommittee, said he has more than 90 questions he will submit to the commission.

**Other Critics** ■ But their criticism, growing apparently out of the feeling that the commission has been too lax in its regulation of the broadcasting industry, contrasts with the nature of the criticism the commission has recently encountered on Capitol Hill—based on the feeling the agency was exceeding or misusing its authority.

It was the House Commerce Committee, under the urging of former Representative Walter Rogers (D-Tex.), then Communications Subcommittee chairman, that forced the commission in 1964 to drop plans for adopting as a rule the National Association of Broadcasters' commercial code standards (BROADCASTING, Jan. 20, 1964). The same committee last year, however, adopted with few changes the CATV bill the commission had suggested. The measure, however,

died in the House Rules Committee. And the most criticism the commission has encountered before the Senate Commerce Committee has been in connection with the agency's plans for limiting network ownership of programming and tightening up the multiple-ownership rules as they apply to the top-50 markets.

Some observers ascribed the abrupt change in the committee's approach to the fact that Representative Staggers, after a year in learning his job, is ready to assume an active leadership role. Another reason to which some attributed the change was in the recent appointment of Robert Lishman as counsel of the Investigations Subcommittee and as communications specialist for the full committee. He was counsel of the committee's old Oversight Subcommittee, which conducted the headline-producing investigations of the late 1950's.

After this introductory statement by Representative Staggers, it was as if the FCC members and the committee had gathered for a routine hearing to orient the members of Congress on the problems and responsibilities of the FCC and then thrown the script away.

After FCC Chairman Rosel H. Hyde read his prepared text, the complexion of the discussions changed with a corresponding change in the complexion of the participants, who exhibited varying shades from pink to crimson. At one point, Representative Staggers accused the commission of "trying to put one over" on the public and Congress and promptly called for hearing on the matter at hand, which at that time was pay television.

For the most part, the grilling of the commission was performed by the

Democratic members of the committee. The suggestion was apparent that most of the members of the majority were men who would make more than a cursory foray in FCC affairs and who planned to scrutinize such matters.

**Tall Towers** ■ Representative Staggers also noted his concern over safety requirements for broadcast station towers. He said the committee would inquire into the renewal of station licenses, such as the ones that elicited the vigorous dissent of Commissioner Nicholas Johnson recently (BROADCASTING, March 13); expressed his interest in the possibility of "trafficking" in station licenses; stated his concern with crime on television and with commission consideration of complaints about broadcasting fairness in editorializing and political coverage.

On the last point, he particularly seemed disturbed about an article in *Newsweek* magazine last week that said the commission was planning to pigeonhole campaign coverage complaints by former Representative Harold Cooley (D-N. C.) and former California Governor Pat Brown. All commissioners denied giving any such indication and Commissioner Kenneth A. Cox said he had talked with a *Newsweek* reporter recently but had never said the commission planned to ignore the complaints. FCC General Counsel Henry Geller also said the matter was still being processed and that no decision has been made.

Questions arising from the editorializing, endorsing and commentary by broadcasters were the first broad issue that confronted the commissioners. Communications Subcommittee Chairman Macdonald commented that the issue of fairness during election campaigns by no means becomes academic after the campaign. And Representative Moss also said negotiations with California stations for a chance to reply to editorial comments had lasted for weeks, indicating the stations' lack of eagerness to give a chance to reply. The commission was also asked to provide results of surveys it takes around election time about stations' handling of campaign coverage and questions of fairness.

The major issue of the hearing revolved around the commission's pay-television proceeding. Representative Macdonald opened up the line of questioning by pointing to a casual statement Chairman Hyde had in his written statement that he omitted during his oral presentation. Representatives Staggers and Macdonald expressed amazement that the commission seemed on the verge of making a decision on pay TV without the committee being aware.

Commissioners Hyde and Cox said a study is being made and indicated

## Senator Stennis scolds television newsmen

Chairman John C. Stennis (D-Miss.) of the Senate Ethics Committee investigating the affairs of Senator Thomas J. Dodd (D-Conn.) last week rebuked television newsmen for interviewing a witness during recess.

The criticism came after TV reporters, whose cameras are barred from the hearing room, questioned James Boyd, a former aide to Senator Dodd, outside the chamber. Mr. Boyd recounted in front of the cameras the testimony he had given to the committee.

In objecting, Senator Stennis said: "I totally disapprove of the networks coming in here and taking any witness who has not completed his testimony or been cross-examined and interviewing him."

"I think that's totally out of order with the procedure we're trying to maintain here," he added. "I think what you are doing with reference to these witnesses is unfair to the committee."

The committee has been holding a hearing into charges against Senator Dodd.

## Attention Mr. Staggers—the record on the FCC and pay TV

Representative Harley Staggers's (D-W.Va.) profession of shock and rage last week at the "news" that the FCC was heading toward a final decision on the pay-TV question had members of the commission and industry observers shaking their heads in disbelief.

For the commission's interest in the matter of authorizing pay TV on a nationwide basis has been something less than a closely guarded secret over the past 15 years. The commission regularly supplies the Commerce Committees of both Senate and House with copies of its actions in the proceeding.

And among the documents is the notice of proposed rulemaking, issued last March, in which the commission suggested rules to provide for a nationwide over-the-air system of pay TV (BROADCASTING, March 20, 1966). The notice, furthermore, made clear the commission would welcome congressional guidance in the matter.

The commission's interest in resolving the question soon stems from the very age of the proceeding. It was born on Feb. 25, 1952, when

Zenith Radio Corp., petitioned the commission to authorize subscription television. The company had been experimenting with pay-TV systems for 20 years, and in 1947 had announced the first of its Phonevision systems.

**Congress Enters** ■ Congress became involved in the question in 1956, when the Senate Commerce Committee held hearings on pay television. And in 1958 former Representative Oren Harris (D-Ark.), then chairman of the House Commerce Committee, slowed down commission plans for a far-flung test of pay-TV with an invitation to the commission to discuss the matter with his group before authorizing any tests.

In 1959, finally, in a third report in the proceeding, the commission invited applications for trial subscription-TV systems on a carefully controlled basis. It was on Feb. 24, 1961, that the commission approved an application for a test of Zenith's system on RKO General Inc.'s WHCT (tv) (ch. 18) Hartford. However, it wasn't until the issue had been carried all the way to the Supreme Court by pay-TV opponents that the

way was cleared for the test, which began on June 29, 1962.

Zenith and Teco Inc., which was established to develop and market the Phonevision system, petitioned the commission in March 1965 to authorize pay television on a nationwide basis. At the same time, RKO General asked for a three-year extension of its authority to test the Phonevision system.

The commission in May 1965 granted RKO General's petition and in the following March issued the notice of proposed rulemaking looking to the establishment of a pay-TV system. Comments were requested by Sept. 1. The unusually long period of time for comments was decided on, the commission said in the notice, to give Congress the opportunity to act on the matter, "if it so desires."

A three-member committee of commissioners — James J. Wadsworth, Kenneth A. Cox and Robert E. Lee, with Commissioner Wadsworth as chairman—has the job of reviewing the comments and making recommendations to the commission. The committee is said to be a month away from making its report.

that recommendations would be forthcoming from a committee of commissioners within the month, after which time the full commission would consider the proposals and either refer them for further study, accept them or reject them. They also said the issue had been under study since 1953 and that the FCC had kept the Commerce Committee apprised of its progress in the past. However, Chairman Staggers and Representative Macdonald said they had never been informed. It was then that Chairman Staggers called for prompt hearings. Representative Macdonald said he was concerned that the FCC would make the decision without consulting Congress and airing the substantial opposition to pay-TV. Chairman Staggers emphasized he was not for or against pay TV.

**Complaints on Procedure** ■ Another discussion was held on the issue of inaction and delay on the part of the FCC with Representative John Dingell (D-Mich.) commenting that some of the issues before the commission when he joined the Commerce Committee 11 years ago were still pending. He wondered whether the commission was not in a "management crisis." He added that "it is literally incapable of coming to successful resolution of the prob-

lems." Representative Dingell and other members expressed concern particularly over the problem of spectrum allocation and land-mobile-radio use. He asked whether the issue might not be better handled by another agency, in the manner that aviation matters are divided between the Federal Aviation Agency and the Civil Aeronautics Board.

To this Chairman Hyde disagreed, pointing to discussions, studies and continuing concern with the situation.

Another discussion involved the regulation and control of broadcasting. Representative Paul Rogers (D-Fla.) and Representative Moss questioned if the apparent reliance on ratings and advertising support of programming was a better control than that of a public agency. Commissioner Lee Loevinger said he did not believe advertisers controlled broadcasting. "It is the broadcaster, although I am sure that the broadcasters are influenced by their desire to sell advertising," he added. "To answer you candidly, I believe in a manner that might shock you, in my judgment I would rather have the determination as to the programs to be presented to the American people made by the multiplicity of advertising and/or broadcasters than by a single government agency." Rep-

resentative Moss replied that he found Commissioner Loevinger's first answer to be "unbelievably naive."

Among other topics covered, the committee questioned the FCC about its regulation of CATV, the pending copyright legislation and the need for the CATV bill reported out by the committee last year. The reply was that the commission felt that although the pending copyright legislation might require some changes in FCC regulations, it would be adequate to resolve many of the controversies concerning CATV. The subject of broadcasting of election returns was also put forward by Representative Lionel Van Deerlin (D-Calif.). Chairman Hyde said any move to restrict election coverage would be opposed to general beliefs in freedom of information but supported possible legislation to require a uniform 24-hour voting day throughout the country. Representative J. Arthur Younger (R-Calif.) commented that delays in the commission might be eliminated if broadcast stations and other radio users did not have to renew their licenses every few years. Chairman Hyde noted the reason the commission had never made any such recommendation was that the members had always been divided on this matter.



# Reps want spokesman for spot

Softness in sales brings proposals from SRA group that TVB either sell spot competitively against network or that reps form trade association that will

Outspoken discontent among major spot-television sales reps over the role of the Television Bureau of Advertising is threatening to reshape that organization's goals and perhaps the makeup of the organization itself.

Spot-TV billings, off significantly in many markets over the past seven weeks, and increasing competition from networks for tightened advertiser allocations have combined to challenge the present role of TVB as a general spokesman for all of commercial TV—network, spot and local.

Major forces in the spot industry are discussing the benefit that would derive from a trade association selling spot specifically if not exclusively. And some are intimating that either TVB ought to start selling spot against network or spot should find itself a new spokesman.

Some alarm at the soft state of spot billings in February and March had brought station representatives together for private discussion of their problems, and last week TVB, sensing the unrest, called its own meeting. Officials of about 20 station-rep organizations, including the major independents, network-owned spot-sales outfits, house reps of major stations groups and the Station Representatives Association, met Monday (March 13) at TVB headquarters in New York.

Ostensibly the session had been called to discuss the first-quarter business but participants acknowledged that the gut issue was TVB's role in a changing television economy.

**Business Soft** ■ Although the current restlessness among reps apparently stems primarily from the soft spot market, it seems agreed that the evolution in network selling from programs to participations has been a major long-term influence. As one rep said: "We and the networks are all selling the same thing now—spot announcements."

When speaking for quotation, most reps tended to minimize the extent to which TVB's role figured in their concern. They spoke instead of broad explorations of ways to improve spot salesmanship, in which TVB's part was only one of several.

From private conversations, however,



Mr. Katz



Mr. Headley

it quickly became apparent that TVB's role as an impartial salesman for all television was at the heart of the discontent.

One representation company official predicted that TVB would turn its exclusive attention to spot—or spot would

organize its own sales arm, and that is the nub of the current discussions, according to several other leaders in the field: whether to continue with TVB as it is now set up or create a separate organization to serve as spot-TV's overall sales bureau.

Another approach, it was said, might be to create a sales arm within the Station Representatives Association, which in the past has concentrated on policy and procedural matters rather than selling.

One rep company president, obviously pleased that the issue had been brought into the open, described the meeting at TVB as "only exploratory," but said "a groundswell is starting in the right direction." He thought that the best thing that could happen would be for the networks to "back out of TVB gracefully."

**Not a New Problem** ■ Several years ago TVB, under similar pressures, created the office of spot-TV coordinator to concentrate on spot sales alone. This post is held by William MacRae, a TVB vice president. When this was pointed out to one rep company head last week he said: "Yes, but he still can't go out and sell against network and let's face it, network is spot's major competition."

Individual television stations are easily the major contributors to TVB's budget and this is another point the reps raise when they complain that the bureau is partially beholden to network interests. With stations ponying up the bulk of TVB's budgets, they argue, TVB ought to be free to "come out swinging" in support of spot.

The networks contribute \$33,000 a year (\$11,000 each) to TVB's current budget, which is estimated at \$1.3 million. Rep members are believed to account for \$75,000 or \$80,000.

For their part, the networks are understood to be interested in maintaining the status quo at TVB. Ironically, while reps were complaining that TVB ought to sell spot harder, network sources questioned last week felt that TVB had always represented spot and local television more than network and in fact, aside from its general promotion



# If Pittsburgher Byron F. Gossage knew how cheap he came, he'd be mortified.



**Bargain Barney**

His time is worth a lot more to others, but he's all yours for sixty seconds on WIIC-TV for as little as one-fifth of a cent.

Of course, we don't sell Mr. Gossage singly. He's part of a package of one-thousand. And the reason he comes so cheap is that we have so many one-thousand packs at such an attractive rate.

We won't bore you with the rather lengthy list of examples of favorable CPM's offered by WIIC-TV. Let our sales manager do that.

Suffice to say, WIIC-TV offers the low-

est cost-per-thousand in the Pittsburgh market. But don't tell Barney.

**C.P.M.:** The optimum combination of cost-of-time divided by homes-reached makes an efficient TV buy. Elementary. But there are often more subtle and far-reaching advantages lying behind a favorable CPM; such as continuity, frequency, concentration . . . impact. For some eye-opening facts about **efficient** selling to Pittsburghers, contact General Sales Manager Len Swanson or your Petry-TV man.



***FULL COLOR WIIC-TV 11***  
***FIRST IN EFFICIENCY IN PITTSBURGH***



Basic NBC Television Affiliate

Cox Broadcasting Corporation: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; W100 AM-FM, Miami; KTVU, San Francisco-Oakland

BROADCASTING, March 20, 1967

**Translating national  
into local TV ratings  
Al Peterson nuts.**



# TV ratings was driving



## So he saw a good analyst... John Blair & Company.

Al is a time buyer at Ted Bates. His headache was one you're probably familiar with. There you are, smack in the middle of your heaviest spot-buying period, and the new season's ratings aren't yet available on a local basis.

So what are you supposed to do when you have to buy Phoenix, or Portland, or Philadelphia?

Punt?

Buy a crystal ball?

Not when you can turn to John Blair & Company.

We break national ratings down into local ratings, 'way ahead of time. And our batting average is pretty darn good. A couple of cases in point:

	June Estimates Blair Research	November Sweep ARB Actuals
<i>Rat Patrol</i> in Columbus, Ga. WTVM	34	34
Philadelphia, Pa. WFIL-TV	22	25
<i>Family Affair</i> in Binghamton, N.Y. WNBC-TV	38	36
Columbus, Ohio WBNS-TV	25	24

If you're interested in the number of homes or women watching, we can give you that too. And not only for network, but for locally syndicated programming as well. For example:

	June Estimates Blair Research	November Sweep ARB Actuals
<i>Mike Douglas</i> in New Haven, Conn. WNHC-TV Telecast of Feb. 14, 1967		
Metro Rating	14	15
Homes	95,000	96,000
Women	90,000	96,000

We're accurate because we base all our decisions on available facts and research know-how. We don't inflate figures to sell spots. Instead, we find that proven reliability helps us sell *schedules*.

So for instant relief, do as Al did.

Call Dr. Blair.

**Blair Television**





of television as a medium, had done little to boost network sales.

A spokesman for one of the networks, confirming that attitude, explained that their liking for TVB in its present form was not that it did something for them, but that it didn't do anything against them, and in fact their main interest in maintaining membership in the bureau was to keep it from becoming an aggressively antinetwork force for spot.

**What Next?** ■ A group of independent reps has scheduled a meeting this week to discuss results of the session at TVB and to talk about what to do next.

Some reps are apparently canvassing their stations formally for their attitude on the TVB question; others are glean- ing station opinion in the normal course of business.

Joseph Dougherty of Capital Cities Broadcasting, who is TVB board chairman, appointed two rep members of the TVB board, Eugene Katz of The Katz

Agency and Frank Headley of H-R, to study ways to help TVB sell spot more effectively.

They are expected to submit recommendations at the TVB board meeting at the Greenbrier, White Sulphur Springs, W. Va., on April 24-25. This follows the annual convention of the American Association of Advertising Agencies (April 20-22) and TVB will again be host to the AAAA convention at a cocktail party, one of its more social sales efforts.

While proposals are expected at the TVB April board meeting, it was not considered likely that the bureau's board would act at that time on a recommendation that in effect or in fact would cut the networks out of TVB, even if such a proposal were made. Any suggestion of such a drastic nature would almost certainly be referred by the TVB board to its general membership, whose annual meeting will be held

in November.

There were wide differences of opinion among reps as to what should be done but it seemed clear that most hoped that changes could and would be made within TVB rather than through creation of a new organization or formation of an adjunct to SRA.

**What TVB Does** ■ One leading rep offered this as an example of what in his opinion, TVB is "doing wrong": When TVB makes a representation to a prospective client and the client asks whether he should use network or spot, according to this rep, TVB tells the client he should consult his agency on that question. "Frankly," said this rep, "I don't consider that selling spot."

Another, discussing the problem of network competition, said: "When an airline with terminals in a limited number of cities uses network instead of spot-TV advertising then you know there's something wrong with the way spot is selling itself."

One rep noted that one of the advantages of selling network is that networks "control their own time," and that one of the disadvantages of selling spot is the amount of paper work involved.

He called attention to the number of reps getting, or experimenting with, computers. "But we're all doing it differently," he said, adding that it might be better for reps to set up—or use—a central computer so that procedures would be standardized. This, he felt, would help agencies and be a major step toward equalizing the difficulty of buying spot and network.

"All of us have done a lot to sell the spot medium," one major rep said, "but we can do a lot better with a unified group. The question is: Can that be TVB?"

One industry member, defending the role of the bureau, asserted that reps wanted TVB to be a spot-sales bureau even before the organization was formed and that any time spot gets soft, as it is now, the idea comes up again.

**No Comment** ■ For its part, TVB last week was saying little, obviously trying to avoid fueling the fire and just as obviously hoping the controversy could be extinguished quietly, as has happened in the past.

TVB President Norman E. Cash acknowledged that "business is soft in the first quarter and we have to work harder."

He also saw signs that indicate a turnaround in spot sales may already be starting. He said spot business in Chicago, for instance, is better than in New York, and local sales are "soaring along beautifully."

In answer to specific rep criticism, TVB sources pointed out that the bureau has created numerous spot-sales tools, that it makes spot presentations,



## Petry returns to SRA membership

One of the original members of the Station Representatives Association returned to the fold last week when Edward Petry & Co. rejoined after an absence of many years (CLOSED CIRCUIT, March 13).

The certificate of membership that stripped the Petry firm of its distinction as one of the biggest reps outside the SRA was presented to Martin L. Nierman, Petry president, by Edward P. Shurick, president of H-R Television and of SRA. Shown here are (l to r) M. S. Kellner, SRA managing director; Mr. Nierman;

Ben H. Holmes, Petry executive vice president, and Mr. Shurick.

Membership in SRA, formed in 1948 and serving as policy-making organization for spot representatives, now totals 15 firms. In addition to Petry, they are: Avery-Knodel; Mort Bassett & Co.; John Blair & Co. and Blair TV; Robert E. Eastman & Co. and Eastman TV; H-R Representatives and H-R Television; Katz Agency; Meeker Co.; Peters, Griffin, Woodward; Stone Representatives, and Adam Young Inc. and Young TV.

# NOW IN HALF-HOUR FORM!



Laurel & Hardy meet **INDESTRUCTO!** and a rogues' gallery of assorted villains in their super-hero roles as **ROOSTERMAN** and **FEATHER BRAIN**. Laurel & Hardy..... **NOW** available in **HALF-HOUR** form (39 shows)...or 156 five-minute cartoons. And all in sparkling color!



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EXHIBIT **TFE '67**

SEE THE SUPER-HEROES IN ACTION AT OUR NAB CONVENTION SUITE, 505A, CONRAD HILTON



had arranged for the collection and publication of figures on spot spending and that it is currently involved in a "Systems of Spot" study costing more than \$300,000, designed to reduce the complexities of buying and selling spot.

TVB officials also said they expected greater coordination of selling efforts by the bureau and representation companies in the future.

Some reps said that although there is a current softness in spot that concerns everyone, there has been a "growing weakness" over the past several years, with reps tending to "fight more and more for existing dollars" and with spot as a whole not expanding as much as it should. They recognized that total spot business was reaching a size where whopping percentage gains could not be expected automatically but said they didn't think it was growing as healthily as it should and could.

**Is Spot Stronger?** ■ Just how serious is the softness in spot? After reports of firm starts in early January the market turned slushy and has remained weak to the present, according to most reps questioned last week, although some noted the beginning of a business pick-up had just been felt.

Rep projections of first-quarter revenues varied but most seemed to think that in total the period would hold even with last year's first quarter, but they noted last year's first quarter was also soft.

This report from one rep typified those of several others: "Spot is very soft. Some stations in larger markets are doing all right, but stations in smaller markets and weaker stations in larger markets are having trouble. Many stations are lucky to be matching last year's figures, and April looks way below April 1966."

It was also agreed that the weak market was not confined to spot television. Several reps noted that network sales seemed to be slower and that newspapers and at least some magazines are also encountering unusual softness.

Some reps voiced dissatisfaction with the dollar estimates of spot business compiled by Leading National Advertisers/Rorabaugh Co. and issued through TVB, variously calling them too high, unrealistic or misleading.

TVB refused to be drawn into this phase of the controversy. But observers noted that actually TVB compiles—or, rather has compiled for it—two sets of figures, that both come from stations and are reported as such, and that contrary to an apparent widespread belief, neither is a "TVB figure" or is "projected" to an industry-wide total.

One set of figures, compiled by LNA/Rorabaugh from reports submitted by close to 400 stations, are widely published and used as a sales tool.

The other set is compiled confidential-

ly by an independent public-accountant organization and its results are furnished privately to TVB members for use as a management tool. The most recent confidential study reportedly brought first-quarter appraisals from some 140 stations, some reporting gains, some losses, some no change, but averaging out to about a 7% gain overall.

## Clinton Frank Inc. gets N.Y. office via merger

Chicago-based Clinton E. Frank Inc. is acquiring a New York division.

Agency-founder Clinton E. Frank announced Thursday that effective the end of this month the company will merge with Rockmore, Garfield & Shaub through an exchange of stock. RG&S will become known as Clinton E. Frank, New York/Rockmore & Shaub Division Inc. The New York office continues at 575 Lexington Avenue.

Combined billing of the enlarged agency will hit \$40 million this year, Mr. Frank said. Frank also has offices in Los Angeles, Houston, Cincinnati and Richmond. Frank clients include Continental Oil, Kraft, Toni, United Airlines (freight) and Reynolds Metals.



Clinton E. Frank (l) shakes hands with Milton M. Rockmore to complete merger agreement.

## CBS reps have film as sales ammunition

A new 12-minute color film made for CBS Television Stations National Sales offers spot TV as the sharpened tool for the marketer in keeping up with market fluctuation. Such national media as network TV, the presentation points up, have a basic flaw: They blanket the country but leave many individual top markets in the country underexposed and vulnerable to an advertiser's competitors.

The CBS rep arm will begin showing the film at the offices of major advertisers throughout the country starting

the week of April 18. It's designed principally to stimulate discussion about the merits of spot. Some targeting on advertisers who use network as opposed to spot is expected. Sales teams in New York and in Chicago will handle the visits; Theodore W. O'Connell Jr., vice president and general manager; and Alfred I. Miranda, national sales director of station relations, from New York, will do most of the presentations. A follow-up detailing specifics on the advertiser's individual situation will be made.

The film, commissioned by CBS Television Stations National Sales and produced by Pendulum Productions Inc., New York, incorporates both documentary and animated footage.

## The sun shines brightly on ABC-TV day sales

ABC-TV last week claimed record strides in first-quarter sales in its daytime programming and, to publicize them, staged a presentation and cocktail reception last Thursday (March 16) night in New York for more than 150 advertising agency executives.

The network's Warren Boorum, vice president in charge of TV daytime sales, said sales this quarter surpassed the same period last year by 27% and pointed to a "sellout position" at a high of 97%. First-quarter weekend sales, he said, were up 11%, with substantial gains in cereal, soft drink and miscellaneous product categories.

The "day people" presentation, headed by Edwin T. Vane, ABC vice president in charge of TV daytime programming, spotlighted ABC's revised daytime lineup, which starts April 3 (BROADCASTING, Feb. 13).

## Ayer gets \$5 million Alberto-Culver account

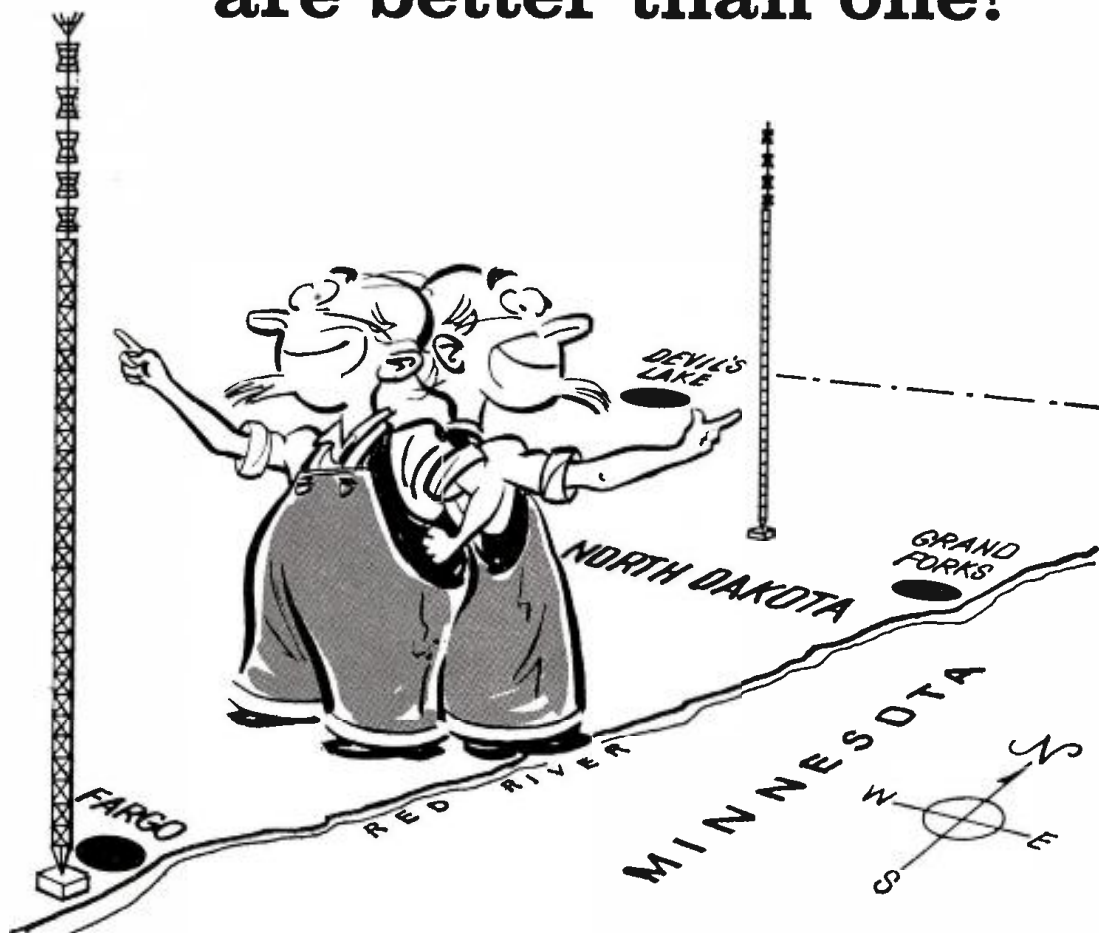
Alberto Culver Co., Chicago, placed \$5 million in billings on the doorstep of N. W. Ayer & Son, Chicago, last week, plugging the hole in its agency roster since it dropped Campbell-Ewald.

Ayer gets Rinse Away dandruff rinse and shampoo, Calm deodorant, FDS (feminine hygiene spray) and several test products. Alberto Culver's other agencies are J. Walter Thompson Co. and Knox Reeves.

Ayer's east coast division picked up a major account last week, too. The U. S. Army recruiting business, which bills about \$2 million, goes to Ayer's Philadelphia office. It previously has been at Ketchum McLeod & Grove, New York.



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



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

out here, by covering the ENTIRE Red River Valley!

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

Ask your PGW Colonel to brief you!

## WDAY-TV + WDAZ-TV

THE "HEAVENLY TWINS"

Covering All of Eastern N.D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.



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

# Consumer bills in the hopper

Two bills propose agency  
to consolidate functions;  
another hits ad deductions

Legislation to create a powerful department of consumer affairs and to limit tax deductions for advertising expenses by food manufacturers has been introduced in Congress.

Two bills for the establishment of the new federal agency and a separate proposal placing a ceiling on food-promotion tax deductions were offered by a pair of New York congressmen. Representative Benjamin S. Rosenthal (D-N.Y.) and Paul A. Fino (R-N.Y.) both presented versions of the consumer agency measure and Representative Fino also chipped in the advertising curb bill.

Of the two bills for the consumer department, Representative Rosenthal's is the more far-reaching. It contains all of the parts embodied in his colleague's proposal but also contains additional provisions suggested in the past by Representative Rosenthal or recently in

President Johnson's consumer message. It is also an expansion of a bill offered by Representative Rosenthal last year.

Both would generally create an agency to represent consumer interests in Congress, the courts or other proceedings; field complaints and act to remove the source; originate studies, data and test products, and enforce the present laws.

However, Representative Rosenthal's measure also includes other provisions. He also proposed an office of consumer information that includes a foundation to administer an information labeling system, known as Info-Tag (BROADCASTING, Jan. 16); an office of consumer safety; and institute for consumer research and the transfer of additional consumer functions from other agencies.

Representative Rosenthal said producer interests exercise a disproportionate influence over economic policy and that there was an absence of any countervailing political power for the consumer. He added that historically regulatory agencies were intended to protect the consumer interest, but that they have become subject to producer pressure unmatched by the consumer. And most of these agencies seem to be preoccupied with settling the conflicting claims of rival producers. He noted among these the FCC refereeing "the battles of the networks and the competition between financial interests which

compete for scarce channels."

What he proposed, he says, is to unite the efforts of the 33 federal agencies engaged in some 296 consumer protection activities under one roof.

Representative Fino's bill to limit ad expenditures that are tax deductible would put the ceiling at 10% of the firm's gross receipts for foodstuffs. The measure would amend the Internal Revenue Code and would apply to manufacturers, importers and producers of edible products. It would place the limit on advertising merchandising or decorative packaging of such products.

## Business briefly . . .

**Armstrong Cork Co.**, Lancaster, Pa., through BBDO, New York, will sponsor a color presentation of Rodgers and Hammerstein's "Carousel," on ABC-TV Sunday, May 7 (9-10:30 p.m. EDT) as an *Armstrong Circle Theater* special.

**The Retail Store Employees Union**, Local 876, Detroit, through William Shane Agency, same city, has purchased what an AFL-CIO spokesman reports to be the first union sponsorship of a public service TV series in prime time. The local will sponsor the NBC Films' series, *Profiles in Courage*, on CKLW-TV Windsor, Ont.-Detroit on Thursdays (9 p.m.), beginning March 30.

**Continental Air Lines Inc.**, Los An-

## BAR's network report for week ending March 12

Network television sales for the week ended March 12 totaled \$30,671,600, bringing the month's total to \$52,171,000 and the aggregate since Jan. 1 to \$316,394,400, according to estimates released by Broadcast Advertisers Reports (BAR) last Thursday (March 16).

The figures represent BAR's esti-

mates of the networks' net revenues from time and program charges.

The March 6-12 total was virtually identical to BAR's estimate for the preceding week, \$30,459,200.

The new figures placed CBS-TV's share of the March 6-12 sales at \$11,821,800, NBC-TV's at \$10,071,200 and ABC-TV's at \$8,788,600.

In estimates for the year through March 12, CBS-TV led with \$124,458,400, followed by NBC-TV with \$104,024,300 and ABC-TV with \$87,911,700.

The following table presents BAR's estimates for the week and for the month and year through March 12, by day-part, by network and in total:

BAR Network TV dollar revenue estimates—week ended March 12, 1967  
(Net time & talent charges in thousands of dollars)

		Week ended	Cume	Cume			Week ended	Cume	Cume
		Mar. 12	Mar. 1-12	Jan. 1-Mar. 12					
Day parts	Networks				6-7:30 p.m.	CBS-TV	852.7	1,418.6	10,343.2
Monday-Friday	ABC-TV					NBC-TV	851.8	1,389.2	8,715.5
Sign-on-10 a.m.	CBS-TV	\$ 141.1	\$ 253.7	\$ 1,381.1		Total	2,129.9	3,483.3	23,453.8
	NBC-TV	334.3	547.1	2,872.6	Monday-Sunday	ABC-TV	5,667.6	9,636.5	58,049.8
	Total	475.4	800.8	4,253.7	7:30-11 p.m.	CBS-TV	6,364.6	10,889.1	64,715.3
Monday-Friday	ABC-TV	1,550.5	2,495.4	15,514.5		NBC-TV	6,327.0	10,789.9	64,417.0
10 a.m.-6 p.m.	CBS-TV	3,498.0	5,687.0	36,061.6		Total	18,359.2	31,315.5	187,182.1
	NBC-TV	1,797.1	2,911.3	18,483.2	Monday-Sunday	ABC-TV	122.9	289.2	800.6
	Total	6,845.6	11,093.7	70,059.3	11 p.m.-sign-off	CBS-TV	37.3	74.6	500.6
Saturday-Sunday	ABC-TV	1,012.2	1,968.5	9,151.7		NBC-TV	404.7	675.3	3,745.9
Sign-on-6 p.m.	CBS-TV	928.1	1,669.9	11,456.6		Total	564.9	1,039.1	5,047.1
	NBC-TV	356.3	700.2	5,790.1	Network totals	ABC-TV	8,778.6	15,165.1	87,911.7
	Total	2,296.6	4,338.6	26,398.4		CBS-TV	11,821.8	19,992.9	124,458.4
Monday-Sunday	ABC-TV	425.4	775.5	4,395.1		NBC-TV	10,071.2	17,013.0	104,024.3
					Grand totals all networks		\$30,671.6	\$52,171.0	\$316,394.4

## DISTINCTIVELY DETROIT



Photograph by Kirsch Studios

**THE FISHER THEATRE**, a spectacle in itself. With this lavishly appointed lobby and more than 2,000 plush seats, Detroit's \$3.5 million Fisher is recognized as one of America's most beautiful legitimate playhouses. Here the nation's largest subscription list helps fill the house for a continuing flow of Broadway hits.

Just as Detroiters regard this roundly-applauded theatre as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 46 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiters which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

**WWJ and WWJ-TV**

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.





# CONGRATULATIONS TO ALL OF THE COMPOSERS AND PUBLISHERS WHOSE PERFORMING RIGHTS WE LICENSE AND WHOSE MUSICAL ACHIEVEMENTS HAVE RECEIVED THIS YEAR'S COVETED **NARAS AWARDS**

- **Record of the Year**  
**Best Male Vocal Performance**  
**Best Arrangement Accompanying a Vocalist**

## **Best Engineered Recording—Nonclassical**

### **STRANGERS IN THE NIGHT**

Recorded by Frank Sinatra  
Composers: Bert Kaempfert  
Charles Singleton  
Publishers: Champion Music Corp.  
Roosevelt Music Co., Inc.

- **Classical Album of the Year**  
**SYMPHONY NO. 1 IN D MINOR**

Recorded by Morton Gould and the  
Chicago Symphony Orchestra  
Composer: Charles Ives  
Publisher: Peer International  
Corporation

- **Song of the Year**

### **MICHELLE**

Recorded by The Beatles  
Composers: John Lennon  
Paul McCartney  
Publisher: Maclean Music, Inc.

- **Best Instrumental Jazz Performance**

### **GOIN' OUT OF MY HEAD**

An album recorded by Wes Montgomery  
and containing these BMI-licensed songs:  
**GOIN' OUT OF MY HEAD**  
Composers: Teddy Randazzo  
Bobby Weinstein.

### **O MORRO**

Composers: Antonio Carlos Jobim  
Vinicius de Moraes  
Publisher: Corcovado Music Corp.

### **BOSS CITY**

### **NAPTOWN BLUES**

Composer: Wes Montgomery  
Publisher: Taggie Music Co.

### **CHIM CHIM CHEREE**

Composers: Richard M. Sherman  
Robert B. Sherman  
Publisher: Wonderland Music Co., Inc.

### **TWISTED BLUES**

Composer: Wes Montgomery  
Publisher: Jazz Standard Music  
Publishing Co.

### **THE END OF A LOVE AFFAIR**

Composer: Edward C. Redding  
Publisher: Duchess Music Corp.

- **Best Contemporary Solo Vocal Performance**

### **ELEANOR RIGBY**

Recorded by The Beatles  
Composers: John Lennon  
Paul McCartney  
Publisher: Maclean Music, Inc.

- **Best Contemporary Group Performance**

### **MONDAY, MONDAY**

Recorded by The Mamas and the Papas  
Composer: John E. A. Phillips  
Publisher: Trousdale Music  
Publishers, Inc.

- **Best Rhythm & Blues Recording**

### **Best Rhythm & Blues Solo Vocal Performance**

### **CRYING TIME**

Recorded by Ray Charles  
Composer: Buck Owens  
Publisher: Blue Book

- **Best Rhythm & Blues Group Performance**

### **HOLD IT RIGHT THERE**

Recorded by Ramsey Lewis  
Composer: Ramsey Lewis  
Publisher: Ramsel Publishing

- **Best Folk Recording**

### **BLUES IN THE STREET**

An album recorded by Cortelia Clark and  
containing these BMI-licensed songs:

**BABY, WHAT HAVE I DONE**  
**NEVER BE SAD NO MO'**  
**WATCHA GONNA DO**  
**LOVE BLUES**  
**LOVE, OH LOVE**  
**EVER'DAY BLUES**  
**BABY DON'T BELONG TO YOU**  
**BE MY DARLIN'**

Composer: Cortelia Clark  
Publisher: Twinbrook Nine Publishing  
**BYE, BYE LOVE**

Composers: Boudleaux Bryant  
Felice Bryant

Publisher: Acuff-Rose Publications, Inc.

### **WALK RIGHT IN**

Composers: Erik Darling  
Bill Swanoe  
Hosie Woods  
Gus Cannon

Publishers: Peer International  
Corporation  
Ryerson Music  
Publishers, Inc.

- **Best Sacred Recording (Musical)**

### **GRAND OLD GOSPEL**

An album recorded by Porter Wagoner  
and The Blackwood Brothers and  
containing these BMI-licensed songs:

**THE FAMILY WHO PRAYS**  
**THERE'S A HIGHER POWER**

Composers: Ira Louvin

Publisher: Charlie Louvin  
Acuff-Rose  
Publications, Inc.

### **MY LAST TWO TENS**

Composer: Vic McAlpin  
Publisher: Acclaim Music, Inc.

### **GOOD MORNIN', NEIGHBOR**

Composer: Floyd Wilson

Publisher: Valley Publishers, Inc.

### **TROUBLE IN THE AMEN CORNER**

Composer: Archie Campbell

Publisher: Tree Publishing Co., Inc.

### **I SEE A BRIDGE**

Composers: Ira Louvin  
Charlie Louvin  
Publisher: Central Songs, Inc.  
**I'M USING MY BIBLE FOR A ROAD MAP**

Composers: C. Schroeder  
Don Reno

Publisher: Lois Publishing Co.

### **A HOUSE OF GOLD**

Composer: Hank Williams  
Publisher: Fred Rose Music, Inc.  
**WAIT A LITTLE LONGER,**  
**PLEASE, JESUS**

Composers: Hazel Houser

Chester Smith  
Publisher: Central Songs, Inc.

- **Best Country & Western Recording**

### **Best Country & Western Male Vocal Performance**

### **Best Country & Western Song**

### **ALMOST PERSUADED**

Recorded by David Houston

Composers: Billy Sherrill

Glenn Sutton

Publisher: Al Gallico Music  
Corporation

- **Best Country & Western Female Vocal Performance**

### **DON'T TOUCH ME**

Recorded by Jeannie Seely

Composer: Hank Cochran

Publisher: Pamper Music, Inc.

- **Best Chamber Music Performance**

Recorded by the Boston Symphony

Chamber Players and containing

these BMI-licensed compositions:

### **WOODWIND QUINTET (1948)**

Composer: Elliott Carter

Publisher: Associated Music Publishers

### **DIVERTIMENTO FOR NINE**

**INSTRUMENTS (1946)**

Composer: Walter Piston

Publisher: Associated Music Publishers

- **Best Choral Performance (Other Than Opera)—a tie**

### **MUSIC FOR CHORUS**

An album of choral works written by  
Charles Ives, conducted by Gregg Smith  
and containing these BMI-licensed  
compositions:

### **THE CIRCUS BAND**

### **DECEMBER**

### **THE NEW RIVER**

Publisher: Peer International Corporation

### **SERENITY**

### **PSALM 67**

Publisher: Associated Music Publishers

### **PSALM 100**

### **PSALM 24**

### **PSALM 90**

Publisher: Merrymount Music, Inc.

### **GENERAL WILLIAM BOOTH**

### **ENTERS HEAVEN**

Publisher: Merion Music, Inc.

All the worlds of music



BROADCAST MUSIC, INC.

for all of today's audience.

geles, through Needham, Harper & Steers Inc., same city, has picked up the one-third open radio sponsorship of the California Angels play-by-play baseball broadcasts. Continental joins Standard Oil of California and Anheuser-Busch in sponsoring 185 games of the Angels on a 20-station radio network.

Universal Pictures Co., New York, for its world premiere release (March 21) of the motion picture "Thoroughly Modern Millie," scheduled a two-week (March 10-24) spot TV campaign of almost 200 10- and 20-second announcements on WABC-TV, WNBC-TV, WNEW-TV, WOR-TV, and WPIX(TV), all New York. Universal's agency is Charles Schlaifer & Co., New York.

Gravy Master (seasoning sauce), Long Island City, N. Y., has entered spot TV for the first time with a series of color commercials in New York and Washington. In these markets, the advertiser is backing a four-week flight of 10-seconds to be followed by other flights on a 20-25 per week frequency, spanning station break time from early morning to late night. Gravy Master, through Chirurg & Cairns, New York, will use similar flights in additional markets during the year.

Shell Oil Co., through Ogilvy & Mather, both New York, will sponsor on CBS-TV a national drivers test for the third consecutive year. Test show, produced by CBS News, will be shown May 23 (10-11 p.m.).

#### Institute scheduled

Crowell Collier Institute of Continuing Education will present a five-day course for marketing and advertising executives on "the new uses of information in advertising decisions" at the Hotel Plaza in New York, March 27-31. Dr. Aaron Feinsot, director of the institute, said the new course will focus on media selection, campaign evaluation, new-product introduction, product changes, advertising copy, experiments, and the audience structure of television and magazines. The tuition fee of \$350 per person covers luncheons and course materials. Further information is obtainable from Dr. Feinsot at the institute, 866 Third Avenue, New York 10022.

**\*NBC Films Announces  
1967-68  
Be-Kind-to  
Your-Rep Year**

#### In Jacksonville's

# 3

station market, WJXT held a

# 55%

metro share of viewing homes,  
9 a.m. to midnight, Monday thru Friday.

# IT ALL ADDS UP

to more people watch

# WJXT

Jacksonville, Florida

Represented by TvAR CBS-TV 4  
A POST-NEWSWEEK STATION

Source: ARB, Nov. 1966. Data derived from audience surveys are estimates subject to sampling and other errors. Refer to complete survey report for details.

# 365 network advertisers in '66

AND THEY SPENT A RECORD \$1.4 BILLION, ACCORDING TO TVB

The Procter & Gamble Co., perennial leader in TV advertising, spent more than \$101 million on network in 1966 to emerge in the top position again by a comfortable margin in the Television Bureau of Advertising's compilation being released today (March 20).

As reported earlier by TVB, network billing in 1966 rose from \$1,260,319,800 to \$1,411,292,600, while spot TV jumped by 10.6% to \$1,189,346,000 (BROADCASTING, March 13). This gives television another record-shattering year, with a grand total of \$2,449,665,800 for national spot and network, according to TVB figures.

The number of brands advertised on the TV networks last year was 1,907 as compared to 1,821 in 1965 and 1,608 in 1964. There were 365 advertisers on the networks, as against 364 in 1965. The number of first-time users (indicated by asterisk) declined to 40 from 47 in 1965, TVB reported.

## NET TIME & PROGRAM INVESTMENTS 1966 NETWORK TELEVISION ADVERTISERS (Source: TVB/LNA-BAR)

Rank		
145	Abbott Labs	1,637,600
289	Acushnet Process	165,000
80	Admiral	3,787,800
270	Adolphs	223,300
167	Aetna Life Insurance	1,247,900
27	Alberto-Culver	12,759,200
239	Allied Van Lines	380,000
*353	Allis-Chalmers	30,000
61	Aluminum Co. of America	5,327,000
108	American Airlines	2,495,200
240	American Character	379,800
45	American Cyanamid	7,025,500
199	American Dairy Association	747,400
113	American Gas Association	2,364,000
*363	American Heritage	5,100
4	American Home Products	45,215,300

*261	American Iron & Steel	246,000	221	Chicago Musical Instrument	488,200
246	American Mach. & Foundry	340,400	12	Chrysler	25,691,700
66	American Motors	4,902,400	293	Chunky	156,000
172	American Optical	1,162,000	241	Ciba	369,700
355	American Photocopy	22,000	195	Cities Service	830,900
53	AT&T	5,843,700	*305	Clark Arnold	139,200
11	American Tobacco	31,470,700	255	Cluett Peabody	280,000
300	Amsco Industries	142,000	273	Coats & Clark	218,500
60	Anderson Clayton	5,332,500	70	Coca-Cola	4,638,900
131	Anheuser-Busch	1,944,000	6	Colgate-Palmolive	36,879,100
*359	Arizona Bank	11,900	328	Columbia Pictures	92,400
49	Armour	6,905,700	*212	Combe Chemical	585,600
57	Armstrong Cork	5,467,600	43	Consolidated Cigar	7,171,800
280	Arnold Schwinn	186,400	129	Consolidated Foods	2,047,700
227	Associated Products	429,500	*343	Consumers Union of U. S.	49,400
330	Atlantic-Richfield	91,400	228	Continental Baking	429,400
249	Ballantine, P. & Sons	314,800	*301	Continental Can	141,900
254	Beatrice Foods	286,900	153	Continental Insurance	1,434,400
138	Beech-Nut Life Savers	1,872,200	333	Continental Oil	71,000
44	Beecham Group	7,139,000	*268	Conwood	226,500
*346	Bentley Lighter	42,000	345	Cooper, Ben	42,700
303	Binney & Smith	139,800	91	Corn Products	3,126,900
171	Black & Decker	1,171,600	163	Corning Glass	1,312,800
28	Block Drug	12,483,800	*230	Country Music Association	417,600
74	Borden	4,123,400	*306	Crush International	139,100
238	Bourjois	380,400	*207	Dairy Queen	616,400
177	Bradley, Milton	1,115,800	68	DeLuxe Topper	4,849,800
183	Braniff International	989,300	*282	Demert & Dougherty	184,200
2	Bristol-Myers	68,070,600	351	Democratic National Committee	33,400
*347	Brown-Forman Distillers	42,000	290	Dep	162,700
16	Brown & Williamson	21,960,200	140	Disney, Walt	1,847,400
143	Bulova Watch	1,698,000	170	Dr. Pepper	1,174,100
*341	Burger Brewing	55,200	318	Dominion Electric	118,400
85	Burlington Industries	3,478,100	99	Dow Chemical	2,767,600
*229	Buxton	422,000	299	Dow Corning	143,300
109	Calgon	2,479,100	285	Dow Jones	182,300
*176	California Canners & Growers	1,132,500	283	Duffy-Mott	183,900
125	California Packing	2,200,400	279	Dunhill International	187,500
267	California, State of	227,500	51	DuPont	6,482,900
38	Campbell Soup	7,669,600	179	Eastern Air Lines	1,091,700
214	Canada Dry	560,000	32	Eastman Kodak	9,119,500
219	Canadian Breweries	513,100	173	Encyclopaedia Britannica	1,160,600
354	Capitol Food Industries	25,200	209	Eversharp	609,500
24	Carnation	15,638,000	184	Ex-Lax	986,300
72	Carter-Wallace	4,483,000	286	F and F Labs	181,400
*269	Carter, William	225,000	247	Factor, Max	334,700
181	Castle and Cooke	1,024,500	54	Falstaff Brewing	5,785,700
192	Celanese	851,800	327	Father John's Medicine	96,200
139	Champion Spark Plug	1,861,200	83	Firestone Tire & Rubber	3,658,000
164	Chanel	1,300,500	215	Florida Citrus	551,400
46	Chesebrough-Pond's	6,986,700	331	Florida, State of	83,100

## ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION†

	1965	1966	% Change		1965	1966	% Change
Agriculture & farming	\$ 1,153,500	\$ 503,600	- 56.0%	Insurance	15,201,700	20,347,200	+ 33.8
Apparel, footwear & accessories	18,207,500	26,839,900	+ 47.4	Jewelry, optical goods and cameras	20,318,300	28,759,600	+ 41.5
Automotive, automotive accessories and equipment	99,132,100	106,656,800	+ 7.6	Office equipment, stationery and writing supplies	9,933,300	12,295,800	+ 23.8
Beer, wine	20,366,300	20,007,400	- 1.8	Pets and pet supplies	21,233,400	21,101,400	- 0.6
Building materials, equipment and fixtures	12,036,400	11,213,300	- 6.8	Political	-	45,900	-
Confectionery and soft drinks	29,649,400	36,520,000	+ 23.2	Publishing and media	1,591,900	2,118,500	+ 33.1
Consumer services	13,737,800	14,622,900	+ 6.4	Radios, TV sets, phonographs, musical instruments and accessories	13,859,700	22,274,200	+ 60.7
Drugs and remedies	144,247,800	168,120,800	+ 16.5	Retail and direct-by-mail	39,000	152,800	+291.8
Entertainment and amusement	2,909,900	2,477,700	- 14.9	Smoking materials	145,427,300	161,355,700	+ 11.0
Food and food products	205,119,300	237,455,800	+ 15.8	Soaps, cleansers and polishes	112,010,500	131,504,400	+ 17.4
Freight, industrial and agricultural development	179,800	414,600	+130.6	Sporting goods and toys	18,185,300	22,552,700	+ 24.0
Gasoline, lubricants and other fuels	23,233,500	19,128,800	- 17.7	Toiletries and toilet goods	264,974,700	261,649,900	- 1.3
Horticulture	1,272,800	2,407,000	+ 89.1	Travel, hotels and resorts	5,287,400	8,419,300	+ 59.2
Household equipment and supplies	44,027,400	49,443,800	+ 12.3	Miscellaneous	84,900	473,800	+458.1
Household furnishings	7,895,700	8,307,900	+ 5.2	TOTAL:	\$1,260,319,800	\$1,411,292,600	+ 12.0%
Industrial materials	9,013,200	14,121,100	+ 56.7				

†Source: TVB/LNA-BAR  
Net Time & Program Costs



# The top 15 network advertisers of 1966

Company	1966	1965	Company	1966	1965
1. Procter & Gamble	\$101,251,200	\$85,710,000	9. Lever Bros.	32,740,600	30,044,300
2. Bristol-Myers	68,070,600	52,845,500	10. Sterling Drug	32,235,100	17,985,500
3. General Foods	49,712,800	39,990,300	11. American Tobacco	31,470,700	28,983,700
4. American Home Products	45,215,300	45,057,300	12. Chrysler	25,691,700	24,916,000
5. R. J. Reynolds	42,515,600	33,584,000	13. Philip Morris	23,908,800	25,455,600
6. Colgate-Palmolive	36,879,100	39,934,000	14. Ford Motor	23,347,400	18,873,500
7. General Motors	34,300,300	28,327,500	15. General Mills	22,021,500	17,772,400
8. Gillette	33,485,500	32,908,800	TVB compilation.		
132 Florists Transworld Delivery	1,934,900	92 Kimberly-Clark	3,123,700	13 Philip Morris	23,908,800
14 Ford Motor	23,347,400	276 King-Seeley Thermos	209,700	340 Piedmont Shirt	56,800
175 Foremost Dairies	1,140,400	*332 Kingsford	73,200	34 Pillsbury	8,846,400
294 Foster Grant	154,800	308 Kirsch	134,600	78 Plough	3,806,100
197 Foster Milburn	794,700	244 Koret of California	356,700	40 Polaroid	7,466,500
252 Foundation Commercial Ba: :s	300,000	218 Lanpin-Charles of Ritz	514,600	1 Procter & Gamble	101,251,200
105 French, R. T.	2,626,100	9 Lever Brothers	32,740,600	86 Prudential Insurance	3,327,200
211 General Aniline & Film	585,700	103 Libby McNeill & Libby	2,671,400	84 Purex	3,618,000
87 General Cigar	3,304,700	259 Liberty Mutual Insurance	265,000	30 Quaker Oats	10,423,000
35 General Electric	8,590,900	17 Liggett & Myers	21,434,600	344 R.T.V. Sales	43,800
3 General Foods	49,712,800	277 Lone Star Brewing	200,100	37 RCA	7,691,000
361 General Insurance Co. of America	5,500	*203 Loral	651,900	33 Ralston Purina	9,055,500
15 General Mills	22,021,500	20 P. Lorillard	18,307,900	342 Randolph Manufacturing	50,000
7 General Motors	34,300,300	271 Magnavox	220,000	233 Rath Packing	405,400
77 General Telegraph & Electronics	3,876,200	317 Manhattan Shirt	119,600	213 Readers Digest	581,600
288 General Time	169,100	287 Marathon Oil	172,000	162 Remco Industries	1,313,000
235 General Tire & Rubber	390,000	117 Mars	2,288,900	358 Republican National Committee	12,500
159 Gerber Products	1,350,300	161 Marx Louis	1,313,000	297 Revere Copper & Brass	148,800
8 Gillette	33,485,500	201 Masonite	685,300	124 Revlon	2,210,500
198 Glidden	777,900	52 Mattel	6,449,000	193 Rexall Drug	849,800
126 Gold Seal	2,133,600	89 Maybelline	3,204,800	69 Reynolds Metals	4,776,900
152 Golden Grain Macaroni	1,438,300	135 Mayer, Oscar	1,895,800	5 Reynolds, R. J.	42,515,600
101 Goodrich, B. F.	2,708,000	166 Maytag	1,263,600	39 Richardson-Merrell	7,606,300
58 Goodyear Tire & Rubber	5,389,300	*258 McCulloch	276,000	223 Robins, A. H.	479,800
81 Grace, W. R.	3,758,700	245 McDonald's	349,700	222 Rubbermaid	485,000
96 Green Giant	2,853,200	335 McGraw-Edison	65,100	263 Rubinstein, Helena	241,900
114 Gulf Oil	2,327,200	121 Mead Johnson	2,258,200	*310 S. W. Industries	131,000
256 Gulton Industries	279,800	311 Melnor Industries	130,200	237 Samsonite	383,200
220 Haggard	494,200	118 Mennen	2,287,000	314 Sanford Ink	125,000
136 Hallmark Cards	1,889,600	112 Merck	2,375,000	190 Savings & Loan Foundation	881,000
226 Hanes	440,000	150 Metropolitan Life Insurance	1,465,000	325 Schaefer, F. & M. Brewing	106,000
260 Hartford Insurance	248,000	319 Midland Pharmacal	112,500	133 Schering	1,926,000
189 Hartz Mountain Products	902,700	22 Miles Labs	16,759,500	188 Schick Electric	906,700
200 Hassenfeld Brothers	740,800	76 M Co.	3,878,600	95 Schlitz, Jos. Brewing	2,943,200
208 Hazel Bishop	610,900	296 Mirro Aluminum	148,900	275 Schmidt, C. & Sons	216,400
*313 Heileman, G., Brewing	128,800	122 Mobil Oil	2,234,900	281 Scholl Manufacturing	185,700
98 Heinz, H. J.	2,776,300	360 Mobile Homes Manufacturers	5,600	137 Scott Paper	1,880,700
194 Hertz	838,300	304 Mogen David Wine	139,300	155 Scripto	1,400,100
160 Heublein	1,314,000	107 Monsanto	2,513,400	88 Sears, Roebuck	3,234,700
119 Hoffmann-La Roche	2,276,300	94 Morton International	3,085,500	302 Seven-Up	140,000
231 Holiday Inns of America	417,500	63 Motorola	4,974,800	56 Shell Oil	5,478,600
217 Honda Motor	519,000	151 Mutual of Omaha	1,441,000	102 Sherwin-Williams	2,674,200
*326 Household Finance	104,700	253 National Airlines	292,000	*362 Shillman A. & H.	5,200
322 Hughes Tool	108,000	31 National Biscuit	10,091,800	59 Shulton	5,360,700
48 Hunt Foods & Industries	6,919,500	180 National Brewing	1,089,900	352 Sick's, Rainier Brewing	32,100
264 Hupp	240,500	26 National Dairy Products	12,839,100	182 Simmons	1,020,300
*323 Idaho, State of	106,800	191 National Federation		75 Singer	4,115,700
130 Ideal Toy	1,959,000	Coffee Growers	875,600	291 Skil	157,200
*315 Illinois Water Treatment	121,200	142 National Grape Co-Op Association	1,713,400	41 Smith Kline & French Labs	7,321,000
134 Institute of Life Insurance	1,921,800	262 National Homes	244,400	257 Smucker, J. M.	277,900
154 Insurance Co. of North America	1,412,000	309 National Sugar Refining	133,600	148 Sperry & Hutchinson	1,534,600
141 International Business Machines	1,832,200	204 National Union Electric	651,700	79 Sperry Rand	3,798,000
158 International Minerals & Chemical	1,350,900	65 Nestle	4,927,500	*336 Spring-A-Way Displays	61,600
*232 Interstate Bakeries	412,600	100 North American Philips	2,722,100	47 Standard Brands	6,922,300
174 Investor-Owned Electric Light & Power	1,148,600	42 Norwich Pharmacal	7,266,800	224 Standard Oil Co. California	478,600
*339 James Industries	58,800	62 Noxell	5,197,300	97 Standard Oil Co. Indiana	2,779,600
312 Jaymar-Ruby	128,900	116 Ocean Spray Cranberries	2,312,600	210 Standard Oil Co. New Jersey	602,100
71 Jergens, Andrew	4,491,300	334 Ohio Art	68,300	23 Stanley Warner	15,954,700
115 John Hancock Life Insurance	2,318,100	120 Olin Mathieson Chemical	2,266,700	156 State Farm Insurance	1,388,700
50 Johnson and Johnson	6,749,500	324 Olympia Brewing	106,200	10 Sterling Drug	32,235,100
21 Johnson, S. C.	17,776,800	*357 Oregon, State of	13,000	295 Stevens, J. P.	151,700
169 Kaiser Industries	1,212,800	*272 Owens-Illinois	219,900	202 Strauss, Levi	678,500
*356 Kal Kan Foods	20,100	234 Ozite	397,600	365 Studebaker	2,400
157 Kayser-Roth	1,362,300	128 Pabst Brewing	2,056,000	*278 Sugar Information	192,000
19 Kellogg	18,648,300	298 Parker Brothers	147,300	144 Sun Oil	1,690,300
206 Kemper Insurance	622,800	321 Party-Tyme Products	108,300	36 Sunbeam	7,885,000
127 Kendall	2,130,500	29 Pepsico	11,570,200	265 Sunray DX Oil	230,000
*196 Kenner Products	826,200	225 Pet	442,000	307 Swank	136,000
		149 Peter Paul	1,514,800	111 Swift	2,455,000
		73 Pfizer, Chas.	4,189,100	104 Texaco	2,655,000
		292 Philadelphia & Reading	156,300	236 Texize Chemicals	384,300
				64 Textron	4,935,400

*329 Thompson Medical	92,000
165 Tootsie Roll Industries	1,286,700
216 Top Value Enterprises	522,000
248 Travelers Insurance	315,000
274 True Temper	216,700
284 20th Century-Fox	183,600
168 Underwood, William	1,231,000
55 Union Carbide	5,763,700
320 Union Oil Co. California	111,100
106 Uniroyal	2,570,000
123 United Air Lines	2,233,800
205 U. S. Plywood	642,400
82 U. S. Time	3,727,800
243 V-N	369,400
146 Volkswagenwerk, A. G.	1,621,700
*337 Volvo Import	61,500
110 Wallace & Tiernan	2,461,000
364 Warner Brothers	4,600
18 Warner-Lambert	20,913,800
187 Waterman-Bic	911,100
338 Wembley	59,200
*266 Western Bancorporation	228,900
348 Western Union	40,000
67 Westinghouse Electric	4,888,200
349 Wham-O Manufacturing	39,200
185 Whirlpool	960,600
350 Wiedemann, Geo. Brewing	34,800
147 Wilkinson Sword	1,579,000
25 Williams, J. B.	14,998,400
250 Wolverine World Wide	312,000
242 Wrathner	369,500
186 Wrigley, William, Jr.	937,000
90 Xerox	3,195,500
178 Yardley of London	1,103,200
251 Young, W. F.	302,300
*316 Zale	122,000
93 Zenith Radio	3,086,100
TOTAL	\$1,411,292,600

\*New to network television in 1966.

## Radio: the constantly changing medium

Station operators and advertisers were urged last week by James L. Greenwald, vice president, Katz Radio, to become more keenly aware of the changes that are developing in the programming spectrum of radio.

Mr. Greenwald told a meeting of the Advertisers Club of Columbus, Ohio, last Friday (March 17) that radio is undergoing refinements and experimentation in station sounds that "will make radio even more a custom-made advertising medium." He noted that popular music alone now represents itself in at least eight different categories and predicted that this figure "can easily double." He cited the AM-FM program separation, new demographic research undertakings and the growing number of different kinds of sets as factors contributing to the changes in radio.

Mr. Greenwald said the sole way broadcasters and advertisers can keep pace with the changing spectrum is through sophistication and creativity. The broadcaster, he said, must recognize the potential for new and appealing sounds in his market. The advertiser's sophistication, he continued, "involves an awareness of radio, an appreciation that it is essentially a local medium."

## Avis manual spells out how to bargain for time

Avis Rent-A-Car, which humbly proclaims itself only the runnerup in its field, advises its outlets to strike a deal for radio advertising time.

A manual reportedly sent to Avis franchisers throughout the country two years ago and still in effect urges the local units to barter its services for radio advertising time—and it advises to bargain tough. "You should maintain a stubborn, almost 'don't care' attitude when you barter," the manual suggests. "Keep in mind when bargaining," it adds, "that radio cannot prove its dollar value. Local station polls prove nothing. The only true value of a radio spot is what it is worth to you."

"We suggest you consider the benefits of a reciprocal arrangement with one or more local radio and/or TV stations. Talk it over with the station's general manager. He needs a 'news' station wagon, an 'official car' or some kind of deal on leasing cars. You need radio 'time.' So—reciprocate," the manual says.

An Avis spokesman recently said the firm's advertising agency, Doyle Dane Bernbach, is not involved in the effort.

The manual also cites examples of cities where such swaps were conducted. In Miami, it notes that a radio station agreed to provide a 30-second spot, four times daily, five days a week for a cash value of \$100 weekly, and Avis provided a station wagon with an agreed rental value of \$100 weekly. In Louisville, one station supplied 35 one-minute spots a week (10 a day preceding holidays) with a cash value of about \$4,060 a year. Avis provided one new station wagon and two rental cars per week on a "when available" basis, with an estimated value of between \$1,000 to \$1,500 a year.

## Agency buying time to display its wares

In a bid for new business, Gilbert Advertising Agency Inc., New York, has bought three one-minute spot announcements in New York to advertise the merits of the agency.

Two one-minute spots were purchased on WNBC-TV New York, one preceding and one following NBC-TV's telecast yesterday (March 19) of a one-hour program spotlighting communications expert Marshall McLuhan. The third commercial will be shown on WCBS-TV

New York today (March 20).

Richard Gilbert, president, said the agency has invested about \$15,000 for its self-serving promotional effort. The one-minute commercial is a composite of advertisements for six of its clients—Renault automobiles, Guerlain perfumes, Berlitz School of Languages, Israel Government Tourist Bureau, Movado watches and London Fog rainwear.

The agency has alerted (by letter) 500 companies to its TV spot announcements. Gilbert Advertising billed about \$5.5 million in 1966, of which an estimated 30% is in broadcast. Mr. Gilbert voiced the view that although its advertisements have won critical acclaim, they are not identified with Gilbert Advertising. The agency decided to use TV to spotlight its work because it is the "most dramatic" medium to expose the agency's talent.

## Schwerin sees growth for commercial tests

A 50% increase in expenditures for TV qualitative research is predicted for this year by the Schwerin Research Corp., which estimated last week that about \$30 million will be spent in 1967 to measure the effectiveness of TV commercials.

Horace Schwerin, president, estimated that \$20 million, or about 1% of the \$2 billion TV advertising volume in 1966, was spent on qualitative research. He added that the amount of money allocated to this activity is increasing constantly and he projected that by 1970 approximately 3% of the total expenditures will be allocated to qualitative research.

In addition to Schwerin, companies such as Audience Studies Inc., Gallup-Robinson and many advertising agencies, participate in commercials evaluation.

## Mickey Rooney to be commercials consultant

Actor Mickey Rooney thinks he knows how to build a better commercial mousetrap. He's thought so for many years. Last week he decided to put into practice what he professes. At a news conference, Mr. Rooney announced that he would become company president of Creative Consultants Inc., an organization devoted to the creation of unusual ideas for television and radio commercial campaigns. Mr. Rooney and his long-time associate, Red Doff, who will be vice president and general manager of the new com-

# ARE YOU GETTING YOUR SHARE



*Of total national spot accounts?  
Of the national revenue in your market?*



How well are your rates and ratings used by your representative? How much meaningful research do they do on it? How well do they know your market and how do they interpret it? How closely do they coordinate their national sales with *your* local efforts?

These are the areas that make the difference. These are the areas in which we concentrate.

## **VENARD, TORBET & McCONNELL, INC.**

*TV & Radio Station Representative*

New enlarged New York headquarters, 555 Fifth Ave.

Chicago, San Francisco, Los Angeles, Detroit, Dallas, St. Louis, Denver, Portland, Seattle



pany, plan to use film story boards for advertising their agency clients. The thrust of the company will be towards "putting a little fun back in advertising." Creative Consultants Inc. will be located at 9220 Sunset Boulevard, Los Angeles 90069. Telephone: 213-273-6890.

## ANA to crystal ball TV's next five years

Probable trends and developments in television over the next five years will be examined at a one-day workshop of the Association of National Advertisers in New York on March 23.

The workshop, titled "Television 1967-1972," will focus on such topics as trends in TV programing; the effects of UHF, CATV, pay TV, educational TV and the fourth network on audience fragmentation; trends in TV viewing; developments and trends in spot TV, and management of TV commercials.

The programing session will present Michael Dann, vice president, programing, CBS-TV; Edward Grey, vice chairman, McCann-Erickson, and Lee Rich, president, Mirisch-Rich Productions. Alfred Plant, vice president, advertising, Block Drug Co. and chairman of the ANA television committee, will be the moderator.

A panel on TV commercials will present a team from Benton & Bowles: Victor Bloede, executive vice president; Richard Casey, vice president, director of administration management, and Gordon Webber, vice president, director of TV commercial production.

Other speakers will be Sterling C. Quinlan, president of Fields Communications Center, on audience fragmentation; Charles Besosa, vice president in charge of national services, A. C. Nielsen Co., on trends in TV viewing, and Samuel Vitt, senior vice president, Ted Bates & Co., on developments and trends in spot TV.

The keynote address on client involvement in television will be given by Samuel Thurm, vice president, advertising, Lever Bros. Co., who is ANA board chairman.

## LNA offers revised product breakdowns

LNA/Leading National Advertisers Inc., announced last week that it has developed a new system of product classifications comparable for all major media analyzed by the organization. The system is said to make the data

compatible with agency-advertiser computerized cost-analysis programs.

In LNA's seven key product classifications, the redesign program has added five new major categories and 74 more subclasses of products. In the food and food-products classifications alone, it was said, reports will include 26 new class breaks, reflecting growth of advertising expenditures in the 1960's among new product categories.

"Our dollar expenditure reports now cover more than 230 product class groupings as a result of new developments in marketing," noted C. Scott Miller, executive vice president of LNA. "Previously, 175 categories had been sufficient."

LNA's redesign program applies to the LNA Network Television Reports, LNA-Rorabaugh Spot TV Reports, LNA Magazine Reports, LNA Network Radio Reports and LNA Outdoor Advertising Reports.

The company's expanded and revised reporting system, Mr. Scott said, recognizes the importance of new products and packaging to all advertising media; the way information on dollar expenditures by media is used by marketing management among the top multi-product advertisers; the new methods used by marketing and media analysts in leading agencies to analyze and process cost data and the way advertising media themselves plan their sales effort.

LNA reported that its latest computation shows that food and food product advertisers increased their network TV expenditures in 1966 by 17% over 1965 (to \$237,455,800 from \$205,232,000).

## Katz renames its sales divisions

It'll be a newly identified representation company in its servicing of radio, TV and newspapers when the Katz Agency Inc., New York, moves to new offices next Monday (March 27).

Katz said last week the firm will stress the autonomy of its sales divisions by divisional rather than corporate identification by creating Katz Radio, Katz Television and Katz Newspaper Sales. Eugene Katz, president of the firm, indicated the corporate title will be subordinated to the nomenclature of the individual sales divisions coincident with the move to offices at 245 Park Avenue. Katz is now at 666 Fifth Avenue.

The New York offices will occupy the 15th and 16th floors of a new skyscraper (the American Tobacco Building, between 46th and 47th Streets), nearly doubling the space of Katz's current quarters. In addition to the sales divisions, the new space will house such

related service departments as billing, contracts, data processing, research-promotion and sales service.

The new Katz offices, planned by Designs for Business Inc., locate the company's data processing center at the core. Among the features are 13 offices available for use of visiting clients and a total of nine conference rooms, one of these equipped for audio-visual presentations to large groups.

The Katz Agency, founded in 1888 as the E. Katz Special Advertising Agency, started in representation for newspapers and began representing radio stations in 1931. Its TV department was organized in the early 1940's. It now employs nearly 400 people in 12 offices across the country.

The new phone number is (212) 972-2100 with a direct dialing system installed permitting individuals to be reached without going through the switchboard.

## Also in advertising . . .

**Statistical trends** ■ The third annual edition of "Statistical Trends in Broadcasting" was issued last week by John Blair & Co., New York. The 36-page booklet attempts to show the relationship of broadcasting, advertising and the U. S. economy. The booklet contains data on television and radio advertising from 1950 through 1967 and on revenue of U. S. TV and radio stations from 1956 through 1965. Copies may be obtained from John Blair & Co., 717 Fifth Avenue, New York 10022.

**Back to commercials** ■ Grantray-Lawrence Animation, Universal City, Calif., producer of programs for syndication and network TV, has started work on a series of color commercials for the Minneapolis Gas Co., through Knox Reeves Advertising Inc., Minneapolis. This marks Grantray-Lawrence's return to the commercial production field. The animation company originally specialized in commercial work but more recently has been concentrating on program production.

**Consumer research** ■ Don Bowdren Inc., New York, has been formed as a market research firm in association with Oxtoby-Smith Inc., that city. The new firm will specialize in quantifying actual and potential consumer behavior. President is Donald F. Bowdren, a former executive vice president of media and marketing, Alfred Politz Research; and Angela Frank, vice president, a former research supervisor of Oxtoby-Smith. Its offices are the same as Oxtoby-Smith's (880 Third Avenue).

**Sales office** ■ Walter G. O'Connor Co. advertising agency, Harrisburg, Pa., has opened offices at 320 East 52d Street, New York. The New York office will

## Everyone benefits from a clean house—Peterson

Esther Peterson, President Johnson's first adviser on consumer affairs who found herself cast in the role of Delilah to the business and advertising world, believes she has been on the side of the Lord and of honest businessmen.

Mrs. Peterson's three-year term as presidential adviser ended earlier this month. She has been replaced by Betty Furness, onetime TV advertising announcer; Mrs. Peterson remains in the administration, however, as assistant secretary of labor (BROADCASTING, March 13).

In what many consider her swan song, Mrs. Peterson told members of the National Newspaper Association, meeting in Washington March 10, that her labors in the vineyards of consumer protection were not only for the aid of the unwary consumer but also for the benefit of the honest businessman.

**Disclaims 'Anti' Label** — "This administration's consumer program is not and has never been an antibusiness program," she said. No amount of laws can fill a consumer's needs, she stated; only business can fill them.

Using the recently enacted packaging bill as an example, Mrs. Peterson commented that despite the opposition, "I know that many farsighted businessmen welcome this bill because it established that the best practices in this field were to

be the common practice.

"These businessmen who had already been observing the best practices had been penalized because a minority of packagers, less scrupulous than they, had been engaging in misleading practices—and soiling the reputation of all. In addition the reputable packager was penalized for his honesty because he frequently lost business to those who used deceptive packaging."

Tracing the history of business protection in the U.S., beginning with the adoption of the antitrust laws almost a century ago and continuing with the establishment of the Federal Trade Commission early in this century, Mrs. Peterson noted that these steps were taken to prevent unscrupulous businessmen from "victimizing honest and decent businessmen."

"Enforcing fair business rules to protect decent business was also good for the consumer," she observed, by strengthening the competitive enterprise system. "By the same token," she concluded, "what we do in government now to help protect the

consumer from unscrupulous practices also helps honest business, and I think most businessmen see that, although not all do."

The need for consumers education activity by the federal government was emphasized by Mrs. Peterson not only because of the variety and complexity of modern marketing, but also as a result of economic affluence.

"The automatic washing machine, the electric toothbrush and a host of other new and complex devices have entered the market and our homes [since 1945], along with television which prompts product purchase and is a sizeable consumer expenditure by itself," she noted.

**Free Choice** — It is, Mrs. Peterson added, a "proper" function of government to assist the consumer to have information on these products available. "Free choice," she said, "is not really free if it is based on incomplete or faulty information, and when free choice suffers, so does free enterprise."

In the only allusion to her difficulties with some segments of the advertising world, Mrs. Peterson said she still did not understand this ire. "Why [the opposition] I am still not sure, especially since I had emphasized that if there was any cleaning of its house to be done, the advertising community itself was best qualified to do it."



Mrs. Peterson

serve primarily as a sales and production coordinating center for the agency's Motion Picture Production division, which is responsible for public relations, sales, educational, industrial and documentary motion pictures, slide films, TV commercials and recordings. Main offices, film studio and sound stage are in Harrisburg.

**New locale** — Shaffer Brennan Margulis Advertising Co., St. Louis, on March 30 moves from 4 North Eighth Street to 225 South Meramec Street, St. Louis 63105.

### Rep appointments . . .

- KPLS Santa Rosa, Calif.: Advertising Sales West, San Francisco.
- WEFM(FM) Chicago: Avery-Knodel Inc., New York.
- WMGS Bowling Green, Ohio: Vic Piano Associates Inc., New York.
- KBAY(FM) San Jose, Calif.: Bernard Howard & Co., New York.

BROADCASTING, March 20, 1967

### Commercials in production . . .

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

Mel Blanc Associates Inc., 1591 Crossroads of the World, Hollywood 90028.

Armstrong Cork Co., Lancaster, Pa. (Epic floor wax); four 60's for radio, humorous. Noel Blanc, production manager. Agency: BBDO, New York. B. Tocantins, account executive.

Caesar's Palace Hotel, Las Vegas (hotel); four 60's for radio, humorous. Noel Blanc, production manager. Placed direct.

Focus Presentations Inc., 400 Park Avenue, New York 10016.

Beech-Nut Life Savers Inc., Port Chester, N. Y. (Life Savers); for TV, live on film, color. Chris Ishii, director. Agency: Benton & Bowles, New York. David Freyss and Jeff McGrath, agency producers.

General Mills Inc., Minneapolis (Corn Bursts). two 30's for TV, live on film. Chris Ishii, director. Agency: Dancer-Fitzgerald-Sample, New York. Don Fox, agency producer.

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

Nationwide Insurance Co., Columbus, Ohio (insurance); five 60's, five 30's for radio, humorous. Victor B. Cowen, production manager. Agency: Ogilvy & Mather, New York. Bill MacIlwain, account executive. Larry Potlow, agency producer.

3M Co., St. Paul (Dynachrome film); three 60's, two 30's for radio. Victor B. Cowen, production manager. Agency: BBDO, Minneapolis. Dick Ruhme, agency producer.

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

Savings Bank of Baltimore, Baltimore (services); three for TV, live on tape, color. Len Levin, director. Agency: Torrieri/Myers Advertising, Baltimore. Peter Torrieri, agency producer.

Apex Beauty Products, Baltimore (hair conditioner); for TV, live on tape, color. Len Levin, director. Agency: Leon S. Golnick Advertising, Baltimore. Lee Blom, agency producer.

Reynolds Metals Co., Richmond, Va. (Flex-can); two for TV, live on tape, color. Len Levin, director. Agency: Clinton E. Frank Inc., Richmond. Larry Kaplan, agency producer.

**why is  
WCCO Radio  
one of the  
great stations of  
the nation?**





# 52.5%

**share of audience**

MORE LISTENERS THAN ALL OTHER MINNEAPOLIS-ST. PAUL STATIONS COMBINED!

## **Adult Audiences Bigger Than TV**


CHECK THE FACTS YOURSELF

- \* **Full-Size, Complete Radio**—24 hours a day with all major league sports, quality news, weather, farm, music, entertainment and CBS programs. 30 top-talented local personalities.
- \* **Greatest Power & Coverage**—Northwest's only 50,000-watt 1A clear channel station. Covering 124 counties in six states. Two markets in one: 5-county Twin Cities metro area plus 119 non-metro counties.
- \* **Outstanding Acceptance**—Above all, WCCO Radio provides the advertiser with a setting of outstanding acceptance. Nothing sells like acceptance.

# WCCO Radio

*Northwest's Only 50,000-Watt 1A Clear Channel Station*

**MINNEAPOLIS-ST. PAUL**

Represented by **CBS**  **RADIO  
SPOT  
SALES**

Source: Audience data based on Mediastat estimates, Oct.-Nov. 1966, 6:00 AM-12:00 Midnight, 7 days a week, subject to qualifications which WCCO Radio will supply on request.

# A new price tag for television?

**30-second commercial with adjusted rates may become standard if NBC proposal is adopted; new contracts with affiliates are part of package plan**

Major revisions in the way NBC-TV schedules its commercials and pays its affiliated stations are in work. If adopted, the changes could ultimately affect business practices on all networks and spot selling on all stations.

Here are some of the new developments that are under consideration for adoption by NBC before the 1967-68 season begins next fall:

- An increase in network commercials in Tuesday and Saturday prime-time movies.

- An expansion of regular station breaks.

- A rewriting of affiliation contracts to bring station-payment formulas into line with modern network selling practices.

One byproduct that could emerge

from these developments is the establishment of the 30-second commercial, in both network and station time, as a standard form.

**Meaty Session** ■ These and related matters were the dominant topics of discussion, none of it in public, at the annual convention of NBC-TV affiliates in Beverly Hills, Calif., last week. Earlier the network had advised the Board of Delegates of the NBC-TV Affiliates that it was studying an overhaul of affiliation contracts and formulas of compensation. Last week the affiliates authorized their board to make its own study of contract revisions and come in with proposals reflecting the stations' interests. The affiliates voted an assessment of up to \$200 per station, which could amount to more than \$30,000, to

finance the special study.

That action was taken by the affiliates at a closed session after they were told that NBC-TV wanted next season to increase the number of commercial minutes in the Tuesday and Saturday movies from 14 to 16, and to keep the extra revenue for itself.

The 16 minutes of network advertising time would be standard in the 9-11 p.m. movie periods on both nights and might extend to 17 minutes on Saturdays if the movie on that night ran beyond 11 p.m., the affiliates were told. The network intends to continue containing the Tuesday movie in 9-11 p.m.

As justification for proposing extra network advertising at no compensation to the stations, NBC-TV officials cited the escalating costs of motion-picture acquisitions. As an inducement to station acquiescence, NBC-TV promised that there would be no change in the two 62-second station breaks that the network has been giving affiliates during the 9-11 p.m. movies on Tuesdays and Saturdays, that a third 62-second break would be inserted at or near 11 p.m. in those Saturday movies that ran overtime, and that the network would release for station sale an unstated number of one-minute positions occurring after the 17th network commercial in Saturday movies that ran well beyond 11 p.m.

NBC-TV officials also said that if the network commercial positions were expanded beyond the present 14 in the movies, the network would eliminate all other nonprogram elements except one billboard promoting the next week's feature.

They also said they were planning no expansion of network commercials in their other shows.

**Cool Reception** ■ Affiliates found fault with the network proposal on several grounds. A few expressed the fear that the increase in advertising time would accentuate the impression of overcommercialization in the network movies. Others pointed out, however, that it was common practice for stations to play as many as 16 minutes of commercials in movies of their own origination.

Some affiliates saw a threat of depression in station rates ensuing from



## How the West was won

Never let it be said that an NBC-TV affiliates convention is all work and no play. At times last week it was the other way around. The meeting opened with a massive cocktail-buffet at the Century Plaza hotel, this year's most in-inn in Los Angeles. Following on successive nights were dinner parties given by and at MGM studios and Universal studios.

The MGM party, the decor and old set from "Gone with the Wind," featured a marathon show starring Danny Thomas, Jack Jones and Don

Adams. The Universal party recreated the roaring 20's with the wildest dancing flappers this side of F. Scott Fitzgerald.

Shown above in the receiving line at the opening reception, sponsored by NBC, are (l-r) Mrs. Walter Scott, wife of the NBC chairman; Mrs. A. Louis Read, wife of the retiring chairman of the Board of Delegates of the NBC Affiliates; Mr. Scott, Mr. Read, and Thomas E. Knodel, NBC vice president in charge of station relations.



an increase in network commercials without a commensurate increase in station compensation. According to this reasoning, if the word got around the advertising community that stations were clearing extra advertising on the network without getting paid for it, some advertisers would take it as a sign that the stations could be pressured into taking less money for other commercial positions.

Still others objected to the NBC-TV plan on the grounds that it compromised the principle of play-for-pay that is inherent in the relationship between affiliate and network. It was also observed that if NBC-TV went to 16 minutes in movies, other networks would probably follow suit.

A number of major-market affiliates were said to have responded to the NBC-TV proposal by threatening to put their own movies into the 9-11 p.m. period on Tuesdays and Saturdays. It was surmised, however, that the network would go to great lengths to assure station clearance, which will be required if NBC-TV is to recover the money to pay for the feature films it has recently acquired.

**Movie Money** ■ The network has committed nearly a quarter of a billion dollars for two packages of movies from United Artists and Universal. Though neither NBC nor the movie companies has announced details, it became known earlier this month that NBC had acquired the rights to broadcast 94 UA films over a nine-year period for license fees totaling \$115 million. This information was contained in a prospectus filed by Transamerica Corp. which has proposed to acquire United Artists (BROADCASTING, March 6). Details of the NBC deal with Universal are still secret, but it has been reliably reported that the price of that package at least equals that of the UA agreement.

In advancing its proposals to affiliates last week, the network said that a general revision of affiliation contracts and compensation formulas was needed and would be submitted by midsummer. Affiliates generally agreed with the need for a modernization of their contracts with NBC-TV, but they decided not to await the network's submission before taking action of their own.

NBC-TV's affiliation contracts were modeled after those that had been standard in the pretelevision radio business. Compensation in television is still based on hourly rates: By agreement between the network and the individual affiliate a dollar price is set as the station's basic hourly rate; compensation to the station for carrying a fully sponsored network hour is paid at a predetermined percentage of that rate, with the percentages varying with the assigned value of the general time period—higher in



## Grams succeeds Read as affiliates board head

The Board of Delegates of the NBC-TV Affiliates got a new chairman and three new members last week in elections held during the affiliates' convention.

Harold Grams, KSD-TV St. Louis, became chairman, succeeding A. Louis Read, WDSU-TV New Orleans, who had served in the office for four years. Mr. Read will serve as an ex-officio member of the board for another year.

New members elected were Frank Gaither, Cox Broadcasting Corp., Atlanta; Robert E. Kelly, KCRA-TV Sacramento, Calif., and Stanley S. Hubbard, KSTP-TV St. Paul-Minneapolis.

James Schiavone, WWJ-TV Detroit,

and Williard Schroeder, WOOD-TV Grand Rapids, Mich., completed terms on the board.

Shown above is the board before its first meeting.

Seated (l-r): Irving C. Waugh, WSM-TV Nashville, re-elected secretary-treasurer; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., re-elected vice chairman of Group II; Mr. Grams; Harold P. See, KRON-TV San Francisco, elected vice chairman of Group I.

Standing (l-r); Robert J. Rich, WDSM-TV Duluth, Minn.; Mr. Hubbard; Howard H. Fry, KFDX-TV Wichita Falls, Tex.; Ralph Jackson, WAVE-TV Louisville, Ky.; W. Thomas Hamilton, WNDU-TV South Bend, Ind., and Mr. Read.

prime time, lower in periods that attract smaller total audiences. (According to standard practice, the affiliate carries the first 24 hours of network programming per month at no compensation—assertedly to defray the costs of AT&T transmission.)

**The Arithmetic** ■ As long as networks sold most of their programs to single sponsors, the formula of compensation was relatively simple to calculate. If the station's network rate was, say, \$1,000 and the station's rate of compensation was 30%, the station was paid \$300 for every prime-time sponsored hour it carried from the network.

In recent years, however, single sponsorships have almost disappeared. Now the common form of network selling is in minutes, spread perhaps through several programs for a given advertiser. If there are six commercial positions in a prime-time network program and the network sells only five, the same station that used to get \$300 for clearing that program on a fully sponsored basis now gets five-sixths of \$300. Throughout the network schedule compensation must be calculated as a

fraction (the proportion of available network minutes sold) of a percentage (the station's compensation rate for that particular time period) of the station's network rate. This can get to be an accountant's dream or nightmare, depending on whether he is working for the network or the station. It can also leave both the network and the station taking no revenue at all from unsold network minutes.

In the contract modifications that the network is considering, according to word given the affiliates last week, a simplification of the compensation formula will be attempted. Further, the affiliates were told, the network will attempt to devise some system of releasing for station sale those network minutes that the network is unable to sell—so the time should not be a total loss to everybody. The trick, of course, will be to systemize the arrangement to give stations adequate notice in advance of the availability of minutes that are theirs to sell and reasonable notice of recapture of the minutes by the network.

Many affiliates said last week that



they would welcome such a system, if the mechanics could be worked out.

**Longer Breaks** ■ NBC-TV officials also have advised affiliates that they are considering an expansion of the regular station breaks in evening programs from 42 seconds to 52 seconds. Not all stations consider this progressive, but many do.

The expansion of the station break to 52 seconds, some affiliates believe, would be an invitation to an increase in the use of 30-second commercials, a form that is found now mostly in piggybacks or multi-sponsor spots where two products share a minute of time.

The 42-second break was originally designed to accommodate two 20-second commercials plus a station identification. The 20's, however, have recently fallen out of favor with national advertisers whose creative attentions have been diverted to the 30-second form for pairing in multi-product minutes.

It is reasoned that the opening of the 52-second interval as the standard station break would lead to a pairing of one 30 and one 20 and thus to greater flexibility to offer advertisers. This would also create the need for the establishment of a 30-second price as a basic unit in a station's rate card. The pricing of 30's has up to now been most commonly expressed—when included on the card at all—as a fraction of a minute.

**Pebble in the Pool** ■ If the 52-second break became the standard on NBC-TV, authorities assume it would spread to the other networks. This in turn would lead to the adoption of the 30-second form, according to this reasoning, as perhaps the basic unit of television advertising. Although NBC-TV officials have said they have no intention of selling anything smaller than minute segments of advertising on the network, some stations believe that if the 30-second form became prevalent in spot placements, it would inevitably be forced upon the networks by their advertisers, many of whom are among spot's best customers.

NBC-TV officials last week gave no other details of their planning. It was understood, however, that in general their aim was to establish a sliding scale of station compensation that would enable the network to retain more revenue and pay the stations less from the advertising in its most costly programming—sports, movies, specials—and cut the stations in for larger shares of proceeds from the week-in, week-out shows.

A year ago CBS-TV and its affiliates reached agreement on that network's first major revision in compensation since television networking went commercial (BROADCASTING, March 21, 1966). That too was intended to accommodate the evolution of network selling, but it did not depart as far from former practices as the thinking of NBC-TV was represented to be leading.

## More hour shows at NBC

Only six half-hour series

planned for next season,

75% of new shows are hours

A prime-time schedule that seems pointedly committed to longer-form programming was put on display by NBC-TV for its affiliates last week. Of the 25 series in the lineup for the 1967-68 season, only four can be considered conventional half-hour situation comedies, once the mainstay of network nighttime programming. As added weight to this now established trend at NBC-TV, there are only six half-hours of any kind on next season's schedule, compared to 16 hour series, two two-hour movie nights and one 90-minute program.

Essentially this same ratio of half-hours to longer programs was carried through in the eight new programs that will be introduced on NBC's new schedule. Six of the new eight are hours. Included is *The High Chaparral* (or son of *Bonanza*, as some of the affiliates were calling it)—how the Southwest was won by Leif Erickson and Cameron Mitchell, as produced by *Bonanza's* David Dortort. It will be programed



NBC President Goodman  
An offer of political time

back-to-back with the *Ponderosa* program at 10-11 p.m. on Sunday.

Also included are:

*The Danny Thomas Show*, a weekly hour of comedy, drama and specials. It goes on at 9-10 p.m. on Monday.

*The Jerry Lewis Show*, producer Bob Finkel's attempt to harness what so far has been a largely undisciplined TV talent. It makes the lineup on Tuesday, 8-9 p.m.

*The Kraft Music Hall*, produced by Gary Smith and Dwight Hemion, a weekly variety hour of specials, with prominent performers as guest hosts. This answer to ABC-TV's *Hollywood Palace* goes on Wednesday, 9-10 p.m.

*Ironside*, starring Raymond Burr, a detective program that has been spun off from a two-hour movie Universal TV made for NBC-TV, but which as yet has not been shown. It occupies the Thursday, 8:30-9:30 p.m. slot on the new schedule.

*Maya*, an adventure series filmed entirely in India that figures to be *Flipper* with an elephant instead of a porpoise. It will play Saturday, 7:30-8:30 p.m.

**The Half Hours** ■ The new half-hours that NBC will roll out in the fall are *The Mothers-in-Law*, a comedy starring Eve Arden and Kaye Ballard, produced by Desi Arnaz (Sunday, 8:30-9 p.m.), and *Everywhere a Chick Chick*, another comedy, this one blessed with the Midas touch of producer Sheldon Leonard and starring Jerry Van Dyke (Friday, 9:30-10 p.m.).

Of the 17 continuing series on the current NBC schedule, six will be rescheduled in new time periods. This breakdown:

*The Man from U.N.C.L.E.* moving from Friday, 8:30-9:30 p.m., to Monday, 8-9 p.m.

*I Spy*, moving from Wednesday, 10-11 p.m., to the same time slot on Monday.

*I Dream of Jeannie*, moving from Monday, 8-8:30 p.m., to Tuesday, 7:30-8 p.m.

*Run for Your Life*, moving from Monday, 10-11 p.m., to the same time slot on Wednesday.

*Star Trek*, moving from Thursday, 8:30-9:30 p.m., to the same time slot on Friday.

*Bell Telephone Actualities* and NBC News specials, moving from Sunday, 6:30-7:30 p.m., to Friday, 10-11 p.m.

**The Renewals** ■ NBC-TV's current crop of programs that will be renewed next season in their same time periods are *Walt Disney's Wonderful World of Color*, *Bonanza*, *The Monkees*, *Tuesday Night at the Movies*, *The Virginian*, *Daniel Boone*, *Dragnet*, *The Dean Martin Show*, *Tarzan*, *Get Smart* and *Saturday Night at the Movies*. Monday night was the one that was the most shaken up on the network, while *Dragnet* was the only second-season entry to

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—Time Magazine

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mentary technique, the White-Wolper  
production surpasses anything yet  
done on American airwaves..."**

—The Christian Science Monitor

**"...superb fare. No one should miss it."**

—Newsweek Magazine

**"White's 'China' superb history  
...memorable..."**

—Lawrence Laurent, *The Washington Post*

**"...great television—brilliant..."**

—Detroit Free Press

**"...90-minute special on China should  
be required viewing..."**

—Dean Gysel, *Chicago Daily News*

**"...profoundly gripping..."**

—TV Key

**"...magnificent—remarkable..."**

—Houston Chronicle

**"A documentary of rare accomplish-  
ment..."**

—Buffalo Courier Express

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*Written by* **THEODORE H. WHITE**



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NBC-TV's new nighttime schedule was introduced by Don Durgin, NBC-TV president, at the annual affiliates convention. The actual presentation was done in rousing musical comedy style by members of the acting company of Aniforms Inc., New York. Aniforms is a presentation technique that employs puppets and live-action. The British comedy team of Tony Hendra and Nic Ullett, who performed in the presentation, had the hardened NBC affiliates stomping their feet and whistling for more.

## Colorful audience seen for NBC-TV

By the end of this year NBC-TV will be deriving about one-third of its total audience from the 28% of TV homes that will have color, Don Durgin, NBC-TV president, told affiliated stations last week.

Mr. Durgin introduced a presentation of NBC's 1967-68 schedule (see page 48) and analysis of the network's competitive standing now. The affiliates were told that NBC is the only TV network to have increased its prime-time audience the last five years running.

This steady climb of NBC-TV's audience was documented by charts that showed the network averaging 9,060,000 homes per prime-time minute in the

1962-63 season and increasing progressively to the current mark of 10,710,000 average homes per minute. The charts were based on national Nielsen figures from the early September through early February reports of each season.

The network also claimed to be in first place in reaching young adults in the 86 three-network-station markets this season, according to both Nielsen and ARB reports.

## NBC offers free time for '68 politics

NBC last week held out the bait of two hours of free time for the major parties' presidential and vice presidential candidates as an inducement to Congress to modify or suspend the equal-time law.

Julian Goodman, NBC president, made the offer in a speech to NBC-TV affiliates. Mr. Goodman said two prime-time half hours would be offered at no charge to the Democratic and Republican nominees between Oct. 1 and election day, 1968.

"Of course," said Mr. Goodman, "we can do this only if the law is amended or suspended to relieve us of the penalty of having to offer comparable free time to the large number of minor candidates in whom the public has little or no interest."

Mr. Goodman said that if Congress

enabled NBC to make the free time available, the network would in no way diminish its news coverage of the 1968 campaign.

## Scott sees surge to color in decade

Walter D. Scott, NBC chairman, predicted last week that by 1977 there will be about as many color-TV homes as there are homes with any kind of television today.

Addressing an NBC-TV affiliates convention, Mr. Scott said the real color boom is still ahead, and he projected color penetration to zoom from its current level of 17% to 82% of all television homes by 1977.

"The color explosion, aided by the population explosion, will spur total viewing and swell the mass audience," Mr. Scott said. "And as the mass audience grows, so will its major components, each becoming an audience of significant size in itself."

The accelerating color service, offering increased value and involving added costs, should command an equitable price in the marketplace, Mr. Scott said. "At the same time," he added, "every segment of the broadcasting community—networks, affiliates, and program suppliers—has the responsibility to hold television costs within workable limits."

## FINANCIAL REPORTS

### Sweetening the executive suite

At the top of the ladder: an escalator clause; pay pact for Stanton detailed

CBS President Frank Stanton's new 21-year contract with the company, which calls for five more years of active service, provides that in the 16-year consultancy period to follow he will be paid \$100,000 annually, adjusted yearly for increases in the cost-of-living index.

Terms of the contract were revealed in the CBS proxy statement and notice of annual meeting sent to stockholders last week.

The CBS president's salary for 1966 was \$150,000 plus additional compensation of \$185,000 paid out and \$15,-

000 deferred.

The proxy statement says that during his consultancy, which would begin Jan. 1, 1972, he would continue to be provided "office space, secretarial assistance and other facilities and services similar to those made available to him during the employment period."

Dr. Stanton signed the new contract last month but full details were not then disclosed (BROADCASTING, Feb. 13).

The proxy statement indicated aggregate compensation to all directors and officers as a group (38 people) for 1966 had been \$1,566,822 in salaries, \$661,970 in additional compensation paid out and \$386,980 in deferred compensation plus \$479,949 in estimated annual benefits on retirement for the group.

John T. Reynolds, who resigned the presidency of CBS-TV last December, received \$27,770 in a lump sum as a termination benefit. His salary was \$72,462.

As of Dec. 31, 1966, the present directors of CBS owned 2,565,642 shares of common stock. By far the biggest

single holder on the board is Chairman William S. Paley, who owns 1,765,716 shares.

Dr. Stanton owns 318,438 shares; CBS Radio President Arthur Hull Hayes owns 8,629 shares; Goddard Lieberson, president of CBS/Columbia Group, owns 29,832 shares; CBS Television Stations President Merle Jones has 49,912 shares, CBS News President Richard Salant owns 15,115 shares, Broadcast Group President John Schneider owns 4,088 shares and the new TV network president, Thomas Dawson, owns 3,611 shares.

The CBS annual meeting is scheduled for 10 a.m. April 19 in Studio 41 of the CBS broadcast center, 530 West 57th Street, New York.

Stockholders are being asked to adopt a new stock option plan that would authorize directors to allow options on 750,000 shares. The plan, which would run through 1975, provides that option prices will be at least 100% of the fair market value of CBS stock on the day options are granted. If shareholders adopt the proposal, no further options



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## What the CBS command was paid last year

Remuneration of directors and officers whose aggregate remuneration exceeded \$30,000:

	Salary	Additional Paid out	compensation Deferred	Benefits under pension plan on retirement
Arthur Hull Hayes	\$ 65,000	\$ 16,250	\$ 48,750	\$ 24,062
Merle Jones	115,000	67,500	22,500	26,160
Goddard Lieberman	80,000	22,500	67,500	25,140
William Paley	150,000	185,000	15,000	59,706
John Reynolds	72,846	16,250	48,750	....
Richard Salant	72,462	18,000	22,000	22,680
John Schneider	111,769	22,500	67,500	39,480
Frank Stanton	150,000	185,000	15,000	71,347

would be granted after April 19, 1967 under the previous option plan adopted in 1961.

A table showing gains for officers and directors under the 1961 plan reveals that, as a group, they paid \$3,611,175 in aggregate option prices for stock that had an aggregate market value of \$8,928,527 on the dates of exercise.

Merle Jones paid \$808,497 in aggregate option prices for stock worth \$2,130,146 on dates of exercise; Mr. Hayes paid \$107,995 for stock worth \$299,676 on exercise dates; Mr. Lieberman, \$323,986 for stock worth \$797,390 and Mr. Salant, \$369,675 for stock worth \$709,166.

## Wide-screen figures for 20th Century-Fox

Twentieth Century-Fox Film Corp., New York, last week reported big returns in 1966: pretax profits up 54% and net income up 6% (10% in the fourth quarter). The company's TV gross revenues showed a 77% hike from feature films licensed to TV stations and a 57% jump from TV series.

For the quarter ended Dec. 31:

	1966	1965
Earned per share	\$1.13	\$1.02
Net income	3,294,000	2,989,000

For the year ended Dec. 31:

	1966	1965
Earned per share	\$4.28	\$4.02
Gross revenue	227,259,000	162,626,000
TV licensing revenues (features)	32,543,000	18,379,000
TV series revenues	52,651,000	33,472,000
Pretax profits	23,763,000	15,399,000
Net income	12,504,000	11,782,000

## Boston Herald-Traveler hits new profit level

The Boston Herald-Traveler Corp., Boston, has reported new highs in profits for 1966. The firm, publisher of the *Boston Herald* and *Traveler*, owns WHDH-AM-FM-TV Boston and owns 53.2% of the outstanding stock of En-

tron Inc., a CATV-system operator and equipment manufacturer.

For the year ended Dec. 31:

	1966	1965
Earnings per share	\$3.95	\$3.48
Net revenue	38,309,490	37,189,668
Equity in earnings of Entron Inc.*	163,966	42,152
Net income	2,169,441	1,909,326
Outstanding shares	549,016	548,055

\*Including in 1966 nonrecurring items of \$116,224.

## Sales up 17% in 1966 for GT&E

General Telephone & Electronics Corp., New York, has recorded a 19% increase in net income and a 17% rise in revenues and sales for 1966 over the previous year.

A subsidiary, GT&E Communications Inc., added 23 CATV franchise locations during 1966, giving the firm a total of 31 at the end of the year.

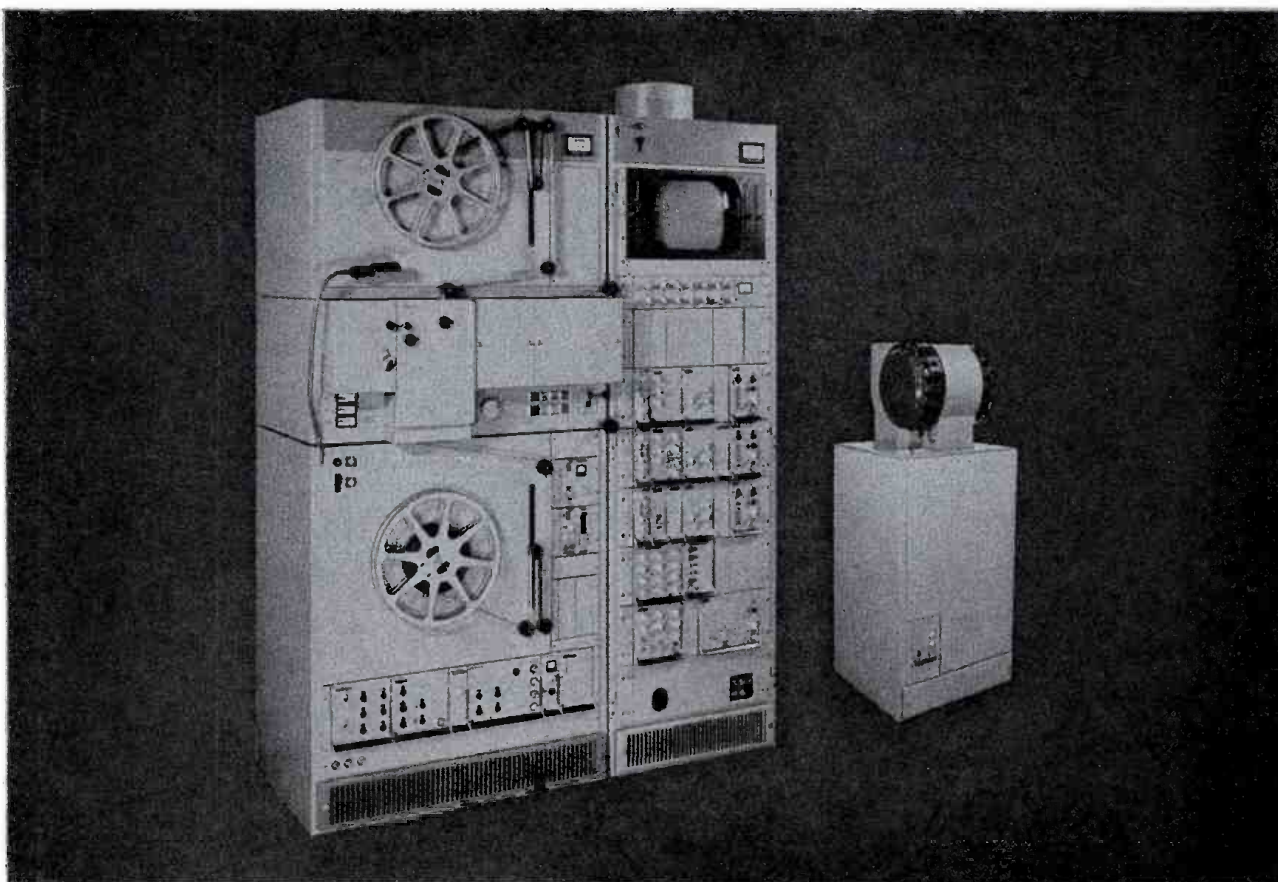
The Sylvania subsidiary achieved new records in sales and earnings for the year. Sylvania now has 59 manufacturing plants, 34 laboratories, and 21 distribution centers in 27 states. The company began production at a new color-TV-set plant in Smithfield, N. C. in September. GT&E has also started construction on a color-TV picture-tube plant in Canada.

For the year ended Dec. 31:

	1966	1965
Earnings per share	\$2.16*	\$1.87
Revenues and sales	2,390,503,000	2,046,904,000
Consolidated net income	198,710,000	166,704,000
Average shares outstanding	92,100,000	89,202,000

\*Does not include special credit for net gain on sale of water properties, which is equivalent to \$0.07 per common share.





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## Lots of black ink for LIN Broadcasting

LIN Broadcasting Co., Nashville, has reported a 102% increase in profits for 1966 over the previous year. The corporation owns one television station (WAND-TV) ch. 17 Decatur, Ill.) and five radio stations: WAKY Louisville, Ky.; WMAK Nashville; KAAY Little Rock, Ark.; WBBF-AM-FM Rochester, N. Y., and KEEL Shreveport, La. LIN Broadcasting's CATV division serves approximately 10,000 subscribers with systems in Crestview and Niceville, both Florida; Daleville, Ala.; Huntingdon, MacKenzie and Martin, all Tennessee; Danville, Lancaster and Berea, all Kentucky, and Hobbs, N. M.

Acquired during 1966 were Medalion Pictures Corp. and Teen America Associates Inc., a Dallas-based special-event merchandising operation.

For the year:

	1966	1965
Earnings per share	\$0.73	\$0.58
Consolidated sales	3,931,000	1,977,000
Net income	368,000	182,000

## Curtis proxy statement reveals Minow's salary

Newton N. Minow, former FCC chairman, received an aggregate remuneration of \$33,429 in 1966 as director and consultant to the Curtis Publishing Co. Mr. Minow's remuneration, which included deferred compensation accrued during the year, was disclosed in a proxy statement sent to stockholders last week announcing Curtis's annual meeting April 19 in Philadelphia.

Mr. Minow, a director of Curtis, is employed as a parttime consultant at a salary of \$31,250 a year under a contract expiring Feb. 29, 1968. He has been nominated for a three-year term as a director. His holdings in Curtis were reported to be 100 shares of common stock. Mr. Minow is a partner in the Liebman, Williams, Bennett, Baird and Minow law firm. Also nominated as a director for a term expiring next year is P. A. Sugg, who retired as executive vice president and director of NBC in 1962.

## Blair annual report outlines investments

The annual report of John Blair & Co. mailed to shareholders last week detailed the company's investments in other communications media and related companies which totaled \$2,184,-

109 at the end of 1966.

The breakdown showed that Blair has stock investments in Meredith Publishing Co. totaling \$92,549; in Scripps-Howard Broadcasting Co. totaling \$83,844 and in others (not otherwise described), \$13,966. The annual report noted that the market value at the end of 1966 of these latter investments was slightly in excess of cost.

These are in addition to 50,000 shares in the Boston Herald Travelers Corp., bought earlier for \$1.7 million and now worth about \$3.6 million, and about 30% of the outstanding capital stock of Central Media Bureau Inc., purchased for \$262,500.

Previously reported by Blair were its acquisition on Oct. 1, 1966, of 51% of the capital stock of American Printers & Lithographers Inc., Chicago, at a cost of \$1,594,986 and the Blair financial results for 1966. The latter showed that revenues climbed to \$11,683,407 from \$11,282,042 in 1965 (BROADCASTING, Feb. 20).

## CATV order levels

## Entron growth curve

Entron Inc., Silver Spring, Md., CATV equipment manufacturer and CATV systems operator, has reported to its stockholders that sales volume for 1966 remained at about the same level as in 1965, and that the firm was unable to continue its past growth rate developed in prior fiscal periods. The firm's present fiscal climate, according to Edward P. Whitney, president, was produced by the FCC's Second Report and Order on CATV issued in February 1966 and by an increase in the cost of capital funds.

For the 10 months ended Dec. 31:

	1966
Earnings per share	\$0.46
Net sales	2,843,990
Net income	280,344
Shares outstanding	607,004

## Ameco cites CATV woes; notes 41% sales drop

Ameco Inc., Phoenix, has reported a 41% drop in consolidated net sales for the first half of the fiscal year compared to the same period last year.

In commenting on his firm's financial condition, Bruce Merrill, president, pointed out that Ameco serves the CATV industry and, he said, as that industry goes, "so goes Ameco."

Mr. Merrill pictured CATV as a young and complex industry which has been and is under attack by what he called "powerful and influential eco-

nomies." He said the industry "appears to us to be withstanding these attacks remarkably well." He also pointed to "government intervention in the developmental pattern of the CATV industry" which "has had considerable impact on its growth pattern." He concluded: "As a result of these changes we have at some crucial points found ourselves in the right place at the wrong time. We do not believe this will happen again."

For the six months ended Dec. 31:

	1966	1965
Earnings (loss) per share	(\$0.24)	\$0.47
Consolidated sales	3,754,969	6,358,668
Consolidated net income (loss)	(282,697)	560,037

## Desilu 9-month report should please G&W

Desilu Productions Inc., Hollywood, on the verge of losing its identity as an independent company, is going out in style. Last week the production house that *I Love Lucy* built, reported a sharp rise in net income for the first nine months of the current fiscal year. Gross income also was up considerably.

The increases were said to be a reflection of the success enjoyed by company-produced series for the networks and of the nearly sold-out status of studio rental facilities. Company President Lucille Ball views the next fiscal year as "extremely favorable," a projection based on the renewal of the three existing Desilu series, *Mission: Impossible*, *Star Trek* and *The Lucy Show*, plus the sale of a new hour series, *Mannix*.

Under terms of an agreement announced last month, Gulf & Western will acquire the net assets of Desilu in an exchange of stock. (BROADCASTING, Feb. 20). Plans call for Miss Ball to continue as president of Desilu, which would operate as a subsidiary of G&W.

For the nine months ended Jan. 31:

	1967	1966
Earnings per share	\$0.89	\$0.64
Gross income	22,289,165	15,277,539
Net income	943,282	719,622

## Financial notes . . .

■ Papert, Koenig, Lois Inc., New York, advertising agency, has declared a dividend of 10 cents per share of "A" stock, payable April 7 to stockholders of record March 27.

■ Memorex Corp., Santa Clara, Calif., leading developer and manufacturer of magnetic tapes, reported net earnings for the year ended Dec. 31 were \$2.7 million, or \$2.67 a share, compared to \$3 million or \$1.35 a share for 1965. Net sales of Memorex were \$24.4 million in 1966, compared with some \$14 million in 1965, an 86% increase.

**People to People Radio  
is a \$400,000 quarterback  
with a bum knee.**

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is an enlivened look at the law  
with Melvin Belli.**

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is a lonely night-long  
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People to People Radio is involvement. The down-to-earth kind that makes us part of people's lives. People to People Radio can be an essential way to market your product. It's our kind of radio. Every ABC Owned Radio Station has it. Our

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and night  
out. They  
could  
listen to  
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## **ABC Radio Stations**

WABC-WABC/FM, New York • KQV-KQV/FM, Pittsburgh • WXYZ-WXYZ/FM, Detroit  
WLS-WLS/FM, Chicago • KGO-KGO/FM, San Francisco • KABC-KABC/FM, Los Angeles.

# Hyde's vote makes it official

A 4-0 commission orders reopening of ITT-ABC

merger case, but speed is set at full ahead;

Lee, Loevinger, Wadsworth abstained from vote

Attorneys for ABC and the International Telephone & Telegraph Corp. were preparing this week for the kind of FCC hearing they had tried to avoid but which, now that it has been ordered, they hope will provide the cement needed to bind their companies together.

The commission last week, bowing to the request of the Department of Justice, reopened the ABC-ITT merger case, and designated it for an expedited hearing before Chief Hearing Examiner James D. Cunningham.

A prehearing conference is to be held Thursday (March 23), and the hearing itself will start the following Monday. Three broad issues are to be

considered:

To determine the benefits to the public interest from the proposed merger; to determine the deterrents and, in light of the evidence developed on those two issues and the entire record, to determine whether the public interest will be served by the merger.

The department and the commission's Broadcast Bureau will be responsible for introducing the evidence on the issues. But the ultimate burden of proof as to whether the transfer of ABC's 17 AM, FM and TV licenses—which is, technically, what is involved in the case—"remains, of course, on the applicants."

**Note on Thursday** ■ The commis-

sion's decision, ending weeks of uncertainty, came Thursday afternoon on a 4-to-0 vote, with three abstentions.

Chairman Rosel H. Hyde, who had been in the majority when the commission voted, 4-to-3, to approve the merger, provided the vote that resulted in the commission's acquiescence in the department's request. Voting with him were the three commissioners who have opposed the merger—Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson.

Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth issued a statement in which they asserted that "the showing which has been made" does not warrant a further hearing. "But since a majority of the commission has decided to hold a further hearing," they added, "we will abstain from opposition and give appropriate consideration to any further evidence adduced."

**Tactics** ■ It is understood that Chairman Hyde had not been persuaded, either, by the department's arguments on the need for a hearing. However, he is believed to have felt that, as chairman, he should not deny the request of a government agency. It's also understood that he felt a rejection of the department's request would very likely be overturned if it were appealed to the U. S. Court of Appeals.

This latter view is shared by a number of attorneys in and out of the commission, some of whom say a hearing may be in ITT-ABC's long-term best interests. According to this opinion, a post-hearing decision affirming the previous approval would be difficult to attack successfully in court.

Nevertheless, the decision represents a victory for Justice in what has become its bitter, almost personal duel with the commission over the handling of the \$2.4 billion merger case—the largest in the history of broadcasting.

The commission approved the merger Dec. 21, 1966, only a day after receiving a letter from the department stating that there were a number of anticompetitive aspects of the case that should be considered. The commission

## CATV representation for CPTV's board?

President Johnson was asked last week to name a CATV operator to the board of directors of the proposed Corp. for Public Television. And he was urged to recommend that a study of the use of satellites for ETV be broadened to include cable systems. Both suggestions came from Robert H. Beisswenger, president of Jerrold Corp., Philadelphia, a major CATV equipment manufacturer and multiple CATV system owner.

Later in the week, the President's ETV recommendations were endorsed "in principle" by the Electronic Industries Association. EIA's board also stated that it favored the use of public funds to underwrite the costs of the proposed Corp. for Public Television.

In his March 14 letter to the President, Mr. Beisswenger stated that CATV "should be considered as an important means of bringing public television to the American viewer."

Stating that he intended to testify before the Senate Commerce Committee in its hearing on ETV, Mr.

Beisswenger suggested to the President that a representative of the CATV industry be included in the proposed 15-member board of CPTV.

And, the Jerrold president continued, the use of cable television, as well as satellites, for establishing an ETV and radio network distribution system might be studied. "Perhaps a review of the economic advantages and practicality of both methods, in combination, would prove worthwhile."

The EIA board took its action in the light of the recommendations by the Carnegie Commission on Educational TV that CPTV be supported by a special excise tax on television receivers. Earlier in the week, EIA's Consumer Products Division had declined to take any position.

The President in his message to Congress last month suggested that CPTV be underwritten in its initial year by a \$9 million appropriation from the federal government. He recommended that the question of financing be postponed until next year (BROADCASTING, March 6).



said it had considered all relevant matters involved, and noted that the department, which had been studying the case for a year, had declined all previous invitations to make its views known.

The department angrily declared that it was still studying the matter, and less than a month later filed the petition for reconsideration in which it requested a hearing.

Justice has acknowledged that the possibilities of anticompetitive consequences are too "speculative" to warrant an effort to block the merger in court. But it says the aspects should be weighed by the commission in its consideration of the public-interest factors involved.

**Hearing Needed** ■ And the department attributes the commission's alleged failure to do so to the lack of a full evidentiary hearing in the case. The commission held a two-day oral hearing in the proceeding in September.

The department contends that, but for the merger, ITT might develop a fourth broadcasting network or go into CATV on massive scale. The department has also raised the question as to whether ITT intends to pour money into ABC to make it competitive with CBS and NBC, as the principals of ABC and ITT contend, or whether it intends to take money out, for investment outside of the broadcasting industry. Justice cites an ITT document indicating that ABC would produce a cash flow of \$100 million that would be available for such investment by 1970. However, ABC and ITT say that the estimate doesn't cover dividend requirements and capital needs for color conversion and other purposes.

Another issue in the case involves the integrity of ABC's news operations. Congressional critics of the merger as well as the commissioners who voted against it in December and the department have raised the question as to whether ABC might suppress news that could adversely affect any of ITT's worldwide business ventures—or present news in a way that would help them. The companies have insisted that the news operation would be insulated from outside influences.

Although none of these questions is spelled out in the order, the issues are broad enough to encompass them all.

In a comment on the commission's decision, ABC expressed its readiness to "submit whatever information or witnesses are required in the expedited hearing. . . . We have always contended that the merger between ABC and ITT is in the public interest and we welcome the opportunity to demonstrate it further to the complete satisfaction of the FCC in the public record."

ITT said, "From the first announcement of plans to merge with ABC, we have endeavored to supply complete information to the FCC. In these new

hearings we will continue to furnish any information asked for as quickly as possible and as extensively as requested."

Estimates as to how long the hearing will run vary from "three or four days" to "two or three weeks," with most commission officials agreeing that a final decision could be handed down by June.

**On File** ■ Much—perhaps most—of the evidence to be submitted in the hearing is already on file. The commission, in response to the department's request for a hearing, asked Justice to file the documentary evidence on which it was basing its claim that the anticompetitive aspects of the case had not been considered. ITT and ABC have filed their rebuttal evidence.

Justice has also said it would call six witnesses—Dr. Joseph V. Charyk, president of the Communications Satellite Corp.; Sidney W. Dean Jr., a member of the Radio-Television Committee of the American Civil Liberties Union; Albert G. Hill, professor of physics at the Massachusetts Institute of Technology; Floyd C. Holmes, an economist employed by the department's antitrust division; Bogdan R. Stack, manager of the applied communications program in the operations analysis department of Stanford Research Institute, Menlo Park, Calif.; and Paul Visser, assistant division manager of Hughes Aircraft Co., El Segundo, Calif.

The applicants have not indicated any intention to call witnesses of their own. But Justice is certain to want to cross-examine the principals in the case, Harold S. Geneen, chairman and president of ITT, and Leonard Goldenson, president of ABC.

The department will probably want to call for cross-examination, also, of ITT officials who were engaged in studying the feasibility of that company's acquisition of broadcasting and CATV properties as well as those who prepared reports on ABC's financial condition.

The commission's order stressed the need for speed in "this important matter [that] has been before us for a considerable period of time and has been the subject of a final decision." It said, "The present posture of this proceeding is highly unsettling and affects planning in the vital national network area of the broadcasting industry."

**No Initial Decision** ■ The order directs the examiner to certify the record of the hearing directly to the commission for final decision without writing an initial decision, as is customary in hearings.

It also directs him "(i) to exclude irrelevant, immaterial or unduly repetitious evidence, and (ii) to limit examination or cross-examination of witnesses, where he deems that the matter is carried beyond any useful purpose."

Such an order is unusual, although not unprecedented.

"These instructions will facilitate expedition in the hearing process, without in any way derogating from the full record we seek," the order said.

The parties will be permitted to file proposed findings and conclusions of law in the case within five days of the closing of the hearing record. Oral argument will be held 15 days—"or as soon thereafter as possible"—after the day the record is closed.

"Thereafter the commission will promptly issue a decision determining whether the Memorandum Opinion and Order of Dec. 21, 1966, should be affirmed, modified or set aside," the order said. In the meantime, the effectiveness of that order is stayed.

The commission in the same order denied as "untimely" a petition for reconsideration filed on Feb. 2 by the American Civil Liberties Union. However, the commission invited ACLU to file a statement as amicus curiae within 10 days of the close of the record. The commission said it would decide then whether it will permit ACLU to participate. But the request of a New York resident, Gerald Gottlieb, to appear as amicus curiae, was denied. The commission said "such participation" wouldn't serve any useful purpose.

## Letter orders OK'd by appeals panel

FCC lawyers sighed with relief last week when the U. S. Court of Appeals in Washington reversed a decision by a panel of three judges last year declaring that letters from the FCC to licensees are not orders in the legal sense.

In an unsigned decision last week, the full appeals court vacated the earlier decision and ordered that the appeal of WGBH-AM-FM Red Lion, Pa., against the FCC on a fairness-doctrine issue be determined on the merits.

The Red Lion case began during the 1964 presidential election campaign when the stations carried a program by the Reverend Billy James Hargis discussing the election and a book by writer Fred J. Cook. Mr. Cook charged he had been personally attacked and demanded equal time. The stations, which are owned by the Reverend John M. Norris, offered to sell him time or, if he pleaded poverty, to give him free time. Mr. Cook insisted he was entitled to free time and complained to the FCC. In 1965, the commission told the Red Lion stations that a broadcaster must afford free time to someone who has been attacked and that Mr. Cook

did not have to make a showing that he was financially unable to pay.

In the opinion issued last year, a three-judge appeals court panel in a split, two-to-one ruling, held that the letter was not an order and thus was not appealable. At the core of the majority's reasoning was the finding that Sec. 1.2 of the FCC's rules conflicted with Sec. 5(d) of the Administrative Procedure Act. (BROADCASTING, Nov. 28, 1966).

The FCC, alarmed at the prospect of decades of letter orders to licensees placed in jeopardy, asked the appeals court to reconsider this ruling. The order last week showed that all nine circuit judges participated in the deliberations except Judge Spottswood Robinson.

The Red Lion appeal will now be decided on its merits by the same panel of three judges that had issued the first decision—Circuit Judges Wilbur K. Miller and Edward A. Tamm, who constituted the majority in the original ruling, and Judge Charles Fahy, who dissented originally.

A second suit, this time attacking the FCC's fairness doctrine on constitutional grounds, was also brought by the WGBS stations against the FCC. This case has been held in abeyance in the U. S. District Court in Washington until a ruling is issued in the case involving the stations and Mr. Cook.

## CBS policy on RFE clarified by Stanton

CBS-TV's March 13 documentary *In the Pay of the CIA: an American Dilemma* may have helped to clarify that situation, but apparently served to confuse some CBS executives and the public as to CBS's policy of continued on-air support of Radio Free Europe, an important beneficiary of CIA funds.

After commenting on the program that "if you responded to the many appeals for Radio Free Europe on television, in magazines and even on buses and subways, then you became part of a CIA cover," correspondent Mike Wallace stated, "The CBS television network is now restudying its policy on public service announcements for Radio Free Europe. None have been carried since Feb. 15."

In context the statement seemed a disavowal of support for RFE, and was widely reported as such.

Not so. The next day, CBS released copies of a telegram from Frank Stanton, president of CBS Inc., to John Richardson Jr., president of the Radio Free Europe Fund. Dr. Stanton was "correcting what appears to be a misunderstanding of the CBS position re-

## Royalty gets orders

A 20-year-old Illinois girl, who last year reigned over the Prairie State's dairy industry, this year



Queen Andrea

\$1,800 in new business. After all, who dares say no to a queen?

is racking up sales for WGLC-AM-FM Mendota, Ill. In her first week on the job, Andrea Simpson, who was 1966 Illinois Dairy Queen, wrote up

garding Radio Free Europe . . .

"The CBS radio and television networks and the CBS-owned stations have strongly supported Radio Free Europe since its inception. This support was extended again this year during the two-week campaign conducted by the Advertising Council during the period Jan. 29 through Feb. 12, and subsequently. Indeed, the CBS television network went beyond the campaign until Feb. 16, and the CBS radio network carried a message as late as Feb. 28. One CBS-owned television station broadcast a message promoting RFE today (March 14). At no time were the Radio Free Europe spots on our air canceled or suspended."

Dr. Stanton, who is also chairman of the executive committee, RFE Fund, went on to state his own opinion that RFE "should be supported by publicly identified funds whether from government or private sources."

## CBS gives ETV \$500,000 hand

Gifts of equipment with an aggregate value of \$500,000 to seven noncommercial television entities were announced last week by CBS.

CBS President Dr. Frank Stanton commented, in letters to the recipients: "CBS is following its frequently stated policy of supporting efforts to bring about a vigorous and broad educational television service. . . . We believe such service is an essential supplement to commercial television. And we are convinced that commercial television stands to gain from educational television's greater freedom to experiment, and that com-

petition between the two services is good for both."

The CBS gifts included basic equipment required to establish a television studio at NET's Ann Arbor, Mich., facility as well as at the Southern Tier ETV Association, Binghamton, N. Y., and the New York University Institute of Film and Television. In addition, three Marconi studio camera chains, video and audio tape, and support equipment will go to KCET(TV) Los Angeles; three Marconi chains, video and audio tape, camera pedestal and support equipment to KQED(TV) San Francisco; four Marconi chains, lenses and support equipment to WNDT(TV) Newark-New York, and six Marconi chains to WHYY(TV) Philadelphia.

## Assignments-table plan worries TV's

The National Association of Educational Broadcasters, the Department of Health, Education and Welfare, educational groups, local broadcasters and the United Nations last week voiced their divergent opinions on an FCC rulemaking proposal to create a nationwide table of assignments for educational FM stations.

The comments ranged from high praise of the commission's plan for educational FM's, which are assigned to channels 201-220, to fear that adoption of the proposal might seriously disrupt broadcast service on channel 6 outlets.

WDAY-TV (ch. 6) Fargo, N.D., WTEV-TV (ch. 6) New Bedford, Mass., and Taft Broadcasting Co., licensee of, among others, WBRC-TV (ch. 6) Birmingham, Ala., and WTVN-TV (ch. 6) Columbus, Ohio, expressed their fear of the potential interference of educational FM stations to TV channel 6 and requested adequate safeguards if the table is adopted.

The technical problems involving television channel 6 have long been troublesome. That channel occupies space between 82 mc and 88 mc. Educational FM starts at 88.1 mc.

In a notice of inquiry issued last November (BROADCASTING, Nov. 14), the FCC asked for information on criteria to be used in making channels available to various communities and educational institutions, as well as on the technical standards to be used in the drafting of the proposed table. The principal aim in establishing the table, the commission said in its notice, is to provide for educational FM signal coverage of as much of the nation's population and area as possible to permit states to establish statewide and regional networks.

Academic interests and educational



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Verbal fight fans in L.A. are turning to Channel 9 for the most responsible, entertaining, thought-provoking programs on television.

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Al Capp, master satirist, searches for truth... makes you laugh...and makes you think.

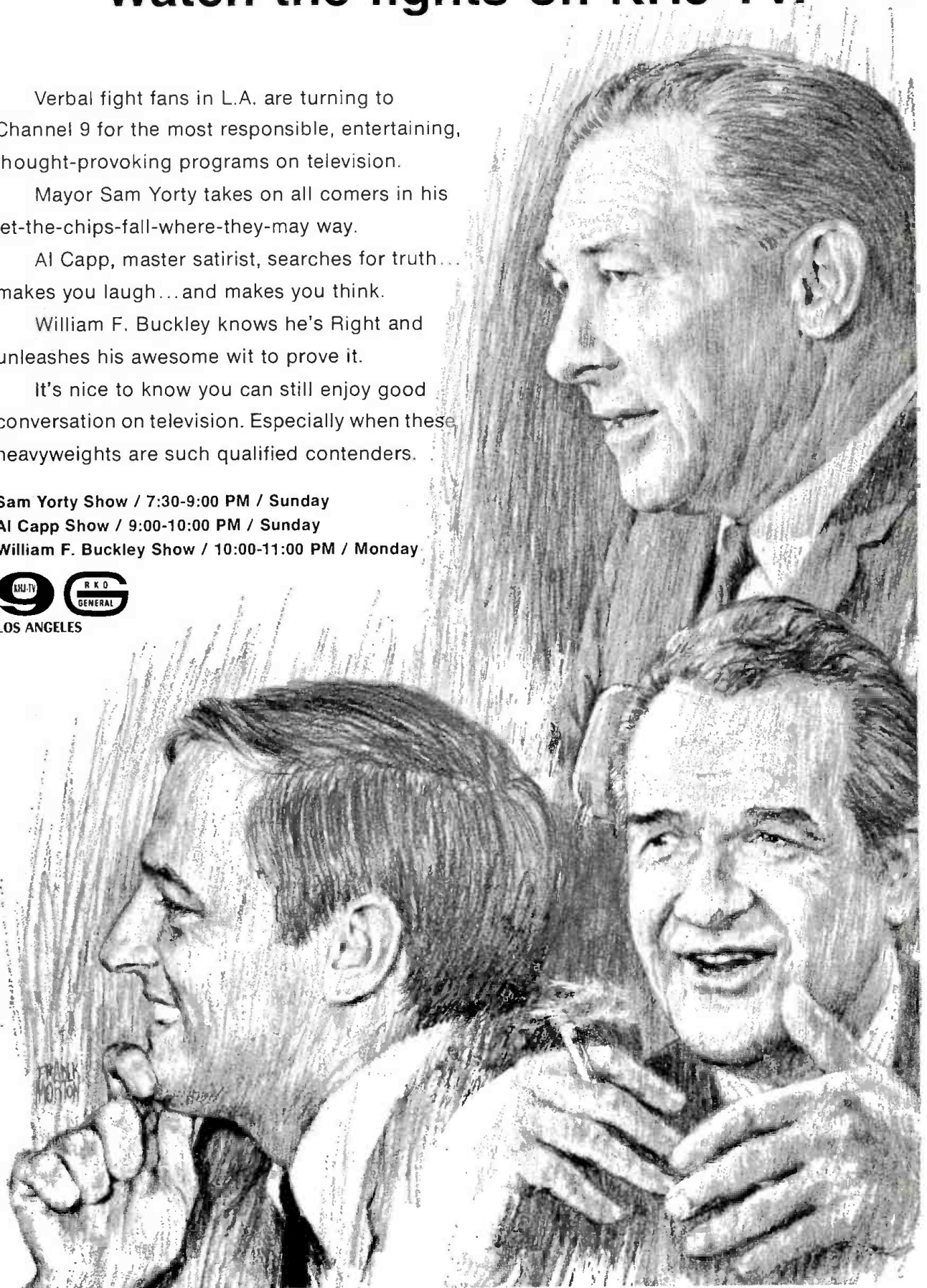
William F. Buckley knows he's Right and unleashes his awesome wit to prove it.

It's nice to know you can still enjoy good conversation on television. Especially when these heavyweights are such qualified contenders.

**Sam Yorty Show / 7:30-9:00 PM / Sunday**

**Al Capp Show / 9:00-10:00 PM / Sunday**

**William F. Buckley Show / 10:00-11:00 PM / Monday**





broadcasters backing the commission's proposal last week included the Missouri Educational Broadcasting Committee; New York University; University of Illinois board of trustees; University of Minnesota; Washburn University of Topeka; Minnesota Private Colleges Radio Network and the Pacifica Foundation. With few exceptions they asked the FCC to reserve assignments in specific communities for their own educational FM operations.

**Support and Concern** ■ HEW supported the proposal. The NAEB also stressed the need for a nationwide table for educational FM's and asked the commission to give "full consideration and appropriate accommodations to the contributions that 10-w stations make to the development of educational radio as well as to the broader goals that high-powered educational stations can attain."

The commission has expressed concern over 10-w operations because it feels such low-power stations do not represent the most efficient use of the spectrum. About half of the nation's 314 educational FM's operate with 10-w or less.

The UN noted that the commission's notice of inquiry made no reference to the world body's channel 206 assignment on 89.1 mc in New York City. Concerned about possible interference

if the proposed table is adopted the UN said: "It is hoped that that silence connotes, once again, an intent to perpetuate the reservation now reflected in the rules."

## CATV monopoly charges to be decided by court

Radio Hanover Inc. took its CATV competitor to court last week charging monopolization of CATV services in the Hanover, Pa., area.

Radio Hanover Inc., owner of WHVR Hanover, filed an amended complaint March 6 in U. S. District Court, Scranton, Pa., against Penn-Mar CATV Inc.—a tripartite media corporation jointly owned by Penn-Mar Publishing Co., publisher, and Brush-Moore Newspapers Inc., owner, of the *Hanover Evening Sun*; Susquehanna Broadcasting Co., group broadcast owner, and United Transmission, a subsidiary of United Utilities Inc. (BROADCASTING Nov. 28, 1966.

Radio Hanover complained that Penn-Mar sought to extend the telephone monopoly exercised by a wholly owned subsidiary of United Utilities into the monopolization of providing CATV service and broadband coaxial cable communications in the Hanover

area and that Penn-Mar, by virtue of its formation, had conspired in restraint of interstate trade and commerce in the provision of CATV service.

Though both systems are under construction, Penn-Mar was enjoined from further construction pending a hearing in U. S. District Court, Harrisburg, Pa., which was held March 15. Opinion of the court is to be delivered March 24.

## Southwest Cablevision stopped by injunction

A preliminary injunction to block the CATV licensing of Southwest Cablevision Inc. in Tucson, Ariz., was granted last Thursday (March 16). Superior court Judge Richard Royston ordered further hearings in the case in which the city council has been charged with in effect granting an exclusive franchise.

Southern Arizona Cable Co., a joint venture of KGUN-TV, KOLD-TV and KVOA-TV, all Tucson, Pima Cable TV Inc., jointly owned by American Cable Television Inc. and Time-Life Broadcast Inc., and Tucson Cable TV Co., a subsidiary of Trans-Video Corp., El Cajon, Calif., all applicants for the system, bought action against the city council shortly after Southwest Cablevision (owned by Jack Kent Cooke Inc.) was granted a license on Jan. 3. The three applicants charge that the city council should have issued licenses to all applicants who qualified according to the terms of the city's CATV ordinance (BROADCASTING, Jan. 9).

## Changing hands . . .

**ANNOUNCED** ■ The following station sale was reported last week subject to FCC approval:

■ WKIK Leonardtown, Md.: Sold by James L. Bittner to Richard A. Myers of Alexandria, Va., for \$100,000. Mr. Myers is a student. WKIK is a 1-kw daytimer on 1370 kc. Broker: Chapman and Co.

**APPROVED** ■ The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 88).

■ KUDL Fairway, Kan.: Sold by KUDL Co. to Starr Broadcasting Co. for \$700,000. Starr Broadcasting is two-thirds owned by William F. Buckley Jr., publisher of *National Review* and leading conservative figure, and one-third owned by Peter Starr. It owns KOWH-AM-FM Omaha, KISD Sioux Falls, S. D., and is awaiting FCC approval of its purchase of KCJC-FM Kansas City, Mo. from Ruben E. Sell for \$243,000.

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KUDL is a 5-kw daytimer on 1380 kc.

■ WROD Daytona Beach, Fla.: Sold by Lee Ruwitch and Gordon Sherman to Otto B. Schoepfle, Arthur Hudnutt and Molly Young for \$295,000. Buyers own WEOL-AM-FM Elyria-Lorain, Ohio. WROD is on 1340 kc with 1 kw days, 250 w nights.

■ KCMB-FM Wichita, Kan.: Sold by James F. and Sharon Kramer to Kansas State Network for \$98,500 plus \$5,000 for one year's consultant service to be paid to Mr. Kramer. Kansas State Network, group TV owner, is headed by George M. Brown and owns KARD-TV Wichita, KCKT(TV) Great Bend, KGLD(TV) Garden City, all Kansas, and KOMC(TV) McCook, Neb. KCMB-FM operates on 107.3 mc with 30 kw.

### New TV stations

Channel 45, Albany, N. Y. has announced it plans to go on the air in October. The UHF station will operate with an ERP of 204 kw visual and 40.7 kw aural from an antenna height of 200 feet above average terrain and 321 feet above ground. Permittee is Mercury Media Inc., Gerald T. Arthur, president. The station will request WEEH-TV call letters and will be independent with some network programs. Syndicated programs, feature films, and local, regional and national sports attractions are planned. Mercury Media currently owns WEEH Albany and WBJA-TV Binghamton, both New York. WEEH-TV will be represented by Vic Piano Associates Inc., New York.

### Cash says taxes answer 'free air' arguments

Norman E. Cash, president of the Television Bureau of Advertising, last week cited the huge contributions in taxes made by the industry as a reply to TV's critics who constantly raise the "free air" argument.

He told the Omaha Advertising Club last Thursday (March 16) that the comment often is voiced that "the operations of TV should, in some way, pay for the use of the public's air which has been given to the licensee free." He stressed that this public air always had existed and was unused until private enterprise made use of it "with all the risks of a new business," and added:

"As a practical matter, however, it is interesting to note that the federal income taxes paid by the three largest [broadcast] corporations, ABC, CBS and RCA, just since 1960-65 . . . total an amount of \$724 million. The nearly 600 TV stations have also contributed in that same period of time taxes estimated at \$880.4 million."

BROADCASTING, March 20, 1967

## Final touches on NAB agenda

Shriver to address closing day luncheon;

Chicago registration expected to top 5,000 mark

The National Association of Broadcasters last week locked up the 1967 agenda for its annual convention when it announced Sargent Shriver, director of the Office of Economic Opportunity, as the closing-day (Wednesday, April 5) luncheon speaker.

More than 5,000 are expected to register for the 45th annual convention in Chicago, April 2-5.

Mr. Shriver, a special assistant to President Johnson, has headed OEO since 1964. At that time he was also director of the Peace Corps, a position he held from its inception in 1961 until last year.

The Wednesday afternoon joint management-engineering session will take a look at "Broadcasting's Future Worldwide." Participants will be: Major General James McCormack, chairman of Communications Satellite Corp., on satellites and tomorrow's broadcasting system; Leonard H. Marks, director of U. S. Information Agency, on global radio and television; William G. Harley, president, National Association of Educational Broadcasters, on the Carnegie

report, Congress and commercial broadcasting, and Dwight W. Martin, WDSU-TV New Orleans, chairman of NAB's Future of Broadcasting Committee, on major issues facing radio and television.

**TV Balloting Wednesday** ■ At the Wednesday morning television session, election of six members of the TV board will share the agenda with the reports of the Television Information Office and NAB TV code.

Two board members—Carl Lee, WKZO-TV Kalamazoo, Mich., and Charles Tower, Corinthian Broadcasting, New York—are up for re-election to second two-year terms. Four board seats are being vacated by members who have served the maximum of two consecutive terms.

Reported to be seeking those vacancies are: Norman Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Burton LaDow, KTVK (TV) Phoenix; Hamilton Shea, WWSA-TV Harrisonburg, Va.; Fred Weber, Rust Craft Broadcasting, Margate, N. J., and Eugene Wilkin, WGAN-TV Portland, Me.

There will be five awards given out

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at the convention—four from NAB and one to the association.

The Distinguished Service Award will be presented to Chet Huntley and David Brinkley at the opening-morning assembly. Two hours later at the luncheon, The Advertising Council will present an award to NAB for the broadcasting industry's public service efforts.

At Tuesday's luncheon, NAB will present an award of merit to William Hedges, retired NBC executive and former NAB president (1928-30). Also at the luncheon, the NAB Code Authority Award of Merit will go to the Alabama Broadcasters Association as the state group that has done the most to further self-regulation in the past year.

On Wednesday NAB will present a certificate of recognition to American Women in Radio and Television for its activities.

## Hubbard applies for another satellite

Veteran broadcaster Stanley S. Hubbard has applied for a UHF channel for what he hopes will be the second satellite of a station he is building on channel 44 at St. Petersburg, Fla.

His Hubbard Broadcasting Corp. last week filed an application with the FCC for authority to operate a satellite of the St. Petersburg station on channel 51 in Ocala, Fla.

Hubbard also plans to operate a UHF satellite in Fort Myers, Fla. The commission two weeks ago, in response to petitions by Hubbard and another would-be broadcaster in Fort Myers, proposed assigning channels 20 and 36 to that community (BROADCASTING, March 13). Hubbard expects to complete construction of the station in St. Petersburg next summer.

# Markets: marking the growth

## Metro areas redefined for 10 cities; newest combination is Greensboro/High Point/Winston-Salem, ranked 53d

Ten metropolitan areas can claim larger populations and eight of these have improved their national rankings through an amendment to the Bureau of the Budget's standard metropolitan statistical areas.

The joining of Greensboro-High Point, N. C., with Winston-Salem, N. C., forming a new statistical area ranked 53d, provided the largest change in

the rankings. Previously they were ranked 110th and 134th respectively.

The standard metropolitan statistical areas are determined by the Budget Bureau from data supplied by the Census Bureau. Below are listed the 10 metropolitan areas, their 1964 SMSA population and rank, and the revised listings released March 3. Population figures are based on the 1960 census.

	1967 listing	1967 rank	1964 listing	1964 rank
Baltimore (add Harford county, Md.)	1,803,745	12	1,727,023	12
Birmingham, Ala. (add Shelby and Walker counties, Ala.)	721,207	37	634,864	43
Dallas (add Kaufman county, Tex.)	1,113,532	20	1,083,601	22
Durham, N. C. (add Orange county, N. C.)	154,965	153	111,995	190
Greensboro-Winston-Salem-High Point, N. C. (new combination; also add Randolph and Yadkin counties, N. C.)	520,249	53	246,620* 189,428†	110* 134†
Indianapolis (add Boone county, Ind.)	944,475	25	916,932	27
Lima, Ohio (add Putnam and Van Wert counties, Ohio)	160,862	149	103,691	198
Little Rock-North Little Rock, Ark. (add Saline county, Ark.)	271,936	98	242,980	111
Milwaukee (add Washington county, Wis.)	1,278,850	17	1,232,731	18
Washington (add Loudoun and Prince William counties, Va.)	2,076,610	10	2,001,897	10

\*Greensboro-High Point, N. C. 1964 figures  
†Winston-Salem, N. C. 1964 figures

## Media reports . . .

**ETV growth** ■ The use of educational television for in-school teaching has almost tripled in four years, the National Center for School and College

Television, Bloomington, Ind., has reported. In the 1961-62 school year, instructional TV served 2,250,000 students; in the 1965-66 school year, ITV was used by 6,550,000 students. In 1961, the study shows, the average ETV station served only 11% of the school audience. In 1966, the average was 19%.

**More affiliation** ■ WTIG Massillon, Ohio, 990 kc, 250 w daytimer, has become an affiliate of Mutual Broadcasting System, according to William Ralhall, news director and station manager. WTIG is a Scott Broadcasting station owned by Herbert Scott of Pottstown, Pa.

# BUYING TIME

## IN ROCHESTER?



..... SWING WITH WROC-TV 8...



A RUST CRAFT STATION

Represented by Edward Petry, Inc.

\*NBC Films Announces

1967-68

Be Kind to

Your-Rep Year





# We're Dedicated!

On Saturday March 4th Leonard Goldenson of American Broadcasting Companies, Inc. officially dedicated WLBW-TV's new facility in Miami before a group of 200 V.I.P.'s.

We are dedicated - always - to serving the needs of South Florida.



**WLBW-TV**  
MIAMI, FLORIDA

AFFILIATED WITH WCKY  
50 KW CINCINNATI, OHIO



# FTC has eye peeled for stations' ads

Hill interested in audience claims, is assured that '2 or 3 dozen' cases are being watched

The Federal Trade Commission told the House Commerce Committee last week that it was investigating "two to three dozen" advertised claims by broadcasting stations about their audiences.

The disclosure came during one of a series of hearings the Commerce Committee is holding on federal regulatory agencies.

In another congressional hearing, held by the Senate Small Business Committee last week, an official of the FTC also touched on the subject of television advertising—this time to say that the high cost of TV advertising may be forcing small firms in the consumer goods industries out of competition.

The discussion of audience ratings in the Commerce Committee hearing resulted from questioning by Representative John Moss (D-Calif.). Representative Moss expressed concern about the ad statements appearing in unspecified broadcasting industry publications that note stations' audience claims. He later said that these claims represent only estimates but are stated as fact and often are the basis for key economic decisions concerning program sponsorship. He said that such ads should contain statements indicating the figures are only estimates or are not supportable through investigation.

He also said that a congressional oversight committee in the past had "exposed the unreliability of (broadcast) rating systems and we made clear they were not accurate indexes of audiences." But, he went on, trade magazines carry advertisements by radio or TV stations claiming on the basis of these ratings that they have more listeners than their competitors have.

FTC Chairman Paul Rand Dixon replied: "We've been looking case by case into some of the problems you mention. We have two to three dozen of these cases under investigation now."

Representative Moss later said he would continue to watch the commission's study of this subject in his new post as chairman of the House Commerce and Finance Subcommittee, which has jurisdiction over the FTC. He noted he was "concerned with federal regulatory agency follow-through."

At that hearing Chairman Dixon also

said the FTC was concerned "with protecting all consumers against trade deceptions in the market place. The main problem areas include advertising and labeling of automobile tires, car warranties, consumer credit, cigarette advertising, cosmetics and drugs, home improvements and fictitious pricing."

He also said the commission should be ready within two months to begin testing cigarettes for tar and nicotine content. He added this would insure that the amounts of tar and nicotine mentioned on cigarette packages and advertising were accurate. He also said the FTC had received good cooperation from the cigarette industry, which is also establishing a test center.

He also touched generally on industry concentration and its effect on competition, entry and small firms. He also noted attention given to price discrimination and competition.

The latter subjects were discussed extensively by Willard F. Mueller, director of the FTC's bureau of economics, before the Senate Small Business Committee. He commented that high advertising costs, particularly in television, were influencing small-business reluctance to enter consumer-goods markets and were creating bigger firms.

He said domination by large companies in the consumer field had increased in recent years while the reverse has been true in industrial production. He laid the blame for this on the advantages large companies enjoy in promoting and distributing consumer products. "The high cost of large-scale TV advertising has made it difficult for established small firms to survive and for new competitors to become established," in consumer fields, he said.

In the consumer field, there were 24 industries in which the four largest firms accounted for half or more of total production in 1954 and that by 1963 the number had increased to 29. This trend toward concentration and domination, he said, has been more apparent in consumer goods industries characterized by heavy outlays for advertising.

He did not, however, suggest any remedies for this situation. In the past other government officials have suggested such means as limiting advertising

## NAEB gets Ford grant

Educational radio received a "new forward thrust" today with a \$38,000 boost from the Ford Foundation. The grant made to the National Association of Educational Broadcasters will finance a comprehensive study of the status and needs of educational radio in the U. S.

## Ford's ETV role cited in report

McGeorge Bundy, president of the Ford Foundation, served notice on the business community in general and the television industry in particular yesterday (March 19) that the foundation intends to speak out on issues that are controversial and affect national policy.

Mr. Bundy, who voiced this pledge in the Ford Foundation's annual report covering the Oct. 1, 1965-Sept. 30, 1966, fiscal year, made specific reference to the foundation's proposal to the FCC for the creation of a communications satellite system to serve both noncommercial and commercial stations and in this manner help provide additional financial aid for noncommercial TV.

He acknowledged that the foundation's position before the FCC "does take us into an area where there are great commercial interests," and raised the question that the foundation conceivably could be charged with "interfering with other people's business." But he hastened to say that no such charge has been made by the leaders of the affected industries.

He declared that foundations should contribute as much as they properly can to "honest public discussions of issues which are controversial" and occasionally will want to take a position, as Ford Foundation has in the fields of educational TV, population control and equal opportunity.

Mr. Bundy said that the first lesson he has learned in the past year as president of the foundation is that "we have no warrant to be mute when there comes a time to speak—a time to put our mouth where our money is." He said the foundation intends to be "careful and responsible" in what it says, but

# suddenly... Chicago morning Radio is a new Ball Game!

Jerry Williams . . . our public opinion specialist  
has been making history for us at night.

Now . . . he's up and at 'em with two-way morning  
Radio like Chicago and you have never  
heard before! Calls to important newsmakers  
'round the world . . . studio guests . . . and the  
audience getting involved on the telephone.

The latest news, frequent time and temperature  
. . . helicopter traffic reports . . . for a  
swinging morning Radio show that is setting  
Chicago on its listening ear!

Get the full details from your nearest  
CBS Radio Spot Sales Office. Ask them to  
arrange a free Dial-A-Station sample.  
Or call Jack Bivans, General Sales Manager  
at (312) 944-6000 . . . today!



**Jerry Williams 6-10AM Mon-Sat**  
**WBBM** THE TALK OF CHICAGO **RADIO-780**

BROADCASTING, March 20, 1967



added "we find no virtue in a vow of silence."

During the 1966 fiscal year, the foundation made grants and other new commitments totaling \$307.7 million. Income was \$157.4 million and the difference came from capital, bringing the "total invasion" of capital since the establishment of the foundation to \$1 billion, the annual report noted. Mr. Bundy said the foundation intends to continue to spend somewhat beyond its income but at a rate lower than in recent years.

The foundation appropriated \$10 million for further assistance to educational television stations and granted \$6 million to the National Educational Television and Radio Center in 1966.

## ABC Radio West reaches end of trail

ABC Radio plans to discontinue its West Coast regional network, effective July 1.

The regional operation, known as ABC Radio West, was formerly the Don Lee Network. ABC Radio took it over from RKO General about six years ago. It currently consists of 56 stations in California, Oregon, Washington, Nevada, Idaho and Arizona.

Robert R. Pauley, president of ABC Radio, confirmed closing plans last week. He blamed the decision not on a lack of station clearances, which he said were at the 100% level, or on lack of advertiser interest, but on inability to maintain rates high enough to pay for "quality" operation.

ABC Radio West offers programing keyed to western-states' audiences and originates for the most part in Los Angeles, although the network also maintains reversible lines to Portland, Ore. and Seattle, San Francisco and Salt Lake City.

Regular programing includes Monday-through-Friday newscasts by Frank Hemingway at 7 a.m. and Don Allen at 7:30 a.m., *News Sound* at 5:30 p.m. and *Keith Jackson Sports* at 5:45 p.m. On Saturdays and Sundays there are several *Weekend West* feature reports.

There were reports late last week that these programs, or some of them, may be offered to stations on a co-op basis after the network closes.

Fifty of the 56 affiliates also carry ABC Radio's regular transcontinental network programing.

ABC Radio West is the second regional network, once highly influential in American radio, to close within a few months. The other, the Yankee Network in New England, announced its cessation a few weeks ago.

## Cooke realigning his checkers

Barstow CATV sale may be forerunner of others;  
more direct control, larger-market build-up sought

Jack Kent Cooke's American Cablevision Co., which claims to be the largest community antenna television operator in the world, revealed last week that it already has sold one of its 20 systems and may put others—but not all of the Cooke CATV's—on the block. They will be sold as a complete package, in selective groups or individually. According to a company spokesman the reason for the move "is a matter of control." Mr. Cooke, it was explained, invested "considerably more" than \$20 million to purchase or build and develop these systems in eight states during the last two years. He wants to reinvest this money and have more direct control of it, and concentrate his holdings in larger markets.

Reports that Mr. Cooke needed the money to finance his extensive sports holdings, which already have required an acknowledged investment of more than \$30 million, were emphatically denied by company officials. It also was emphasized that Mr. Cooke "is not leaving the CATV business" and still believes strongly in its future.

Instead the American Cablevision systems entities are being sold "so that we can concentrate our company's CATV efforts toward metropolitan markets," such as Tucson where the Cooke interests recently were granted a community antenna franchise. By specializing this way, it was reported, Mr. Cooke will be

able to devote more time to both his sports and CATV activities. American Cablevision Co. will continue to operate, as it has since 1965, as a division of Jack Kent Cooke Inc., Beverly Hills, Calif.

**Widespread Holdings** ■ As of last month, Mr. Cooke's CATV division owned and operated systems in Wisconsin, Minnesota, West Virginia, Michigan, Idaho, California, New Hampshire and Texas serving a total of 86,500 subscribers. On Feb. 17, American Cablevision agreed to sell its system in Barstow, Calif., serving 5,719 subscribers, to Continental Telephone Co., St. Louis, for an undisclosed price (this deal is to be closed by March 31). It was the first indication that American Cablevision planned to move some of its CATV holdings.

Systems that had been acquired in Barstow; Graham, Tex.; Rochester, Minn.; Iron Mountain and Escanaba, both Michigan; and Clarksburg and Fairmont, both West Virginia, were all raised from a capability of five channels to 12 channels. The company proudly billed itself as owning 25% of all CATV systems in the country serving more than 5,000 subscribers.

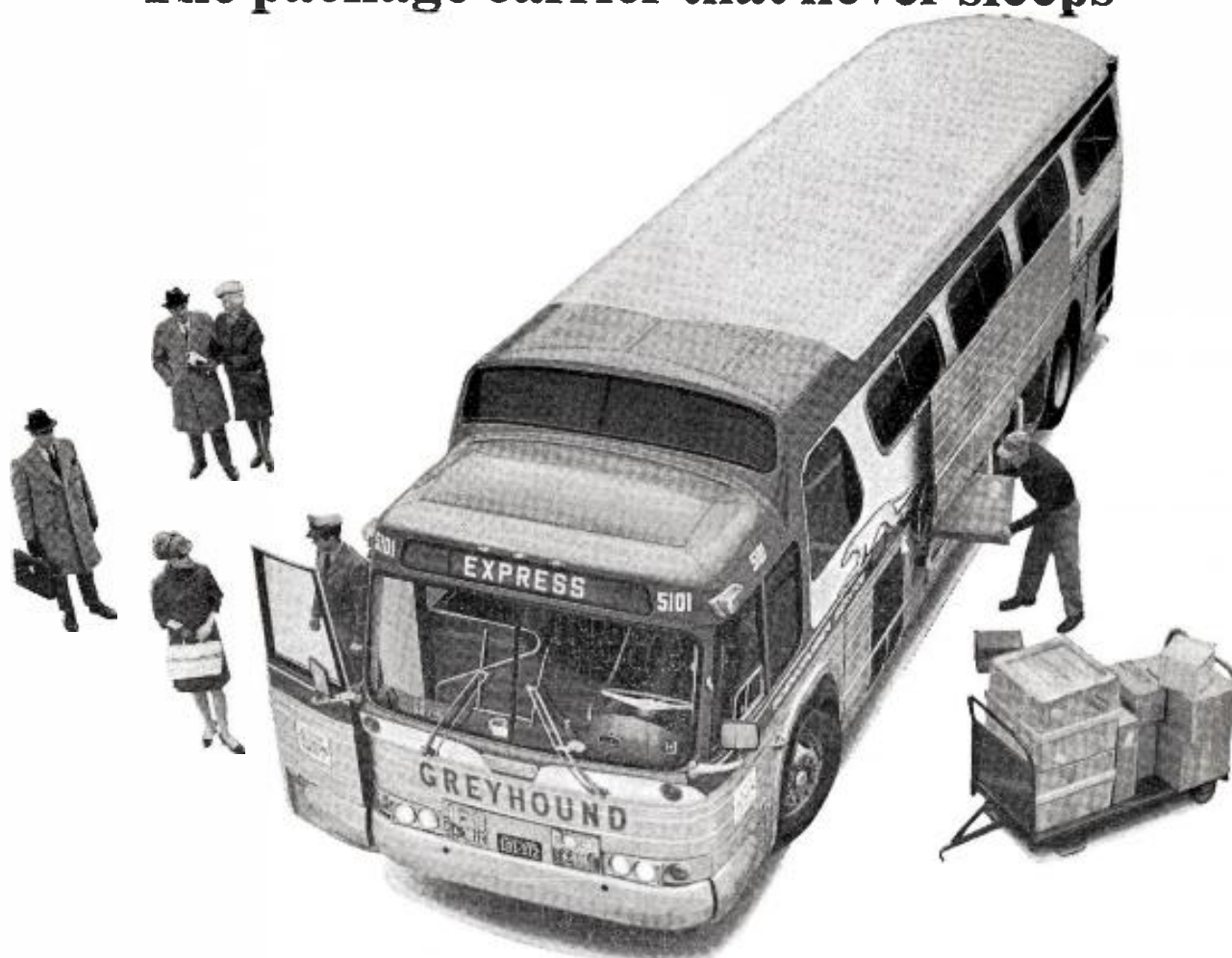
Earlier this year, American Cablevision was awarded a CATV franchise for Tucson, which has a potential of some 77,000 subscribers. This grant, however, is still being contested. Last fall, Mr. Cooke purchased a controlling interest in Central Arizona Television, Tempe. This company reportedly has the only CATV franchise awarded in Tempe and has CATV applications pending in Mesa, Scottsdale, Glendale, Chandler and Paradise Valley, all of which are in the Phoenix greater metropolitan area. Mr. Cooke also has a CATV application pending for Las Vegas. Presumably, these are some of the metropolitan markets American Cablevision intends to concentrate on and pursue in the future.

**Sports Interests** ■ Through California Sports Inc., Mr. Cooke, a former broadcaster, owns the Los Angeles Lakers professional basketball team and the Los Angeles Kings, one of the new teams in the recent National Hockey League expansion. He also owns the Los Angeles Americans (formerly the Zorros), an internationally affiliated professional soccer team, and 25% of the Washington Redskins National Football League club. Through the Forum of Inglewood Inc., the 54-year-old Mr. Cooke, who was born in Canada but is now an American citizen, is building and will own a \$14-million sports arena in the Los Angeles market.



Mr. Cooke

# The package carrier that never sleeps



## Your packages go 24 hours a day, 365 days a year, by Greyhound Package Express

Greyhound Package Express is the wide-awake way to get your packages *where* you want them. Ship anytime 'round the clock, days, nights, weekends, and holidays, too! Your packages can go wherever Greyhound goes, and Greyhound goes just about everywhere in the U.S.A. When you ship by GPX,

your packages travel on fast, frequent "people" schedules, aboard regular Greyhound buses, serving more than 25,000 cities, towns and villages. Very often, packages shipped by GPX get where you want them in a matter of hours. Sometimes even faster than if you shipped them by air. Before you

make your next shipment, remember GPX. Ship C.O.D., Collect, Prepaid, or open a Charge Account. Extra savings on lot shipments also available. For information on service, rates and routes, call Greyhound or write: Greyhound Package Express, Dept. 8-C, 10 South Riverside Plaza, Chicago, Ill. 60606.

### It's there in hours and costs you less

For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
NEW YORK— PHILADELPHIA	32	2 hrs.	\$1.75	\$2.05	\$2.30
LOS ANGELES— SAN DIEGO	33	2 hrs. 15 min.	1.50	1.70	1.95
CHICAGO— MILWAUKEE	28	1 hr. 50 min.	1.75	2.00	2.20
RICHMOND— NORFOLK	19	1 hr. 45 min.	1.85	2.10	2.40

Rates subject to change. \*Other low rates up to 100 lbs. Lot shipments, too.

One of a series of messages depicting another growing service of The Greyhound Corporation.





# AMERICAN SECURITY COUNCIL WASHINGTON REPORT

## A FREE SERVICE TO THE NATION'S RADIO STATIONS

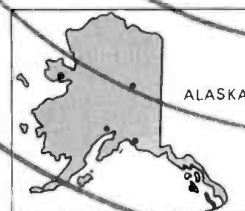
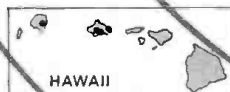
### *We must be alert and informed.*

The words were spoken by General Dwight D. Eisenhower in September, 1964. The occasion—his appearance on the inaugural broadcast of *The American Security Council Washington Report*.

Nearly 700 programs later, the words of General Eisenhower continue to be the theme of this award winning news background and analysis program—devoted exclusively to the constantly changing developments of the cold war.

While news headlines report *what is happening* in the cold war struggle, the *Washington Report* tells *why*. Backed by an outstanding research staff, the program's editors delve deeply into the stories behind each day's headlines, often featuring interviews with top representatives of other nations...with key figures in the news...and broadcasts from the front lines of the cold war.

In the past 28 months, more than 1,000 stations in all 50 states have used the *Washington Report* to provide greater depth and impact to their news programming.



### *Here is what some of these stations say about the program:*

"The *American Security Council Washington Report* has been an audience builder for Radio Miami, WGBS. It is a stimulating, thought-provoking, well-produced series."

*Spencer E. Danes, Program Manager  
WGBS (Mutual), Miami, Florida*

"The *Washington Report* was immediately sold out and, since we broadcast the program 4 times daily at 4 different newscasts, we reaped abundantly."

*Michael G. Davis, Manager  
KBGN-AM & FM, Caldwell, Idaho*

"The A.S.C. *Washington Report* is heard twice a day on KGU in Honolulu. The public has been complimentary. Oh, we have a few critics too, but that makes for a healthy situation."

*Ted Scott, Program and Operations Director  
KGU, Honolulu, Hawaii*

"This program is the most authoritative and yet the most interesting and informative program of this nature that KFML has ever carried. It will occupy a position of prime time in our daily schedule as long as it is available."

*Arthur L. Robertson, General Manager  
KFML & KFML-FM, Denver, Colorado*

"*Washington Report* has proven to be a most interesting and provocative program. We have aired the program at 5:10 PM daily for the past 26 weeks and our current sponsor has given us blanket approval for a 52 week renewal. This program fills a void that I am certain exists at most radio stations."

*Morton J. Victorson, Sales Manager  
WCHS (CBS), Charleston, West Virginia*

Now in its third year, this 5 per week, 3¼ minute series is again being offered FREE to one station in each market. For full details or for an audition record, write or call collect—or, if you're coming to the convention, come in and see us personally.

**BROADCAST SERVICES SYNDICATE, 230 North Michigan Ave.  
(Suite 222)  
Chicago, Illinois 60601  
area 312-782-6766**



## Spring functions lined up for ABC

Affiliates meetings of ABC-TV and ABC Radio will be held in Chicago on the weekend preceding the National Association of Broadcasters annual convention.

ABC-TV will formally present its 1967-68 nighttime program schedule at its meeting of affiliates on April 1. The sessions begin at 2:30 p.m. in the International Ballroom of the Conrad Hilton. A cocktail reception follows in the Grand Ballroom. At 9:15 a.m. that day, the annual ABC-TV primary affiliates association meeting will be held in the Guildhall of the Ambassador West hotel.

ABC Radio's affiliates meeting is set for April 2, starting at 11 a.m. in the Grand Ballroom of the Drake hotel. Robert R. Pauley, president of ABC Radio, will address the affiliates and, among other developments, is expected to announce a "major innovation in weekend programming." A cocktail reception will be held at 5 p.m. followed by a buffet supper and dancing in the Drake's Gold Coast room.

A third ABC event, a joint screening of new TV properties being offered ABC International Worldvision station associates, will be held in Hollywood for station executives March 17-31. Broadcasters for more than a dozen Latin American countries and from Japan will attend. Several of the broadcasters, joined by Canadian associates, at the conclusion of the five days of screenings, will travel to the NAB convention in Chicago.

## Agenda set for APBE conference

A look at how advertising can help programming, a futuristic look at research and a talk by FCC Commissioner Lee Loevinger will highlight the Association for Professional Broadcasting Education's annual meeting at the Pick-Congress hotel in Chicago April 1-2.

The opening session Saturday afternoon (April 1) will take place at the studios of WFLD-TV Chicago where Sterling C. (Red) Quinlan, president of the station, will discuss "The Reality of UHF." APBE will hold its first business meeting that night.

On Sunday morning (April 2), Eldon Campbell, WFBM-AM-FM-TV Indianapolis, will moderate a panel on "The P&L Statement: Prelude to Exciting Broadcasting." Panelists will be Jack W. Lee, WSAZ-AM-TV Huntington, W. Va.; George Henderson, WSOC-AM-FM-TV Charlotte, N. C., and Arch Madsen,

Bonneville International, Salt Lake City. Dean Behrend, Opinion Research Corp., Princeton, N. J., will talk on "Tomorrow is Today for Broadcasting" in the morning session. Commissioner Loevinger will be the luncheon speaker.

Research will fill the Sunday afternoon session. A panel on "Research for the Future" will be moderated by Howard Mandel, National Association of Broadcasters vice president for research. Panelists will be Joe A. Bailey, University of Texas; Delwin B. Dusenbury, Temple University; William G. Mendell, Oklahoma State University.

Seymour Banks, Leo Burnett Co., will talk on "Research: Club or Crutch."

The second business session Sunday afternoon will conclude the APBE meeting.

## Storer petitions FCC on the 'when' of ID's

Storer Broadcasting Co., multiple station owner, last week asked the FCC to expand its station-identification rule-making proposal issued last January to include the question of "when" such announcements should be made by radio stations. The commission's suggested amendments are currently limited to the problem of how stations should identify their community of license without misleading audiences (BROADCASTING, Jan. 30).

Storer asked the commission to consider adding an amendment suggested by CBS last month that would eliminate station ID requirements when such announcements interrupt the continuity of program material (BROADCASTING, Feb. 6). The broadcaster also expressed support for a CBS provision that would allow stations to make ID announcements within five minutes of specified times.

The additional amendments, Storer said, would better reflect the "changing patterns of radio programming . . . which were designed in the context of 'block-scheduled' programming."

The FCC should also consider, Storer urged, further amendments regarding the number of identifications to be made during each broadcast hour that would conform the AM-FM rules with those in effect for TV.

## Ohio group buys print firm

Purchase of full ownership of the Spectator Printing and Publishing Co., Columbus, Ohio, by Ohio Radio Inc. was announced last week. The broadcast group, which owned 80% of the publishing company, bought the remaining 20% from Carlton Hartley, former publisher. Price was not made public.

Ohio Radio owns four FM stations

in Ohio—WRWR Port Clinton, WAWR Bowling Green, WKTN Kenton and WLKR Norwalk. Principal owners are Michael V. DiSalle, former governor of Ohio, and Robert W. Reider of Port Clinton, Ohio. Publisher of the Spectator newspapers is Robert Burdock.

## Midwest application dismissed by examiner

FCC Hearing Examiner Isadore A. Honig has granted a "request for dismissal" of an application for construction permit for a TV station on channel 49 at Springfield, Ill., by Midwest Television Inc. The dismissal was "with prejudice," which bars Midwest from filing another application for a Springfield TV station within one year. In his decision, Mr. Honig stated a dismissal without prejudice shall be granted only upon justification that "circumstances wholly beyond the applicant's control" preclude further prosecution of his application. Examiner Honig said there was no such justification in Midwest's pleading. On Jan. 25 Midwest was granted a construction permit for a new TV translator to operate on channel 47 serving Springfield with rebroadcast programs from the company's WCIA-TV Champaign, Ill., station.

## Referendum vetoes Asheville CATV

The citizens of Asheville, N. C., have rejected by an overwhelming seven-to-one vote a CATV franchise that would have brought the city a lucrative 16% of Asheville Cablevision Inc.'s annual gross receipts.

The original ordinance, which called for the CATV system to revert to city ownership at the end of 20 years, was modified by the city council prior to the referendum to extend operating rights to 35 years before renegotiation.

## More power for task force

The FCC has granted its CATV Task Force restricted decision-making powers. In an order amending procedural rules, the commission gave the task force authority to make recommendations privately to the commission in restricted rulemaking proceedings involving service by common carriers to CATV systems, as well as participate in the preparation of the recommendations and final decisions. Effective Wednesday, March 22, the task force will attain the same status of the Common Carrier Bureau in such rulemaking proceedings.

# CBS moves into moviemaking

Columbia Pictures executive recruited to head division;  
theatrical distribution here and abroad is stated aim

CBS already owns TV and radio networks, a baseball team and a guitar manufacturing company, among others, and last week spread into an area more intimately allied with its main activity. It established a division for the production and distribution of feature-length theatrical motion pictures.

Details on its latest undertaking were skimpy. John A. Schneider, president, CBS/Broadcast Group, who made the announcement Thursday (March 16), said the president of the new division will be Gordon Stulberg, formerly vice president and chief studio administrative officer for Columbia Pictures Corp.

"The formation of this division," Mr. Schneider said, "is the first step in implementing CBS plans to produce and distribute full-length feature motion pictures to theaters in the U. S. and overseas. These theatrical films will be made both in this country and abroad."

The headquarters for the new division will be at the CBS Studio Center, North Hollywood, Calif. It will have offices in New York and London.

Mr. Schneider said further details will be announced at a future date.

**Background** ■ Mr. Stulberg's resignation from Columbia Pictures was an-

nounced on Thursday, a few hours before CBS released its plans in the feature-film area. Mr. Stulberg joined Columbia Pictures in 1956 and has been vice president and chief studio administrative officer for the past six years. Earlier, he was a member of the law firm of Pacht, Ross, Warne and Bernhard. He is a graduate of the University of Toronto (1946) and of the Cornell University law school (1949). Mr. Stulberg is a member of the bars of New York and California.

Though CBS offered no additional information on its plans, it seemed reasonable to deduce that its move into feature film production and distribution was dictated in part by the dwindling supply of motion pictures available to TV. Following their presentation in theaters, the films produced under the CBS imprimatur will be funneled undoubtedly to television.

CBS becomes the first television network to establish a full-fledged motion picture operation. NBC has established a relationship for production of motion pictures expressly for TV with Universal Pictures handling the actual production.

Over the past two years there have been a growing number of broadcasters

who have moved into the sector of producing features, with some theatrical exposure before TV release. But these projects were billed as co-production transactions with the broadcasters selecting a producer and providing part or most of the financing. RKO General and Westinghouse Broadcasting are prime examples of this category of broadcaster-turned-movie entrepreneur.

**Indication** ■ CBS's flat announcement that its features would be for theatrical distribution and its appointment of a top executive of the caliber of Mr. Stulberg clearly indicates that it intends to produce films with a relatively high budget and not the modestly priced productions that are aimed primarily for TV.

CBS apparently has been preparing carefully for this latest enterprise. Only a few weeks ago it announced the purchase of the 70-acre Republic Studios facilities in North Hollywood for some \$9.5 million from Republic Corp. (BROADCASTING, Feb. 27). Republic's lot had been named Studio Center by CBS since the network leased and operated the studios beginning in May 1963.

It is this lot that will house the CBS motion picture operation. The Studio Center contains 17 sound stages and special-effects and prop departments. In recent months, CBS added two new sound stages and constructed a new entrance.

CBS-TV this season filmed there such shows as *Gunsmoke*, *Wild, Wild West*, *Run Buddy Run*, *Gilligan's Island* and *It's About Time*, and plans to also film *Cimarron Strip* and *He and She*, both of which will be on the 1967-68 schedule. All the shows produced there this season, with the exception of *Gunsmoke* and *Wild, Wild West*, will be off the schedule next season, but CBS had planned to continue leasing space to other production units. CBS also has a 25-acre CBS Television City facility in West Hollywood.

## Mark Century plans 9th breakfast seminar

A breakfast and programing-sales seminar emphasizing the selling of radio on the local and national level, will be held the morning of April 3 at the National Association of Broadcasters convention in Chicago.

Mark Century Corp., New York, under whose auspices the program is being held, released details last week of its sixth annual seminar. It begins with an 8 a.m. breakfast followed by

## Sandstrom joins vigilantes in rescue of Dillon

When some Madison Avenue bushwhacker gunned down *Gunsmoke* from the CBS-TV fall lineup, Jayhawkers bristled at the thought of Kansas's historic Dodge City, series locale, fading from the nation's TV screens.

The cries of protest were raised in countless outpourings from the state's broadcast stations, newspapers and magazines. But some, such as Thad Sandstrom, vice president and general manager of WIBW-AM-FM-TV Topeka, went further. One result was a formal resolution from the Kansas House of Representatives urging CBS-TV to reconsider its decision. Copies of the resolution were dispatched to both the network and *Gunsmoke* star James Arness via the ZIP-code version of the pony express.

It worked; CBS-TV noting this

and reactions in other areas to the cancellation, changed its mind and rescheduled the current Saturday night series into a Monday evening slot next fall.

The happy Kansas house, mindful of its proper up-bringing, immediately put through another resolution. It commended CBS Inc. President Frank Stanton for the newer decision and also tendered a vote of thanks to Mr. Sandstrom, whose station is a CBS-TV affiliate, for his part in winning the reprieve.

And, if one of these days, Dr. Stanton moseys down Dodge City's Old Front Street in company with Matt Dillon, Doc and Festus, it may be because the resolution also asked Mr. Sandstrom to invite the CBS Inc. president and the entire cast of *Gunsmoke* to come set a spell with the Kansas legislature and in Dodge City.

the seminar ("Radio—The Big Sale") at 8:30 in the Waldorf room of the Conrad Hilton.

Panel speakers are Philip Nolan, programming manager, Westinghouse Broadcasting Co., on the use of programming to increase sales; Thomas C. Harrison, president of the radio division, John Blair & Co., on how to get more national sales dollars; Kent Burkhart, vice president-general manager, WQXI Atlanta, on the "Radio Programming Revolution," and problems facing broadcasters, and Martin S. Simmons, executive vice president and treasurer, Ster, Walters and Simmons Inc., Chicago, on what an advertising agency looks for in the selection of stations and markets.

Marvin A. Kempner, president of Mark Century Sales, will moderate. Milton Herson, president of Mark Century Corp., suggested that broadcasters interested in attending the seminar forward their requests to the company's New York office, the Towers, Warwick hotel, 65 West 54th Street, New York 10019.

## Mayor Yorty debuts as television star

Another politician took a turn at television show business last week when the oft-embroiled mayor of Los Angeles, Sam Yorty, taped the first of what may be a continuing series of 90-minute entertainment-talk programs. The mayor's program, *The Sam Yorty Show*, was produced at the studios of KHJ-TV Los Angeles, for showing on that station at 7:30 p.m., Sunday (March 19).

Mr. Yorty served as questioner of program guests, including former White House news secretary Pierre Salinger, Art Linkletter, actress Tippi Hedren and commentator Tom Duggan, among others. An audience of about 100 watched the taping. Among them were representatives of consumer publications from all over the nation. Mr. Yorty, getting into the speculative swing of the business right from the start, indicated that he hoped the ratings would be good enough to allow the show to continue for at least 13 weeks.

## Two from Seven Arts

Seven Arts Television will place two half-hour color series, *The Professionals* and *Country Music Hall*, into syndication during the TFE '67 and NAB convention, it was announced last week by W. Robert Rich, executive vice president and general manager. Top seasonal sports will be covered in *The Professionals* while *Country Music Hall* will feature top talent in the country-and-western music fields.

BROADCASTING, March 20, 1967

# Copyright bill troubles NET

Pending exemptions are a 'snare and delusion' for ETV, says Aleinikoff

Warning that "extremely serious consequences must result for every facet of educational broadcasting," if Congress passes a revision of the copyright laws as presently drafted, representatives of educational television last week urged changes in the proposed bill.

Testifying before the Senate Subcommittee on Patents, Trademarks and Copyrights, Eugene N. Aleinikoff, counsel for National Educational Television, called the measure the subcommittee is studying "essentially discriminatory" against ETV.

He also called the present ETV exemption from copyright liability contained in the bill "a snare and delusion" and providing "almost no comfort at all for educational television or radio."

The segments of the proposed copyright bill the noncommercial broadcasters were opposing were parts that would limit ETV exemptions from copyright application. As pending the bill would generally limit the exemption to instructional classroom broadcasting, to broadcasts in a radius of less than 100 miles, to only two recordings of the presentations involved and if the time and presentation of the program are controlled by the transmitter and not the recipient.

**Cramp When Wanted** ■ Restrictions on the number of recordings, the number of uses and the geographical territory covered, as proposed in the copyright law revision, would cramp educational television when national policy supports it and seeks expansion, Mr. Aleinikoff stated.

Mr. Aleinikoff pointed to President Johnson's recent support of noncommercial television and the growing national and congressional interest in the field.

To support their claims, the ETV official presented a study of 13 ETV stations in the Northeast. The study indicated that only about 50% of ETV broadcasts are related to instructional activities, few ETV broadcasts are live, most ETV programs are repeated and one-third of the programs are produced locally although the patterns varies widely from city to city. The ETV spokesman also expressed concern about the geographic restrictions placed on the exemptions because of the possibi-

ty of eventual broadcasts over nationwide ETV networks or satellite communications.

He offered instead an amendment to the bill creating three categories of educational transmissions: those completely exempt under the copyright law, those governed by full copyright protection and those subject to prescribed licensing procedures.

**Proposal** ■ Full exemption, under the NET proposal, would be limited to school broadcasts applying only to direct teaching material. No exemptions would be afforded plays, motion pictures, ballets or similar dramatic works. In each such case the author or producer would be free to establish his own fees or to withhold permission altogether for school or home broadcasts. Most copyright works would be subject to required licensing for educational broadcast at reasonable fees. Penalties would be imposed both ways: on the broadcaster if he does not seek a license or accept one at a reasonable fee; or the copyright owner if he does not reply to a request for a license or offer one at a reasonable fee.

Other broadcasting and entertainment representatives are scheduled to address the subcommittee at later hearings on the copyright measure. Band-leader Stan Kenton is scheduled to testify this week on behalf of recording artists who are seeking copyright protection for all recorded performances. Representatives of the National Association of Educational Broadcasters are scheduled to take up the ETV question April 12, and spokesmen for the National Association of Broadcasters are also slated for that date to discuss extension of copyright protection to recordings, ephemeral recordings and other aspects of the bill.

## Former Colgems head sues over dismissal

A suit seeking damages totaling \$35.5 million was filed against Columbia Pictures, two of its top officers and others in the U. S. district court in New York last Wednesday (March 15) by Don Kirshner, who was ousted last month as president of the Colgems record division. That company is owned jointly by Columbia Pictures and Screen Gems Inc., Columbia's 88% owned TV subsidiary.

Mr. Kirshner alleged there had been a breach of a five-year contract he signed last Aug. 1 that provided for an annual minimum salary of \$35,000 against total possible compensation of 15% of the division's pretax earnings. Mr. Kirshner is widely credited for much of the success of the Monkees, a



# How Friendly would correct the system

Some sort of federal authority that would impose a better balance between broadcasters' programming and their profits is advocated by Fred W. Friendly in the March 24 issue of *Life*.

In the second part of a two-part adaptation from his forthcoming book, "Due to Circumstances beyond Our Control," the former CBS News president pursues the contention of his first installment that television's growth and emphasis on ratings have created "disastrous" influences (BROADCASTING, March 13).

It is not that the networks don't want to put on such programs as ABC's *Stage 67*, NBC's Hallmark series and CBS's "Death of a Salesman," he writes. "But these are occasional high-rise projects in a ghetto of high-return tenements," he maintains.

"Today," he writes, "I would be quite content to see network schedules which would satisfy the taste and intellectual standards of a Bill Paley (CBS chairman) or a Frank Stanton (CBS president), but the inventory is no longer under their control."

**What Counts** ■ Today's standard TV fare is determined by an order of priorities, Mr. Friendly asserts, that goes something like this: "(1) the ratings; (2) the effect of the ratings on advertisers; (3) the effect

of the ratings on earnings and the effect of earnings on the stock market; (4) the company's corporate image as reflected in the press, by the community leadership and at the FCC—in that order; (5) management's sense of responsibility for true public service and its taste in entertainment and cultural programs."

There was a time, he says, when that order of priorities was reversed, but that was before the mid-1950's.

Even if a network operated with "an unbridled sense of responsibility," Mr. Friendly maintains, it would run the risk of losing its affiliates to a network programming for ratings and revenues. "Most affiliates are too profitable under present circumstances, to tamper with the magic of 'giving the people what they want'."

Station managers complained, he says, when CBS-TV presented all-day coverage of Sir Winston Churchill's funeral and pre-empted an evening of nighttime entertainment to cover the Gemini 8 flight after the astronauts lost control of their craft.

He thinks it not surprising that John A. Schneider, who came up through station management and sales, took the station viewpoint and decided not to pre-empt regular daytime programming for live coverage of former Ambassador George Kennan's testimony before the Senate

Foreign Relations Committee. It was this decision, shortly after Mr. Schneider was named head of all CBS broadcast operations, that led to Mr. Friendly's resignation (BROADCASTING, Feb. 14, 1966).

**Government Control** ■ He thinks it "reasonable to propose that there be some kind of federal broadcasting authority which would make it impossible for one network or station to do its profitable worst while others were doing their best, the best occasionally being unprofitable."

To the question as to who should determine what is good or bad programming, he suggests that if the chairman and president of each network were to sit before three monitors showing each network's scheduled programming from 7 a.m. to midnight, with a camera focused on them to record their reactions, "I think that their pride and judgment would establish a sense of what is good and what is bad."

"If the idea sounds offensive," he continues, "that in itself is a commentary, for the head of General Motors would proudly spend a day displaying his line of wares."

Mr. Friendly calls especially for "a dialogue concerned with the environment that allows commercial television to gross \$2 billion a year while noncommercial television has to get by on less than \$80 million."

**Ford Link-Up** ■ He says his first

rock 'n' roll quartet that appears on records and stars in a TV show distributed by Screen Gems and carried on NBC-TV.

The defendants in the suit are Columbia; Screen Gems; Abraham Schneider, president of both companies; Berton Schneider, his son and an independent producer associated with *The Monkees*; Jerome S. Hyams, executive vice president of SG and a Columbia director, and Raybert Productions Inc., a Hollywood firm headed by Berton Schneider. Mr. Kirshner charged the defendants had entered into a conspiracy to have him discharged and to "diminish" his reputation.

An attorney for Mr. Kirshner said that his client has, however, continued as president of a separate music-publishing division jointly owned by Columbia and Screen Gems. Under that contract, which runs for another nine years, Mr. Kirshner receives \$70,000 a year against 7½% of the

net profit before taxes, according to the attorney.

Columbia Pictures issued a statement Thursday (March 16) saying the suit was "totally without merit." It said Mr. Kirshner was relieved of his post as president of Colgems by his superiors and this decision was approved by the boards of Columbia and Screen Gems. The statement said this action was "well justified and was in the best interests of our stockholders."

## A coast-to-coast tug of war begins

In an effort to encourage the production of feature films in New York, 12 film unions there agreed last week to support a one-year experiment proposed by Mayor John Lindsay that would make rates and conditions in the city comparable to those in Hollywood.

Mayor Lindsay has held discussions with the unions for two months after producers had charged that filming in New York was more costly than in Hollywood. Under the agreement, the unions said they would grant "special consideration in regard to rates and regulations" to each producer who consents to make his film entirely in New York, from principal photography through final editing and scoring. Meanwhile, the city of Los Angeles began setting up its defenses against New York's efforts to entice production eastward. A so-called "one-call" service for Hollywood producers and production companies was established. The object of the plan, a calculated move to encourage continued and additional production, is to give filmmakers quick and direct assistance from any city department. A member of Los Angeles Mayor Sam Yorty's executive staff was named to serve as liaison between the city and producers. A second move in the anti-New York drive is to be revealed early next month.

call on the day after his CBS resignation came from McGeorge Bundy, then president-elect of the Ford Foundation, and led to his present role as television consultant to the foundation. He confirms it was he who broached to Mr. Bundy the Ford satellite plan, under which non-commercial TV would benefit from commercial networks' use of a non-profit satellite, and he says he is "rash enough to believe that some satellite system benefiting noncommercial television is going to emerge in the near future."

"Whatever plan or combination of plans is adopted," he says, "it seems likely that eventually \$100 million a year will be available for a service of excellence."

Other highlights of the article:

- The relationship of Frank Stanton with the late Edward R. Murrow "was always edgy" and later "worsened," with the situation being resolved when Mr. Murrow was named director of the U. S. Information Agency.

- Despite the acclaim for the Murrow-Friendly *See It Now* report on Senator Joseph R. McCarthy, Dr. Stanton returned from a Chicago business meeting "upset" because several executives, including some broadcasters, had told him it might "ruin" CBS. Dr. Stanton "did not criticize the broadcast itself, but there is little doubt that he regretted

it."

- Although the Murrow-Friendly report on Senator McCarthy has been widely credited as instrumental in the downfall of McCarthyism, Mr. Friendly says "the decisive blow" was the 36 days of live coverage given the Army-McCarthy hearings by ABC-TV. But he doubts whether any network would have given them full coverage in 1966 because "at today's going rate, they might have cost each network and its stations as much as \$15 million."

- Mr. Murrow correctly predicted that the rise of the big-money quiz shows would cost *See It Now* its autonomy and its place as a regularly scheduled program. "Probably," Mr. Friendly says, "the fatal complication was that the virtues which gave the broadcasts distinction also won CBS enemies and gave Bill Paley what he called 'this constant stomach ache every time you do a controversial subject'."

- He challenges the Carnegie Commission on Educational Television's subordination of live networking to ETV-station autonomy, which he feels could be used by stations as an excuse not to carry important programs and would also deter recruitment of top-flight newsmen. He also feels that "this time" broadcasters and manufacturers may not be able to avoid special taxes to help finance ETV.

## Station finds key to perpetual motion

In the matter of a rebuttal to a rebuttal, when does a station's responsibility to broadcast rebuttals end? That's the question KTYM Inglewood, Calif., wants the FCC to answer.

Last week KTYM aired a rebuttal to an alleged attack it carried earlier that concerned the Institute for American Democracy, a Washington-based organization (BROADCASTING, March 13). KTYM notified the IAD, sent a tape, and offered time for reply.

The Institute, in turn, forwarded a rebuttal program. It was broadcast last week. The IAD rebuttal, however, took issue with a man called Frank Capell, saying that "he is viewed by some as a man who makes his living by pandering bigotry . . ." and identifying him as a person who had been

fined \$500 and placed on probation in 1965 "after being indicted on a charge of conspiring to libel a California public servant." Mr. Capell had authored the material IAD considered an attack on its officials.

**Asks Help** ■ On March 8, the station reportedly filed a formal request with the FCC asking for a ruling on a definition of the limit of licensee responsibility under the fairness doctrine. In its filing the station says that Mr. Capell, notified of the IAD "attack," has accepted an offer to reply and indicated that "he would expose other members" of the organization.

KTYM claims it's in a quandry, facing "a potential chain reaction." It wants the commission to give "a prompt ruling in terms of principle rather than in terms of the instant case." Asks the station in its concluding line: "Would the commission perhaps recommend that KTYM remove, cancel or reject one of the controversial programs or rebuttals?" Commission officials said last week they hadn't seen it yet.

## Cablemen to study local origination

A "how-to" seminar on local program origination by CATV systems is scheduled for March 30-31 at a CATV system outside of Cleveland that as of the meeting date will be a month old.

The system is Cleveland Area TV Inc., at Lakewood, Ohio, which began operating officially Feb. 28. Cleveland Area is 55% owned by the *Cleveland Plain Dealer* (recently bought by the Newhouse interests) and 45% by Cox Cablevision Inc., a subsidiary of Cox Broadcasting Corp.

The "cablecasting" seminar is being sponsored by the National Community Television Association whose officers for almost a year have urged cable operators to originate local programs. About 50 CATV managers are expected to attend the two-day Lakewood meeting. They will hear Jim Crooks, Ampex Corp.; Ken Lawson, Telemation Inc.; Jay J. Merkle and Robert Bleyer, Teleprompter Inc., as well as Bill Adler, Weston, W. Va.; S. S. Street, NCTA, and Hy Triller, general manager, and Greg Liptak, program director, of Cleveland Area TV Inc.

Mr. Triller served as CATV system manager of cable companies in Wisconsin and San Francisco. Mr. Liptak formerly was with WAND-TV Decatur, Ill.

The Lakewood system, using Ohio Bell Telephone Co. lines on a lease basis, has a potential of 25,000 homes. Its eight channels on 90 miles of trunk serves five off-the-air TV signals (four from Cleveland, one from Akron) plus news and weather. The eighth channel is for local originations, which runs five or six hours daily (from 11 a.m. to about 10:30 p.m.). Programs include a "teen talk" show, local news coverage, and free film.

Local programming emanates from a 30-by-30-foot studio, equipped with two vidicon cameras and one film chain with two projectors. A remote truck is being equipped. The program department of the Lakewood CATV consists of Mr. Liptak and four others, including one newsmen concentrating on local news. Equipment is estimated to have cost the cable system about \$70,000.

At the dedication ceremonies last month, addresses were made by Thomas Vail, publisher and editor of the *Plain Dealer*; J. Leonard Reinsch, president of Cox Broadcasting, and Marcus Bartlett, president of Cox Cablevision.

In his remarks, Mr. Reinsch referred to the extensive local news coverage planned by the new system. "Cleveland Area TV will be gaining national recognition in its pioneering work," he said, "CATV holds an exciting future for suburban communities."

# 44 TWX's on one circuit?

New UPI system would  
cut line costs, speed  
up news gathering

United Press International will begin field tests next month of a new communications system that holds out promise of a faster, more efficient and cost-saving operation for its news wires serving more than 4,000 broadcast and newspaper clients.

Called the UPI Sked-4 News Network, the system will operate on a single voice-grade AT&T channel and can accommodate up to 44 one-way Teletype and Teletypesetter circuits at speeds of up to 100 words a minute.

UPI's development, it was said, was spurred by an FCC ruling, which led to a scheduled May 1 boost in some AT&T "Telpak" pricing, and by the threat of other carrier rate increases.

James F. Darr, UPI general manager of communications, called the system a "technological breakthrough." He said it will help hold the line on communications costs, will provide faster, more efficient collection and transmission of the news, and reduce printer and wire trouble.

A research program involving engineers, editors, consultants and lawyers has been conducted by UPI for several years, and the equipment was built and tested for several months over a 3,000-mile system. AT&T officials and engineers endorsed the system, according to UPI, and volunteered to file a new tariff that would benefit all areas of the communications systems. Western Union filed objections and the FCC held up final approval of the tariff modification until late 1966. Western Union subsequently modified its data tariff to conform to AT&T.

**Garden State Test** ■ All necessary equipment is being installed throughout New Jersey, the test state, in time for field testing to begin in April. UPI said it expects to have a coast-to-coast network installed within 18 months.

Features have been built into the network so that news will flow even during a news blackout, such as the one that struck the East Coast in 1965, UPI said.

Mr. Darr compared the basic principle of Sked-4 with a radio station signal that can be heard on only one frequency. UPI instead will "broadcast" up to 22 teletype signals or tones

(various news services) into a single voice channel that has duplex features. Each will have its own transmitting frequency and will be keyed by electronic devices called "subsets," activated by Teletype signals. Each will be received only by subscribers or UPI bureaus "tuned" to that frequency via matching subsets.

Since the networks will have up to 44 one-way channels, news can be transmitted to and from bureaus with minimum delay, according to UPI. News wires filed exclusively out of New York City will utilize one side of the circuit to gather news, while the other side is transmitting, thus avoiding log-jams inherent in a one-way circuit.

Tentative time-table for nationwide implementation of the networks: Pacific division states, early fall of 1967; southwestern division states, late fall of 1967; central division states, winter of 1967; eastern division states, early 1968; northeastern division states, spring of 1968; southern division states and New York, early summer of 1968.

## WTIC-TV blacks out CBS Saigon special

CBS-affiliate WTIC-TV Hartford, Conn., refused to clear for the advertised *CBS Reports: Saigon* last Tuesday (March 14), charging "the program presents a distorted view of the purpose of our presence in Vietnam which can only confuse rather than clarify."

Kendall Smith, WTIC-TV program manager, also said the content of the show "is at complete odds" with reports brought back by Paul Kuntz, WTIC-TV news director, and cameraman Bob Dwyer, who were in Vietnam late in 1966 covering the activities of area servicemen. WTIC-TV replaced the news special with two episodes of the syndicated series *Make Room for Daddy*.

The cancellation provoked a reported 300 telephone calls, picketing of the station, and a promise by Stephen Monot, sixth congressional district chairman of the American Independent Movement, to file a formal protest with the FCC. AIM originally grew out of opposition to U. S. policy in Vietnam.

A spokesman for CBS News meanwhile said that the program gave an objective picture of conditions in Saigon, based on the knowledge and experience of CBS correspondents there. He noted that the show's producer, Beryl Fox, lived in Saigon six months. He said that WTIC-TV had seen only 45 minutes of an hour-long advance closed-circuit feed, because of line trouble. CBS-TV said WTIC-TV was the only station that did not carry the program because of "program content."

# ABA rule a year away

Fair trial-free press  
proposal to have much more  
debate before adoption

The American Bar Association last week once more assured the mass news media that they will be given "ample" opportunity to comment on the proposed restrictions on trial news coverage before they are adopted about a year from now.

Justice Paul C. Reardon of the supreme judicial court of Massachusetts and chairman of the ABA's committee on fair trial and free press announced that he has invited representatives of six leading news or media organizations to a meeting in New York April 22 with the members of his committee. At this session the media's reaction and comments concerning the committee's fair trial-free press proposal will be explored, he said.

The committee's detailed draft was issued last fall. It met with immediate protest from the news media and has been criticized by legal authorities, too (BROADCASTING, Oct. 10, 3, 1966, et seq.).

**RSVP** ■ Invited to take part in the New York meeting for a "free and frank reading of the current state of the fair trial-free press dialogue," Justice Reardon indicated, are: Vincent T. Wasilewski, president of the National Association of Broadcasters; Theodore Koop, chairman of the Joint Media Committee on News Coverage Problems; Bruce Dennis, president, Radio-Television News Directors Association; D. Tennant Bryan, chairman of the Fair Trial-Free Press Committee of the American Publishers Association; J. Edward Murray, chairman of the Freedom of Information Committee of the American Society of Newspaper Editors, and Walter B. Potter, president, National Newspaper Association.

Judge Reardon also pointed out that the news media are welcome to send representatives to the ABA's annual meeting this August in Honolulu. At this meeting the ABA sections of judicial administration and criminal law are scheduled to hold hearings on the tentative report. The committee draft calls for deferring the release of certain pretrial information in criminal cases to insure fair trials.

Judge Reardon also said that the





## **LAST CALL: ENTRIES FOR DEADLINE CLUB UN AWARD.**

A \$500 cash gift and engraved plaque will go to the winner of the award given for distinguished UN correspondence between April 1, 1966 and March 31, 1967 by the Deadline Club, New York Professional Chapter of Sigma Delta Chi. The deadline for entries is March 31, 1967; winner will be announced May 11th, 1967.

Journalists in all countries may compete by submitting tear sheets, mounted clippings, scripts or descriptive memos telling of the availability of tape or film. Entry material must be in English. Any person, group or publication assigned permanently or temporarily to cover a UN story is eligible. Enter the competition now for

this important award, given by the New York Chapter of the national journalistic society and sponsored again this year by International Telephone and Telegraph Corporation. Send entries to Deadline Club Awards, c/o Robert McDevitt, Arthur Young & Company, 23rd Floor, 277 Park Avenue, New York, N. Y. 10017.

### **THE DEADLINE CLUB OF SIGMA DELTA CHI**

news media will be invited to express their views to the ABA's house of delegates, which must approve any recommendations before they become the official policy of the ABA. House action now is scheduled for the mid-year meeting of the ABA in Chicago in February 1968.

"This timetable permits ample debate prior to final action by the American Bar Association," Judge Reardon said, "and permits also such amendment to our report as may prove desirable in the light of helpful comment which we have received and will receive."

## Another ASCAP suit

Twenty-four members of the American Society of Composers, Authors and Publishers have filed suit for copyright infringements against KEPR Pasco, Wash., alleging that their songs were performed at the station without authorization. The plaintiffs asked the U. S. district court for the eastern district of Washington, southern division, to restrain the defendants from publicly performing their songs in the future and to award statutory damages, court costs and attorney fees. Earlier, 14 ASCAP members brought a similar suit against KZUN Opportunity, Wash.

## Changes improve lights in hearings-chamber test

Tests looking forward to the possible establishment of a permanent lighting arrangement in Senate hearing chambers were conducted last week with apparent success.

These trials were made a week after a temporary system of lighting was installed and introduced in the hearing room of the Senate Commerce Committee (BROADCASTING, March 13). The most recent tests were to see how an agreeable amount of light would function under conditions of actual coverage.

The lighting was adjusted to an intensity that was acceptable to senators and staff members after some expressed some inconvenience at the initial session. Last week coverage of hearings in the committee room was performed under simulated conditions—they were not broadcast although they were fed live to network studios in Washington. Committee sources said the light intensity and glare were acceptable. The only inconvenience noted was a rise in temperature which could be corrected through air conditioning.

The lighting technician handling the

arrangements, Aaron Stephenson of NBC, has returned to New York and is working on plans for a permanent system that will be proposed to the Capitol Architect's office for approval and possibly permanent installation if funds can be approved by Congress.

## Radio series sales . . .

*Points on Pets and Your Green Garden* (Woroner Productions Inc.): WNCO Ashland, Ohio and KVFD Fort Dodge, Iowa.

*Tips on Tots* (Woroner Productions Inc.): WHLL Wheeling, W. Va.; WNCO Ashland, Ohio, and KVFD Fort Dodge, Iowa.

*American Library and Thirteen Days* (Woroner Productions Inc.): WNCO Ashland, Ohio; KVFD Fort Dodge, Iowa, and KGRL Bend, Ore.

*The First Christmas, July 4, 1776 and Easter the Beginning* (Woroner Productions Inc.): WNCO Ashland, Ohio; WDBQ Dubuque, Iowa, and KBKR Baker, Ore.

## TV series sales . . .

*The Warren Commission Findings: A Majority Rebuttal* (Wolper Television Sales): KBTB(TV) Denver; WFLD(TV) Chicago; WNAC-TV Boston; KPLR-TV St. Louis; KTVU(TV) Salt Lake City; WWL-TV New Orleans; WTTG(TV) Washington; KTTV(TV) Los Angeles; KMBC-TV Kansas City, Mo.; WTIC-TV Hartford, Conn., and KERO-TV Bakersfield, Calif.

*Wagon Train* (MCA-TV): WOR-TV New York; KHJ-TV Los Angeles; WVUE-TV New Orleans; WBRZ(TV) Baton Rouge; WBNS-TV Columbus, and WSPD-TV Toledo, both Ohio; KIRO-TV Seattle; WJW-TV Cleveland; WJBK-TV Detroit; WSBK-TV Boston; WAGA-TV Atlanta; WITI-TV Milwaukee, and KLAS-TV Las Vegas.

## Hockey games available

Candid Productions Inc., New York, an independent producer, plans to offer TV stations in the U. S. a choice of six taped matches from the world hockey championship games scheduled to start this past weekend in Vienna.

Dick Button, Candid vice president, said three Metromedia stations (WNEW-TV New York, WTTG(TV) Washington, and KTTV(TV) Los Angeles) had already selected games from the following: A U. S. amateur team (picked by the U. S. Hockey Association) vs. a Russian team; U. S.-Canada; Canada-Russia; Canada-Czechoslovakia; Russia-Czechoslovakia; or Sweden-Canada.

## Coast free press-fair trial action looms

### L.A. AWAITS LEGAL RULING ON PREARRAIGNMENT GAG

The ever-smoldering fair trial-free press polemic seems headed for a new flare-up in California. A district court of appeals decision is expected this month on a suggested lower court action that would restrain police and prosecutors from commenting on all pending criminal cases prior to their arraignment.

The American Civil Liberties Union of Southern California has been pushing for the precedent-setting blanket restraints. The ACLU brought suit against the city of Los Angeles and Los Angeles county to stop what it considers prejudicial comments by police and prosecutors in the period before a defendant goes to trial. On Feb. 24, Los Angeles Superior Court Judge Alfred Gitelson, who was trying the ACLU suit, indicated that he would issue a restraining order against police and prosecutors unless this suggested action was enjoined by a higher court within a 30-day period.

**Proscribed** ■ Specifically, Judge Gitelson's order would prevent public comment by police and prosecutors on a potential defendant's guilt or innocence, his prior criminal record, his character

or reputation; the existence of any confession or statement he has given or refused to give; the performance of blood, lie detection or similar tests and the results; the identity, testimony or credibility of prospective witnesses, other than the alleged victim of the arrested; and the possibility of a guilty plea.

With full agreement by the ACLU, Judge Gitelson's order ignores the recommendation of the American Bar Association that contempt-of-court sanctions be applied to news media if they broadcast or published information that might prejudice a criminal trial. Such an order, ACLU attorneys supposedly argued, was an unconstitutional invasion of the free-press guarantees of the First Amendment. Instead the proposed order apparently would have no direct influence on the news media.

The superior court judge delayed issuing his order to give the city and county time to appeal his decision before it was officially rendered. Los Angeles civic officials have brought the matter to the District Court of Appeals in California.

# All work and no treaty in Mexico

## RADIO PACT STILL UP IN AIR, CLEAR CHANNELS ARE STICKING POINT

U. S. State Department and FCC officials returned to Washington from Mexico City the weekend of March 11-12, tanned, tired, and without the new treaty on the use of the AM band for which they had gone south four weeks earlier to negotiate with the Mexican government.

Members of the U. S. delegation report that "90%" of the work—begun in an initial negotiating session in Washington in September—has been completed. Most of it is of a technical nature, involving definitions, standards of measurement and the like.

Left to be resolved are key issues involving presunrise use by U. S. stations of Mexican clear and regional channels, as well as each country's use of the other's clear channels at night. These matters will be discussed when negotiations resume, at a place and time still to be decided.

Reports filtering back from Mexico City indicate that, after four weeks during which the negotiators worked 10- and 12-hour days, almost every day, tempers of some of those involved grew a little waspish in the final hours. However, one official who was present would not agree that, as one report had it, the talks ended on a "sour" note.

The talks, begun Feb. 13, had been scheduled for only three weeks, but were extended for one more week when the initial time period expired with work remaining to be done. The additional week proved insufficient, too.

**Tough Work Ahead** ■ Accordingly, indications are that hard bargaining still lies ahead in connection with the issue in which each country is seeking to expand the limited use it is now permitted to make of the other's clear channels. One Mexican station now operates at night on each of four U. S. clears—660 kc, 760 kc, 830 kc and 1030 kc, while one U. S. station operates on each of five Mexican clears—1050 kc, 1220 kc, 730 kc, 800 kc and 900 kc—and two operate on the sixth, 540 kc.

U. S. officials refused to characterize chances of agreement as "good" or "bad." The clear channel question is "open" and remains to be negotiated, they said.

There appeared to be more optimism that agreement can be reached permitting limited presunrise operations by U. S. daytime and fulltime stations with daytime facilities on Mexican regional and clear channels. Officials said an agreement on this point might be embodied

in an exchange of notes between the two countries if not in the treaty itself.

Among the provisions on which agreement has been reached is one under which 23 Mexican and 26 U. S. class IV stations along the border will be permitted to increase their power from 250 w to 1 kw. About half will be permitted to operate at the higher power as soon as the treaty is ratified; the remainder will be required to coordinate their power increases with those of stations across the border to guard against interference.

**Reporting Procedure** ■ Another agreement tightens up procedures by which each country notifies the other of the new and changed assignments it makes, and establishes a basis for priorities of assignment.

The two negotiating teams worked out an agreement, also, providing for the establishment of a technical consultative committee that will represent the two countries and help implement the treaty.

It would also make studies that could lead to amendments of the treaty's technical provisions. The committee will be established through an exchange of notes between the two governments.

The treaty being negotiated would replace a five-year agreement which was to have expired June 9 but whose life was extended 18 months.

The U. S. delegation is headed by FCC Commissioner James J. Wadsworth and includes Wallace E. Johnson, Robert Greenburg and Donald Kanode, of the commission staff, and Hoyt Price, chief of the State Department's Office of Telecommunications.

## Marks boosts satellites for worldwide education

Leonard H. Marks, director of the United States Information Agency, called for the use of distribution satellites to help overcome the barriers of



## Australia is latest in NH&S global plan

Australian advertising and that of the U. S. is tied closer together as Needham, Harper & Steers, Chicago, early this month acquired a substantial interest in U.S.P.-Benson Pty. Ltd., Australia's fifth-largest agency. Together in the foreign agency's Melbourne office are (l to r.): C. E.

Richardson, managing director, U.S.P.-Benson; H. Gilbert Huges, managing director, Benson Advertising Group of London, which is increasing its holding in the Australian firm; Harper R. Wilson, chairman of Jr., president and chief executive officer of Needham.



distance and meager communications in the educational systems of nations throughout the world.

In a speech scheduled for delivery today (March 20) at the European Broadcasting Union's conference on educational radio and TV in Paris, Mr. Marks recommended that a local distribution satellite network can aid in many ways—diversity of channels, instead of a single channel; a radio closed-circuit channel between classroom and a "library" of audio lessons, and as a future possibility, storing lessons in a computer system aboard a satellite that will be available to a teacher by just dialing her local telephone.

In a sidelight, Mr. Marks mentioned the discussions about "educational satellites" as separate and distinct from other uses of distribution satellites. "This is, I suggest, an unrealistic atti-

tude," he said. "It makes much more sense, both technically and financially, to combine any educational transmissions with other communications services in an integrated satellite system."

## 525-625 line conversion problem solved by BBC

The BBC announced last week it had developed an all-electronic converter that overcomes the problem created by differences between U. S. and European television-picture line standards.

Sir Hugh Greene, BBC director general, said the technical differences between the 525-line system in the U. S. and the 625-line standard used in most of Europe would be resolved by the new computer-type, solid-state device. The converter was said to overcome a

basic problem of the discrepancy between the number of pictures telecast per second by extracting the U. S. 60-cycle picture and reinserting it into the European 50-cycle frame.

The development will also lead to improved color-TV exchanges across the Atlantic, Sir Hugh said, in announcing the converter at Mexico City, where arrangements are underway for telecast of the 1968 Summer Olympic games to be carried by the European Broadcasting Union to Europe.

Present color-picture exchange from Europe to the U. S. by Early Bird satellite is effected with TV cameras that are designed for the 525-line standard. U. S. camera crews ordinarily are sent overseas to cover European events for U. S. companies. The new converter, developed by BBC engineers, will now allow for an easier exchange between continents, it was reported.

## FANFARE

### Headliners awards go to broadcasters

Twelve radio and television station awards were announced on March 17 by the National Headliners Club in Atlantic City. Included in the list of prize winners in the 33d annual competition was a special citation to the Department of Defense for its TV documentary "Not for Conquest".

In radio, WEEI Boston was awarded top honors for consistently outstanding news coverage by a major market station.

WNHC New Haven, Conn., was awarded the Headliner medallion for radio coverage of news events in cities under 300,000 population, as exemplified by *Black August*, high-lighting local news events during August 1966. In the public service category, WMPF Memphis took the award for its in-depth series, *Vietnam Salute*. And, for its dramatic editorial campaign focusing at-

tention on the shortage of nurses in the Chicago area, WLS Chicago was awarded the medallion for *The Disappearing Nurse*.

In the television categories, KGO-TV San Francisco won outstanding TV newscasting by a major market station as exemplified by its San Francisco riots coverage. For outstanding TV coverage of news events in cities under 300,000 population, KTBC-TV Austin, Tex. was cited for *Sniper in a Tower*. WXYZ-TV Detroit's "Mass Measles Campaign", won the award for outstanding TV editorials. And WTVJ(TV) Miami won the public service award for its dramatic presentation of *Price of Corruption*, which dealt with the local crime situation.

ABC-TV's "To Save a Soldier", a program which followed the plight of a wounded serviceman, was unanimously chosen for the Headliner medallion and ABC Radio was voted an award for its series dealing with the story of American servicemen in Vietnam. For the innovation of a new concept in a syndicated radio news series, an award went to Theodore F. Dierks of Fairfax, Calif. for sound effects behind the commentary series *Close-Up*.

### Star expands bridal fairs

Star Stations Inc., which has attracted over 10,000 persons and 93 sponsors to its bridal fairs in three cities, will expand the fairs to at least 12 additional markets in 1968. The bridal fair consists of two-hour programs featuring a fashion show and panel format providing advice on home decorating, financial matters and bridal etiquette.



### Awards from PAB

Gene Kelly (r), actor, producer, director and native of Pennsylvania, receives the Pennsylvania Association of Broadcasters' gold medal of honor at a dinner in Washington last week from Joseph T. Conway, WIBG Philadelphia, PAB second vice president.

The award, to Pennsylvanians who have distinguished themselves beyond the state borders, was presented at PAB's annual congressional dinner.

A special distinguished service award was presented by Kenneth W. Stowman, WFIL Philadelphia, PAB immediate past president, to Sol Taishoff, editor and publisher of *BROADCASTING* and *Television* magazines for his efforts on behalf of the industry for the past 35 years.

### Hyde honored

FCC Chairman Rosel H. Hyde has been named to receive the 1967 Bellington and Maud Booth award, given annually by the Volunteers of America for "outstanding service to the nation." The award is to be presented to Mr. Hyde on April 19 at the 71st anniversary dinner of the organization's Grand Field Council in Portland, Ore.

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## Transmitters to go it alone?

Collins's proposal envisages full automation for FM's; AM's, TV's to come later

Today, an FM station that runs itself. Tomorrow, AM and TV stations that run themselves. These are the implicit promises in the proposal filed last week with the FCC by Collins Radio Co., Dallas.

Collins asked the commission to issue a proposed rulemaking order authorizing the use by broadcasters of an automatic, unattended, self-monitoring FM transmitter for broadcasting.

Although the same kind of a transmitter is feasible for AM and TV, Collins said, there are complications that will have to be overcome: in AM, stations with directional antennas; in TV, the need for a more complex circuitry to accomplish its purpose. But they will come, the company asserted.

If authorized, Collins stated, there would be no need for operators and for maintaining a transmitter log. Present FCC rules require every broadcast station to have a first-class operator on the payroll. They also require that a transmitter be read every 30 minutes.

Collins claimed that it can build an FM transmitter at the present time that will automatically monitor and control the fundamental parameters of operation—frequency of emission, power output plus antenna control and modulation characteristics.

It's done with sensor circuits built

into the transmitter at the factory, the Dallas electronics firm said. These circuits will contain the transmitter within its licensed limits as to power, frequency and modulation, adjust the transmitter when any of these characteristics are not met and sound an alarm when these adjustments fail to bring the transmitter back to proper operating levels. And, if the alarm doesn't bring anyone to correct the fault within a few minutes, the transmitter will turn itself off. The director circuits can also be used to monitor and control tower lights, transmitter house temperatures and, if desired, to police the transmitter premises.

**Premium Price ?** ■ The Collins self-adjusting transmitter will undoubtedly cost more than its present FM transmitters (\$6,200 for 1 kw)—perhaps as much as 25% more, it was said unofficially.

In the last few years, the company noted, broadcast techniques have advanced to the point where remote control, automatic logging and program automation are accepted modes of operating a broadcast station. The next big step, it said, is for unattended, self-monitoring transmitters. Collins has built these, it said, and they are being used for shortwave broadcasting principally by the United States Information Agency in two locations in California, and one in Ohio. Collins is also shipping three automatic transmitters to Australia.

Not only would there be economies for broadcasters, the company said, but even the FCC would save a substantial number of man-hours. Under existing renewal procedures, it said, the FCC staff conducts a detailed examination of transmitter logs. Under the proposed concept, this would no longer be required, since the station would never deviate from its licensed operation—or, if it did, it would go off the air.

## Broadcasters oppose channel-split plan

Broadcasters sparred with land-mobile interests last week over the FCC's latest attempt to find ways to ease the radio-spectrum shortage for the land-mobile radio services.

Responding to the commission's proposed rulemaking issued in December 1966 (BROADCASTING, Dec. 5, 1966), CBS, ABC and the National Association of Broadcasters argued that reallocation of spectrum space currently used by remote-pickup units to land-mobile radio would be detrimental to the growth of the broadcast services.

On the other hand the FCC's proposal received strong support from the American Automobile Association, American Trucking Associations, American Petroleum Institute, Central Station Electrical Protection Association, and American District Telegraph Co., all of which have interests in land-mobile radio facilities. They argued that the service desperately needs some of the spectrum space allocated for broadcast purposes because of the rapid growth of land-mobile radio and congestion in its present allocations.

The commission's rulemaking, if adopted, would allocate two half-megacycle segments of the spectrum to land-mobile radio by splitting the frequencies (from 100 kc to 50 kc) in both the 450-451 mc and 455-456 mc bands. These bands are now used for radio broadcasts and the voice portion of telecasts that are relayed by remote pickup units. The channel splitting would leave the same number of channels, 20, available for broadcast purposes, while 20 new channels would be made available for land-mobile radio.

A reduction in frequency spacing, the NAB noted, would have an adverse effect on the quality and operating range of remote pickup services.

The NAB, however, like CBS and ABC, endorsed the FCC's channel-splitting proposal as being in the public interest, but said that additional

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channels gained by the splitting process should be retained for broadcast purposes because of the expanding need for remote pickup facilities.

Also commenting last week on the proposed allocation were Greater Indianapolis Broadcasting Co., licensee of WXLW Indianapolis, and Golden West Broadcasters, licensee of KMPC and KTLA(TV), both Los Angeles, and KSFO San Francisco. They expressed concern over possible interference from non-broadcast sources if the FCC were to approve the channel-splitting proposal without also adopting adequate safeguards for broadcasters.

## 'Engineering' is the word

O'Connell advises EIA  
that new agency may find  
some land-mobile solutions

An old technique may become a necessity in telecommunications—and some of it may rub off on television. The term is "engineered," and it was applied by James D. O'Connell, telecommunications adviser to President Johnson, last week at the spring conference of the Electronic Industries Association in Washington.

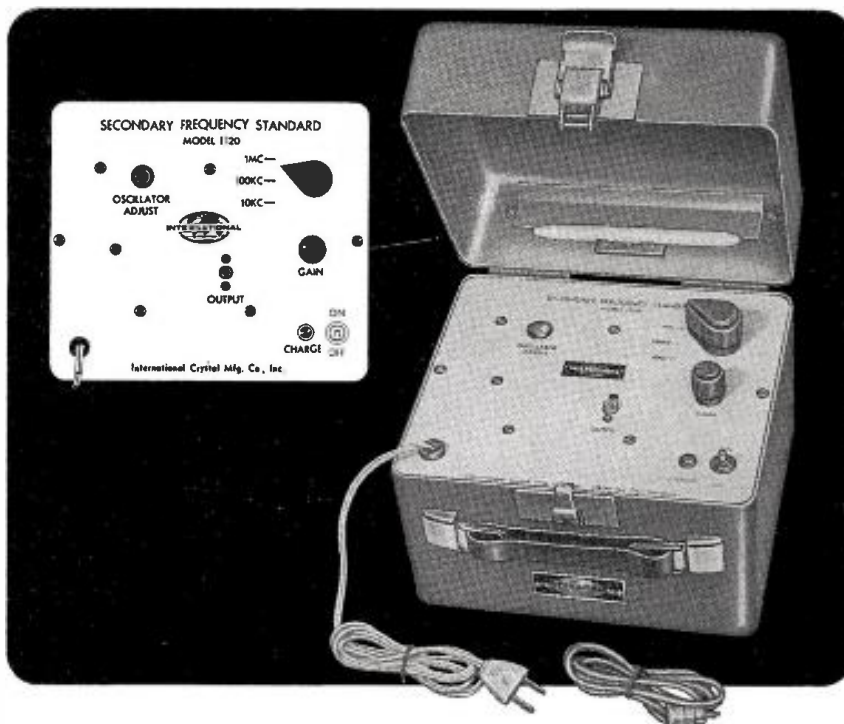
Mr. O'Connell, who wears two hats, one as presidential telecommunications adviser and the other as director of telecommunication management in the Office of Emergency Planning, expressed the belief that the only way out of the current overcrowding in the radio spectrum is to engineer more assignments in order to get maximum use.

In fact, he stated, it may be necessary to establish a federal frequency engineering agency to work out solutions to some of the problems facing the administrators of the radio spectrum. Such an agency, he said, would be shared by ODTM and by the FCC.

Engineering assignments in the radio spectrum is not new, he observed; all microwave relays are engineered for compatibility with other services in their vicinity. More recently, he

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noted, the earth stations built by the Communications Satellite Corp. in Hawaii and in West Virginia were technically planned to eliminate any interference with existing radio facilities, radars in Hawaii and the radio-astronomy stations in West Virginia.

**To the Test** ■ Mr. O'Connell didn't mention it, but this is precisely what mobile-land-service users hope to succeed in doing with TV. To start shortly, possibly by the middle of next month, is an FCC-industry sponsored test of the practicality of using unassigned channel 6 in Washington for mobile-service stations. FCC, mobile and broadcast representatives have been working out details of the test for the last month (BROADCASTING, Feb. 20).

In addition to squeezing in more assignments through engineering, Mr. O'Connell foresaw one other means of accommodating telecommunications claimants—let them use wire and wave guides.

"We want to foster the use of telecommunications modes other than radio—for example cables and wave guides," he said, "so that future requirements for services which must use the radio spectrum can be accommodated and growth assured."

Mr. O'Connell didn't dwell in too much detail on who these might be, but in the course of his talk he mentioned the requirements for "essential



Mr. O'Connell

public services" that are "in danger of being curtailed." And, he added, "It has become equally clear to small businessmen throughout the nation that their land-mobile services upon which they place heavy economic dependence

are also in danger of curtailment."

Speaking of the accomplishments of that section of his office that deals in frequency management, Mr. O'Connell told his audience that in this fiscal year, 8,000 frequency assignments have been reviewed and that more than 3,000 have been removed as no longer valid. This was done through the increasing use of computers, he explained. The assignments, of course, are all in the government bands, since the retired former Army chief signal officer does not have jurisdiction over nongovernment assignments. Nevertheless, he said, both the ODTM and the FCC are cooperating closely in studying the problems of spectrum crowding.

**Another Problem** ■ The first steps in what may become a six-figure campaign to encourage more young men to enter the TV, radio and phonograph set servicing field were undertaken by EIA's Consumer Products Division. The group voted to hire an "administrator" and voted \$25,000 to study the field to determine the basis for a program to reach high-school and vocational-school students.

As part of the campaign, it was explained by Armin E. Allen, Philco, chairman of the division's executive committee, young men would be encouraged not only to enter the service field, but also, for those with more aptitude, the manufacturing or higher areas of electronics. On the other side of the coin, Mr. Allen said, manufacturers are attempting to make their products more service-free. The increasing use of solid-state devices is one move in that direction, he said.

## Wall Street view: more and more color

A Wall Street investment firm predicts that there will be 7.3 million color TV receivers made this year, 8.5 million in 1968 and 9.5 million in 1969. The study was made by Oppenheimer & Co., member of the New York Stock Exchange, and issued earlier this month under the title "A Perspective of the Television Manufacturing Industry."

In the period 1966 to 1969, the company estimates that domestic factory sales of both black and white and color TV sets will rise from 11.63 million to 13.5 million units, while dollar sales could increase by 36%, from \$2.4 billion to \$3.27 billion. The forecast is based on three assumptions: black-and-white unit volume will drop precipitously, particularly this year, and prices will show more of a decline as the product mix shifts largely to small-screen portable and table models; color unit volume will mount steadily and price declines will average 5% to 7% annually, and total market for TV sets will expand by 1.8 million house-

holds, principally through new household formations and further penetration of the multiset market.

Average factory price of color TV sets will fall from current estimated \$344, the study states, to \$310.54 in 1969, while in the same period the average monochrome set price will drop from \$88 today to \$80 in 1969. In 1969, the research shows factory dollar volume for color will reach \$2.95 billion; for black and white, \$320 million.

On the assumption that there are now 9.65 million color TV sets in use, the company sees a total of 33,825,000 at the end of 1969, accounting for 56.5% of all TV households.

The bullish forecast by Oppenheimer & Co. is based, the company stresses, on a continued high economy, and "... an accelerated rate of inflation or an across-the-board increase in personal income tax rates could cancel out enough discretionary purchasing power to influence color TV demand."

## Trial periods waived for remote operation

The FCC last week removed its requirement that all radio stations with more than 10 kw must wait 12 months to demonstrate transmitter reliability before receiving authorization to operate by remote control.

The commission noted that its action does not change the current requirement that AM's with more than 10 kw and FM's with more than 25 kw must have a "first-class operator on duty at all times when the transmitter is in operation."

The National Association of Broadcasters urged revision of the FCC rules requiring a reliability performance last July (BROADCASTING, July 25, 1966). The NAB stated then that developments in the art of demonstrating transmitter reliability had made the 12-month trial period for higher-power stations unnecessary.

## GE to show 'long-life' pickup tube at Chicago

The General Electric Co., Syracuse, N. Y., plans to exhibit its newest image-orthicon tube for commercial TV cameras at the April National Association of Broadcasters convention in Chicago. The long-life tube with second-generation electron-conducting glass target is said to show no degradation of initial parameters after 8,760 hours of continuous testing.

Its normal resolution is 650 to 750 lines in a 8.5 mc band, and 1,000 lines in 12.5 mc system. The company said its pickup tube operation, cooperating with the GE Research Lab, Schenectady, N. Y., developed the tube after more than six years of research.

## More filings disfavor high-power FM plan

Broadcast interests have evidenced little support for a proposed FCC rulemaking that would require all existing class C FM stations operating with less than 50 kw to boost their minimum power output to 50 kw within five years.

Of 11 petitioners who filed comments with the commission only two suggested that the proposal be adopted, and one of them had reservations.

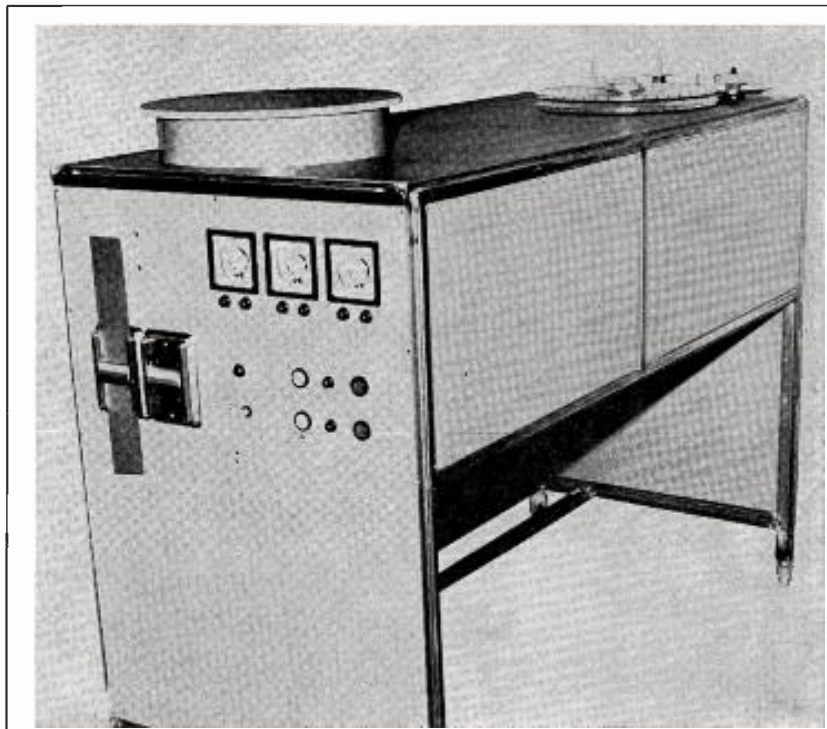
The FCC issued its notice of rulemaking last November (BROADCASTING, Nov. 21, 1966). In addition to requiring existing class C FM's to boost their power within the five-year period, the proposal also calls for the operation of all new FM's in this category with a minimum of 50 kw. Current commission rules require that class C FM's operate with at least 25 kw.

Most of the petitioners charged that the proposal was economically unfair to existing stations and would tend, if adopted, to discourage applicants for new FM's.

Among the objectors were KUOA-FM Siloam Springs, Ark.; KGNO-FM Dodge City, Kan.; Manly St. Jean, Largo, Fla., engineer; Daytona Broadcasting Inc., permittee of WMFJ-FM Daytona Beach, Fla.; KKFM(FM) Colorado Springs; Alaska Broadcasters Association; KRMG-FM Tulsa, Okla.; WIL-AM-FM St. Louis, and KAKC-AM-FM Tulsa, Okla.

Midwestern Broadcasting Co., licensee of WTCM-FM Traverse City and WMBN-FM Petoskey, both Michigan, supported the proposal because the increased service from a power boost would result in a "more efficient use" of WTCM-FM's facilities.

The Florida Association of Broadcasters advocated adoption of the rule



## Compact color processor to be introduced

A new color-film processor, designed by Carl Hostert of Germany to process 50-400 feet of film, will be introduced by Television Zoomar Co. at the National Association of Broadcasters convention in Chicago, April 2-5.

Designed for processing short film clips by stations, the News-breaker 400 measures five by four by

three feet and will process 400 feet of film in 45 minutes.

The unit is expected to be priced under \$20,000. The prototype that will be shown in Chicago is being flown to the convention directly from the engineering facility in Dusseldorf, Germany. Production units will be built at Mr. Hostert's Hackensack, N. J., plant.

provided that no boost in power were required if it did not result in an increase of more than 10% of the population within the 1-millivolt-per-meter contour.

## Technical topics . . .

**Contracts** ■ General Electric Co., Syracuse, N. Y. and Stainless Inc., North Wales, Pa. have been awarded a total of \$837,650 to provide towers, transmitters and antennas for educational stations in Bassett, (ch. 7) and Norfolk (ch. 16). Both stations are part of the Nebraska Educational Television Network. Construction permit for the VHF station has already been granted by the FCC and one for the UHF is expected by mid-April. Operations are set for September.

**Timekeepers** ■ Visual Electronics Corp., New York, has available its standard Favag master clock system for broadcast stations in this country and Canada. The company said it can fur-

nish on request additional information on the Favag H12 and a line of second and minute-impulsing secondaries.

**New home** ■ ElSCO Colorado Inc., a subsidiary of Electronic Sales Corp., Salt Lake City, has opened a new headquarters office at 3501 Kalamath St., Denver. The firm distributes both educational and commercial TV equipment in Colorado, Wyoming, Nebraska and Kansas.

**New power rule** ■ The FCC has asked for comments on a proposal that would amend its rules to require the specification of vertical power in the prediction of distance to grade A and B contours of television stations. Current commission regulations state that only the horizontal power is to be used in predicting such contour distances. One argument for the change claims that use of vertical power figures would better reflect the actual distances in those cases where high-gain antennas with beam tilt, commonly used by UHF's, are used.



## BROADCAST ADVERTISING



Mr. Waterman

**Philip C. Waterman**, general sales manager of WCAX-TV Burlington, Vt., elected VP for sales.

**M. Jay Brothers**, **Edward Caffrey**, **Donald K. Krakaur** and **Sebastian Sisti**, with Grey Advertising, New York, elected VP's.

**Al Cosentino**, traffic manager, and **Ed Rohan**, production manager, with Papert, Koenig, Lois, New York, named VP's.

**James M. August**, research director, and **Seymour M. Roberts**, senior account executive, with W. B. Doner and Co., Detroit, named VP's.

**Daniel McGrath**, with Tatham-Laird & Kudner, New York, named VP-associate media director.

**E. L. Pan**, VP, Railway Supply and Manufacturing Co., Cincinnati, named president, Central Media Bureau, New York, data processing firm for communications, advertising and marketing. He succeeds **Kenneth C. Schonberg**.

**R. Desmond Phelan**, with N. W. Ayer & Son, Philadelphia, named marketing-research director of KYW-TV, that city, replacing **Herbert Farber**, who becomes research manager for Television Advertising Representatives, New York.

**John Chipman**, advertising manager for Farmers Insurance Group, Los Angeles, named director of advertising.

**James A. Daly** joins Kerker-Peterson Inc., Minneapolis, as assistant media director.

**Gert Bunchez**, with KCFM(FM) St. Louis, appointed general sales manager. **Moe Medearis**, with KPLR-TV St. Louis, appointed account executive for KCFM, that city.

**Michael J. Faherty**, account executive with Radio Advertising Representatives, New York, appointed to newly created post of sales manager of WBZ Boston, with responsibility for both national and local sales.

**Richard Warner**, sales manager of WQAM Miami, appointed general sales manager of WRYT Boston.

**Don Caparis**, sales service manager, WNEW-TV New York, named commercial manager. **Alfred L. Bonomolo**, account executive, Metro TV Sales, and **John P. Huegel**, account executive, H-R Television, both New York, join WNEW-TV as account executives. **Lawrence K. Maloney**, member of media

department, Dancer-Fitzgerald-Sample, New York, joins station as sales development coordinator.

**Dana F. Baird**, with WILD Boston, appointed sales manager.

**Lee Smith**, account executive at KJEO(TV) Fresno, Calif., named local sales manager.



Mr. Petti

**William M. Petti**, executive art director, and **Alfred R. Sanno**, television account supervisor, with BBDO, New York, named VP's. **John H. Wilson**, VP and account supervisor, BBDO, Detroit, named regional manager. He succeeds **Robert E. Anderson**, who is retiring after 25 years with agency.



Mr. Petrilli

**Vincent M. Petrilli**, VP and research director of Chicago office of Young & Rubicam, named to newly created post of research director for Y&R branch offices in both U.S. and Canada. He will maintain headquarters in Chicago. **Kenneth A. Hollander**, associate research director, named to succeed Mr. Petrilli as Chicago office research director. **Jesse T. Ellington Jr.**, **James H. Cobb** and **David T. Buchanan Jr.**, account supervisors, Y&R, New York, elected VP's. **James McGinn**, writer-producer for TV-radio department of Y&R, New York, transfers to agency's Hollywood office.

### Read for TV Stations Inc.

**A. Louis Read**, WDSU-TV New Orleans, will be installed as the new chairman of TV Stations Inc., New York, at the organization's annual membership meeting in Chicago, April 3. He will succeed **Douglas Manship WBRZ** (TV) New Orleans, who has served a two-year term.

**Herb Jacobs**, president of TVSI said more than 300 broadcasters, FCC officials and executives of the National Association of Broadcasters, will attend the 12th annual breakfast meeting at the Sheraton-Blackstone hotel.

**Jack Baker**, assistant sales manager of WIP Philadelphia, named local sales manager.

**Jerome Dominus**, sales development analyst, CBS-TV, New York, named manager, sales administration, central sales for network in Chicago. He succeeds **Ronald B. Kaatz**, who has resigned to join J. Walter Thompson, also Chicago.

**Donald R. Hickey**, sales executive with KMOT(TV) Minot, N. D., appointed to newly created position of sales manager for KOYN Billings, Mont. Both are Meyer Broadcasting Co. stations.

**Donald W. Cuthrell Jr.**, account executive at WTAR-AM-FM Norfolk, Va., named local sales manager. **Wayne D. Simons** joins WTAR-AM-FM as account executive.

**Fran Frye**, with WGHP-TV High Point-Greensboro-Winston-Salem, N. C., named sales promotion manager.

**Jack McNamara**, national sales manager of WSVA-AM-FM-TV Harrisonburg, Va., appointed national sales coordinator for parent Gilmore Broadcasting Group (group owner). **Hod A. Love**, regional sales manager for WSVA, succeeds Mr. McNamara as national/regional sales manager.

**Ronald E. Engel**, with WGAN-TV Portland, Ore., appointed sales coordinator.

**Dean Bartmess** and **John Ritter** join Reach, McClinton & Co., Chicago, as art director and service manager, respectively.

**Stephanie Lord DeLan**, previously with Grey Advertising and Warwick & Legler, both New York, appointed copy supervisor for Al Paul Lefton Co., that city.

**Frank M. McCallum**, with Campbell-Ewald, New York, joins Post-Keyes-Gardner, Chicago, as art director.

**Keith L. Reinhard**, copywriter, Needham, Harper & Steers, Chicago, named creative supervisor.

**Dick Wallace**, member of sales staff, Corinthian division, H-R Representatives, New York, joins Blair Television, same city, as account executive.

**Gordon Hearne**, director of advertising and public relations for Lawry's Foods, Los Angeles, joins Erwin Wasey, same city, as account executive.

**Robert Tamblyn**, account supervisor with Chappius Associates, Washington, joins Palmer, Willson & Worden, that city, as account executive.

**Alexander Hazemey**, media supervisor with Ted Bates & Co., New York,

joins WNBC-TV there as account executive.

**Dave Sherwood**, account executive with Transportation Advertising Co., Detroit, and onetime football player with Detroit Lions and Philadelphia Eagles, joins WKBD-TV Detroit, as account executive.

**William P. Hinds**, with WEEI Boston, appointed account executive for WHDH-AM-FM, that city.

**Frank A. Leyva**, with WJJD-AM-FM Chicago, appointed account executive. **Michael F. Dudgeon**, sales representative for Robert E. Eastman & Co., New York, joins WJJD-AM-FM as account executive.

**Dick McGrath**, account executive for KBLA Burbank, Calif., joins sales staff of KGBS Los Angeles.

**Ronald K. Prestera**, general salesman for Tidewater Oil Co., New York, appointed advertising and sales promotion specialist for firm's eastern division.

**Richard H. Frank**, planner and buyer, BBDO, New York, joins TV sales staff, Edward Petry & Co., same city.

**Penny Pence**, assistant producer of *Winchell-Mahoney Show* on KTTV(TV) Los Angeles, joins newly opened publicity office of Dee-Lin and Associates, Hollywood, as account representative.

## MEDIA

**W. R. Brazeal**, Community TV Inc., Denver, elected president of the newly formed Colorado Community Television Association. Other officers: **J. Lynn Dougan**, Communico, VP; **Alan Harmon**, Daniels & Associates, secretary-treasurer.



Mr. Gilman

**Robert D. Gilman**, with broadcast sales promotion division of Curtis Publishing Co., Philadelphia, named VP and general manager of WABR Winter Park, Fla.

**Herbert M. Levin**, general sales manager of WICE Providence, R. I., appointed managing supervisor of WMIE Miami.



## Advertising Council elects officers, directors

**Albert H. Cole**, executive committee chairman, Reader's Digest Association, was elected board chairman of the Advertising Council last week. **Henry J. Schachte**, executive VP, J. Walter Thompson; **Donald H. McGannon**, president and chairman, Westinghouse Broadcasting, and **Thomas B. McCabe**, VP, Scott Paper Co., were elected vice chairmen.

Six new constituent directors appointed: **Thomas B. Adams**, president, Campbell-Ewald; **Matthew J. Culligan**, president, MBS; **John B. Hunter**, marketing VP, B. F. Goodrich Industrial Products; **G. B. McCombs**, senior VP, Curtis Publishing; **Harry O'Mealia Jr.**, president, O'Mealia Outdoor Advertising Corp., and **John D. Harper**, president, Alu-

minum Co. of America, and a member of ad council's industry advisory committee.

Three members of that committee were re-elected as special directors: **Charles E. Wilson**, who also is chairman; **Lee S. Bickmore**, president, National Biscuit, and **Walker L. Cisler**, chairman and chief executive officer, Detroit Edison.

Also re-elected were ad council President **Robert P. Keim** and VP's **Allan M. Wilson**, **George P. Ludlam**, **Gordon C. Kinney**, and **Henry C. Wehde Jr.** **John Crichton**, president, American Association of Advertising Agencies, and **Peter W. Allport**, president, Association of National Advertisers, were re-elected secretary and treasurer of ad council, respectively.

Both are Susquehanna Broadcasting Co. stations.

**Sterling Campbell**, station manager of KKFM(FM) Colorado Springs, joins Air Defense Command there as civilian information officer.

**Mel Phillips**, program director of WRKO-FM Boston, named operations director of WRKO.

**Vernon F. Cook**, program director of noncommercial WYES(TV) New Orleans, named to newly created post of administrative assistant to general manager of WHYI Inc. (noncommercial WHYI-TV Wilmington, Del., and non-commercial WUHY-FM-TV Philadelphia).



Mr. Christensen

**Gary L. Christensen**, former FCC attorney, appointed assistant general counsel of National Community Television Association, Washington.

**Courtney M. Kirkeeng**, East Bay area manager for Tele-Vue Systems Inc., San Rafael, Calif., appointed operations manager for CATV operations of Western Communications Inc. in Concord, Calif., and adjoining areas of Contra Costa county.

**Otto Ohland**, partner in Peter M. Robeck & Co., New York, joins Time-Life Broadcast there as project manager in firm's CATV operations.

## PROGRAMING

**Ralph Drewry**, with Lori Productions, Los Angeles, named executive

VP.

**Ted Atkins** and **Hal Moore**, with KIMN Denver, form new corporation, Atkins-Moore Inc. at 545 Estes, Denver 80226. Phone 825-3435. New firm will operate in areas of radio programming, music and record service and en-

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automation  
without a  
costly tape  
service

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The Seeburg Corporation  
Chicago NAB Convention  
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tainment promotions.

**Sheldon Saltman**, director of advertising, promotion and public relations for MCA-TV in New York for more than four years, resigns to become personal representative for advertising, promotion and press for singer Andy Williams with headquarters in Beverly Hills, Calif. His successor at MCA-TV will be announced in few weeks.

**Marvin Grieve**, head of special programs for ABC Radio, New York, appointed international sales manager of Krantz Films Inc., that city.

**Kevin O'Sullivan**, director of program services, Harrington, Richter & Parsons, New York, joins ABC Films, same city, as VP-general sales manager of domestic division.



Mr. O'Sullivan

**Michael Filerman**, with WGN-TV Chicago as assistant to program director and as general program executive, joins CBS-TV network program department, New York, as general program executive. Mr. Filerman will supervise Monday-Friday daytime programming. **Jacqueline Smith**, administrative assistant to Fred Silverman, VP-daytime programs, also named general program executive. She will

supervise weekend children's programming.

**Jay Ordan**, national advertising and sales promotion manager of Melville Shoe Corp., New York, named advertising manager for Columbia Pictures, that city.

**Lee Harris**, public affairs director for KBTv(TV) Denver, named program director.

**Warren S. Park Jr.**, program manager for noncommercial WOSU-TV Columbus, Ohio, appointed director of programming and operations for Maryland Educational-Cultural Television Commission, Baltimore.

**Jose I. Lanza**, staff announcer, WNJU-TV Linden-Newark, N. J., named assistant program director for Spanish-language programming.

**Fred R. Barber Jr.**, with WGHP-TV High Point-Greensboro-Winston-Salem, N. C., named program and promotion manager.

**Ray Conlon**, director at WPRO-TV Providence, R. I., joins WKBG-TV Cambridge-Boston, as producer-director.

**Stanley Dudelson**, VP in charge of television for American International Television, New York, named first VP.



Mr. Dudelson

**Richard T. Drury**, operations manager of WOHO Toledo, Ohio, named general manager of newly formed Anita Kerr Enterprises at 5812 Stadium Street, San Diego. Company will produce station identification jingles and will be involved in creation and production of radio and TV commercials.

**Lon C. Lee**, writer/producer for McClatchy owned KFBK Sacramento, Calif., joins PR department of McClatchy Newspapers, that city.

**Robert Bradley**, with WRCP-AM-FM Philadelphia, appointed operations manager.



Mr. Olmstead

**Garth Olmstead**, for five years with program division of All-Canada Radio and Television Ltd. in Toronto and Vancouver, B. C., appointed western district manager for program division, U.S.A. of All-Canada. He will be working in firm's offices in Vancouver and San Francisco.

**Barnett (Bernie) Farbman**, with Coastal Film Service, New York, joins L&L Eastern Effects Inc., that city, as account executive.

**Jack Concannon**, quarterback for

Philadelphia Eagles, named weekend sportscaster on KYW-TV Philadelphia.

**Carl F. Meyerdirk**, farm broadcaster for 15 years with KVOO-AM-TV Tulsa, Okla., joins American Oil Co., Chicago, as member of PR staff specializing in youth and educational activities, including farm group programs.

## NEWS



Mr. Bate

**Dick Bate**, newsman for WTVJ(TV) Miami, appointed director of news for WEAT-TV West Palm Beach, Fla., replacing **Jack Owens**, who becomes news director of WEAT.

**William Howard Whitten**, with WSOK Savannah, Ga., named news director of WMOG Brunswick, Ga.

**Fred Mooke**, managing editor of WTVJ(TV) Miami, appointed assistant news director.

**Howard Browne**, news director of KBTv(TV) Denver, named public affairs director. **Jack Wilson**, with KBTv, succeeds Mr. Browne as news director.

**Richard Compton**, director of news and public affairs for WRFD-AM-FM Columbus-Worthington, Ohio, appointed public affairs director of parent Nationwide Communications Inc. Other NCI stations are WGAR-AM-FM Cleveland and WATE-AM-TV Knoxville, Tenn.

**Dr. Leonard Reiffel**, scientific adviser to Atomic Energy Commission and National Aeronautics and Space Administration, and board chairman of Instructional Dynamics Inc., Chicago, appointed science consultant for CBS News, New York.

**Bill Walter**, news director of WIBF-TV Philadelphia, named news editor of WREX-TV Rockford, Ill.

**Lloyd Lewis**, floor director in production department at KGW-TV Portland, Ore., named producer-director. **Robert Royer**, former Peace Corps volunteer in Nigeria, joins staff as news cameraman. **Ronald Holden**, chief of radio-TV branch of U. S. Seventh Army, Stuttgart, Germany, joins KGW as news reporter.

**Porter (Tod) Martin**, assignment editor-newsman at KKTv(TV) Colorado

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without a  
costly tape  
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## Culligan recovering

Matthew J. Culligan, president of Mutual Radio Network, suffered what was described as a minor ulcer attack March 10 and entered Lenox Hill hospital in New York. Associates at MBS said last week that Mr. Culligan was in excellent condition and expected to be back at his desk next week. Mr. Culligan, they said, plans to spend this week resting at home. He was expected to be released by Lenox Hill over the past weekend.

Springs-Pueblo, joins Washington staff of Senator Peter Dominick (R-Colo.) as press and PR aide.

## FANFARE

**Terry M. Keegan**, coordinator of promotion, NBC, Los Angeles, appointed manager of promotion.

**George Schardt**, program-promotion manager for KULR-TV Billings, Mont., named publicity manager for KTTV (TV) Los Angeles.

**Jimmy Lee**, operations director for WMAZ-AM-FM Macon, Ga., named promotion manager for WMAZ-AM-FM-TV. **Bill Powell**, announcer with WMAZ-AM-FM, succeeds Mr. Lee.

**Haydn R. Evans**, general manager of WBAF-AM-FM-TV Green Bay, Wis., appointed PR director of WLUK-TV, that city.

**Thomas P. Frick**, program and promotion director for WNOK-TV Columbia, S. C., appointed promotion manager for WJKS-TV Jacksonville, Fla.

**Barbara John**, former producer of *Seven Keys* television series, appointed manager of promotion and public affairs for KGBS Los Angeles.

**Polly Hamrick**, with WGHP-TV High Point-Greensboro-Winston-Salem, N.C., named assistant promotion manager.

## EQUIPMENT & ENGINEERING

**Ralph A. Thompson**, with electronic and broadcast equipment divisions of General Electric Co., Syracuse, N. Y., for past 15 years, appointed chief en-

gineer of WGBI-AM-FM and WDAU-TV Scranton-Wilkes-Barre, Pa.

**George Hakim** named VP of DuMont Television Sales Corp., New York, succeeding **Robert G. Furlong**, who resigned.



Mr. Dieter



Mr. Wood

**Helmut Dieter** and **Ray M. Wood**, with Ameco Inc., Phoenix, named VP's.

**Raymond M. Smith**, general sales manager of Mutual Broadcasting System, New York, appointed manager of premium and specialty sales department of 3M Co., St. Paul.

**Charles C. O'Brien**, with Zenith Sales Corp., Chicago, named to new post of general manager of firm's parts and service department.



Mr. Peterson

**R. Donald Peterson**, district sales manager for General Electric television broadcast equipment in Pasadena, Calif., appointed manager-broadcast product planning in GE's visual communication products department at Syracuse, N. Y. **John E. McElfresh**, manager-distribution planning for electronic components sales operation's (ECSO) distributor sales operation, appointed manager-distributor sales, for GE's tube department at Owensboro, Ky.

**Richard H. Bell**, director, instructional division, National Association of Educational Broadcasters, Washington, named corporate educational counsel for Ampex Corp., Redwood City, Calif.

## INTERNATIONAL

**Troy W. Fields**, with Publicidad Baidillo Inc., San Juan, P. R., appointed account executive.



Mr. Brecher

**Harold Brecher**, with Ashley Famous Agency, New York, joins United Artists Television International, London, as head of operations in Great Britain, Europe and Middle East. **Michael Hancock**, presentation editor, BBC-TV London; **Michael Barton**, senior producer topicality talks, BBC radio, Manchester, and **Maurice Ennals**, editor southeast regional news, BBC radio, London, ap-

pointed managers of newly announced local radio stations at Merseyside, Sheffield and Leicester, respectively.

## ALLIED FIELDS

**Donald H. McGannon**, chairman and president of Westinghouse Broadcasting Co., New York, and **Jesse Kellam**, manager of Johnson family's KTBC-AM-FM-TV Austin, Tex., and chairman of board of regents of Texas State College, Austin, and member of Carnegie Commission on Educational Television, appointed advisors on Poverty Program by President Lyndon B. Johnson.

**George Flaherty**, international VP for International Alliance of Theatrical Stage Employees & Moving Picture Operators, elected president of Motion Picture Permanent Charities for 1967-68 term.

**Stanley E. McKinley**, assistant bureau chief for management in Broadcast Bureau, appointed deputy executive director of FCC.

## DEATHS

**Senator W. Rupert Davies**, 87, president of CKWS-AM-FM-TV Kingston, Ont., and also president of CHEX-AM-TV Peterborough, Ont., died of heart attack March 11 in hospital in Toronto. Senator Davies (Liberal) moved into broadcasting in 1941 when he estab-

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**Be-Kind-to**  
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lished company to build and operate CKWS and CHEX. He was president of *Kingston Whig-Standard* and former president of Canadian Press. Senator Davies is survived by his wife, Margaret, and two sons.

**W. Stewart McDonald**, 65, VP, treasurer and director of Stanley Warner Corp., died March 9 in White Plains (N. Y.) hospital. Stanley Warner operates 160 movie theaters and WAST (TV) Albany, N. Y. Surviving are his wife, Anna, daughter and two sons.

**Rear Admiral Howard A. Yeager**, 61, commandant, 9th Naval District, died in fire at his home at Great Lakes, Ill., March 11. He was to retire this month

and join Zenith Radio Corp. as assistant to president, heading new Washington office.



Mr. Cooper

**Victor James Cooper**, 56, deputy director of product planning for The Marconi Co., Chelmsford, Essex, England, died March 6. He joined Marconi in 1936 and became chief engineer, advanced development in 1954 and chief television engineer in 1956. In 1956 Mr. Cooper was appointed to technical subcommittee of Postmaster General's Tele-

vision Advisory Committee, appointment he held until his death.

**Harry B. Cohen**, 70, former regional governor of American Association of Advertising Agencies, died March 10 at White Plains (N. Y.) hospital. He founded his own agency, Harry B. Cohen Advertising Co., in 1947. In 1957 firm became Cohen & Aleshire, and Mr. Cohen became board chairman. In 1961 agency became part of Donahue & Coe. Surviving are his wife, Edith, daughter and son.

**Walter F. Bowles**, 78, early-morning broadcaster with Canadian Broadcasting Corp., died March 7 in Toronto hospital after long illness.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 9 through March 15 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

**Utica, N. Y.**—Rust Craft Broadcasting Co. Seeks UHF ch. 15 (476-482 mc); ERP 602 kw vis., 120 kw aur. Ant. height above average terrain 804.5 ft.; ant. height above ground 460 ft. P. O. address: 320 Market Street, Steubenville, Ohio 43952. Estimated construction cost \$678,700; first-year operating cost \$300,000; revenue \$240,000. Geographic coordinates 43° 08' 46" north lat.; 75° 10' 44" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Kirkland, Ellis, Hodson, Chaffetz & Masters, consulting engineer Willis C. Beecher, both Washington. Principals: Jack N. Berkman, president, Fred Weber, executive vice president, et al. Rust Craft is licensee of WSTV-AM-FM-TV Steubenville, Ohio and permittee of WJKS-TV Jacksonville, Fla. All issued and outstanding shares are owned by Rust Craft Greeting Cards Inc., licensee of WRDW-TV

Augusta (renewal application pending), WSOL Tampa, Fla. and WPIT-AM-FM Pittsburgh. Rust Craft owns all of issued and outstanding shares of Rust Craft Broadcasting of New York Inc., licensee of WROC-AM-FM-TV Rochester, N. Y. Radio Buffalo Inc. is licensee of WWOL-AM-FM Buffalo, N. Y. and Rust Craft owns all outstanding and issued shares. Rust Craft owns all outstanding and issued shares of Rust Craft Broadcasting of Tennessee Inc., licensee of WRCB-TV Chattanooga and operates a VHF translator in Murphy, Tenn. Rust Craft owns all issued and outstanding shares of WRCP Broadcasting Corp., licensee of WRCP-AM-FM Philadelphia. Ann. March 9.

**Allentown, Pa.**—Mack Broadcasting, Inc. Seeks UHF ch. 69 (800-806 mc); ERP 1,000 kw vis., 200 kw aur. Ant. height above average terrain 737.2 ft.; ant. height above ground 469 ft. P. O. address: P. O. Box M, Allentown 18105. Estimated construction cost \$108,600; first-year operating cost \$699,215; revenue \$300,000. Geographic coordinates 40° 35' 54" north lat.; 75° 25' 21" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-46K. Legal counsel Dempsey & Koplovitz, D. C., consulting engineer Robert E. L. Kennedy—Kear & Kennedy. Principals: Applicant is wholly-owned by Mack Trucks, Inc.—Zenon C. R. Hansen is president of both. Ann. March 14.

**Dallas—McLendon Corp.** Seeks UHF ch. 27 (548-554 mc); ERP 1,176 kw vis., 235 kw aur. Ant. height above average terrain 1,664 ft.; ant. height above ground 1,537 ft. P. O. address: 2008 Jackson Street 75201. Estimated construction cost \$1,484,500 first-year operating cost \$290,000; revenue \$200,000. Geographic coordinates 32° 35' 07" north lat.; 96° 58' 06" west long. Type trans. RCA TTU-50C1. Type ant. RCA TFU-46K. Legal counsel Cohn and Marks; consulting engineer George Davis and Associates, both Washington. Principals: McLendon Corp. is licensee of KLIF and KNUS(FM) Dallas,

KILT and KOST(FM) Houston, WYSL-AM-FM Buffalo, N. Y., KABL-AM-FM Oakland-San Francisco, WNUS-AM-FM Chicago, WWW(FM) Detroit, KADS(FM) Los Angeles, KCND-TV Pembina, N. D. Principal owners and operators of assignee are owners of Texas Triangle Inc., talent agency which acts as sales reps for XETRA, a Mexican station. B.R. and Gordon McLendon and Dorothy M. Manning are majority stockholders and principal officers and directors of following corporations: McLendon Oil Corp., McLendon Radio Pictures Inc., McLendon Radio Pictures Distributing Corp., Hollywood Pictures Corp., Republic Theatre Inc., KLIF Dallas Corp., KILT Houston Corp., KTSA San Antonio Corp., Texas Triangle Inc., Barton & Gray Advertising Inc., Talent Inc., Radio Dallas Inc., Foster & Associates Inc., San Francisco-KABL Corp., OSS Inc. and Car-Teach Inc. Ann. March 14.

**Salt Lake City—Great Desert Broadcasting Co.** Seeks UHF ch. 20 (506-512 mc); ERP 298 kw vis., 59 kw aur. Ant. height above average terrain minus 319.8 ft.; ant. height above ground 346.3 ft. P. O. address: 120 Broadway, New York 10005. Estimated construction cost \$353,332; first-year operating cost \$250,000; revenue \$250,000. Geographic coordinates 40° 46' 08" north lat.; 111° 53' 10" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Welch & Morgan; consulting engineer Raymond E. Rohrer, both Washington. Principals: Jean Ferry Davis, president (80%), C. Max Killian, vice president (10%), Chester C. Davis, secretary-treasurer (0%) and Jerry Skousen (10%). All are officers and have interest in two new TV's: one in Toledo, Ohio; one in Stockton, Calif. Ann. March 9.

**La Crosse, Wis.—Midcontinent Broadcasting Co. of Wisconsin Inc.** Seeks UHF ch. 19 (500-506 mc); ERP 110 kw vis., 22 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 606.1 ft. P. O. address: 5727 Tokay Boulevard, Madison, Wis. 53701. Estimated construction cost \$93,600; first-year operating cost \$75,000; revenue none. Geographic coordinates 43° 58' 48" north lat.; 91° 13' 57" west long. Type trans. RCA TTU-12A. Type ant. RCA TFU-24DL. Legal counsel Fletcher, Heald, Rowell, Kenehan and Hildreth; consulting engineer A. D. Ring & Associates, both Washington. Principals: N. L. Bentson, president. Mr. Bentson is in part time operation and full time broadcasting of WKOW-TV Madison. Anton J. Moe, vice president and general manager of WKOW-TV. Ann. March 9.

## EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



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## FINAL ACTION

Canton, Ohio—Midway Television Inc. Broadcast Bureau granted UHF ch. 67 (524-530 mc); ERP 191 kw vis., 38 kw aur. Ant. height above average terrain 530 ft., above ground 448 ft. P. O. address c/o Harold Froelich, 2016 Birchwood Drive, Rockford, Ill. Estimated construction cost \$354,337; first-year operating cost \$125,000; revenue \$125,000. Studio and trans. locations both Louisville, Ohio. Geographic coordinates 40° 51' 44" north lat., 81° 12' 38" west long. Type trans. RCA TTU-10A; type ant. RCA TPU-30J. Legal counsel Robb, Porter, Kistler & Parkinson, Washington; consulting engineer Alfred J. Petzke, Rockford, Ill. Principals: Irwin Dubinsky, H. W. Dubinsky, Harold Froelich (each 33⅓%). Messrs. Dubinsky have widespread theater holdings in Middle West, have ownership in WTVO (TV) Rockford, Ill., and WFLD (TV) Chicago. Mr. Froelich is stockholder in WTVO and WFLD. Action March 1.

## OTHER ACTIONS

■ Review board in Washington, television broadcast proceeding, Docs. 16088-91, scheduled oral argument before panel of review board on exceptions to initial decision for 2 p.m., April 11, in room 7134, New Post Office building, Washington, Action March 13.

■ Review board in Chicago, television broadcast proceeding, Docs. 15668 and 15708, granted motion filed March 7 by Chicago Federation of Labor and Industrial Union Council and extended to March 17 time to file exceptions to initial decision released January 25. Action March 9.

■ Review board in Buffalo, N. Y., television broadcast proceeding, Docs. 15254-5, granted motion filed March 7 by Ultravision Broadcasting Co. and extended to March 31 time to file responsive pleadings and briefs in support thereof to initial decision (FCC 66D-53, released Aug. 26, 1966). Action March 10.

■ Commission returned, as unacceptable for filing, application of Apple Valley Broadcasting Inc. for CP for new TV to operate on ch. 42, Kennewick, Wash., as a satellite of proposed new TV station in Yakima, Wash., application for which is in comparative hearing with mutually exclusive applications. Action March 15.

## ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on March 8 in proceeding on TV application of Midwest Television Inc., Springfield, Ill., cancelled hearing scheduled for March 13 (Doc. 15450). On March 10 in proceeding on TV application of Midwest Television Inc., Springfield, Ill., granted request of applicant for dismissal and terminated proceeding (Doc. 15450).

■ Hearing Examiner H. Gifford Irion on March 6 in proceeding on TV application of Tri-City Broadcasting Inc., Vineland, N. J., continued date for hearing from March 8 to March 29 (Doc. 16703).

■ Hearing Examiner David I. Kraushaar on March 10 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., granted petition to amend of applicant Birmingham Television Corp. to reflect changes in broadcast interests of one of its stockholders (Docs. 15461, 16760-61, 16758).

■ Hearing Examiner Jay A. Kyle on March 13 in proceeding on TV application of WLCY-TV Inc., Largo, Fla., rescheduled hearing from May 22 to June 13 (Doc. 17051).

■ Hearing Examiner Chester F. Naumowicz Jr. on March 9 in proceeding in matter of Midwest Television Inc., San Diego, Calif., et al., issued memorandum opinion and order on notice of depositions, permitting taking of depositions in certain instances and denying it in others (Docs. 16786, 17008).

## RULEMAKING ACTIONS

■ In notice of proposed rulemaking, commission invited comments from interested parties to its proposal to add chs. 14 and 20 to Honolulu and ch. 22 to Wailuku. Action March 15.

Charlotte, N. C. Tar Heel Television Inc.—FCC denied institution of rulemaking proceedings so as to make following changes in commission's table of assignments: Charlotte, N. C.; add 24; Danville, Va.; add 25, delete 24; Greenville, N. C.; add \*38, delete \*25, and High Point, N. C.; add \*67, delete \*32. Ann. March 10.

## CALL LETTER APPLICATIONS

■ South Carolina Educational Commission, Allendale, S. C. Requests WEBA-TV, and Florence, S. C. requests WJPM-TV.

## CALL LETTER ACTION

■ Allendale Enterprises Inc., Grand Rapids, Mich. Granted WUHI (TV).

BROADCASTING, March 20, 1967

## Existing TV stations

## APPLICATIONS

Pensacola, Fla. Board of Public Instruction of Escambia County WSRE (TV)—CP to replace expired CP which authorized new noncommercial educational TV. Ann. March 14.

## FINAL ACTIONS

WJBF (TV) Augusta—Broadcast Bureau granted mod. of license covering change in name to Fuqua National Inc. Action March 8.

KPTC-TV Kansas City, Mo.—Broadcast Bureau granted mod. of CP to increase ERP to 708 kw vis., 141 aur. Action March 10.

KXII (TV) Ardmore, Okla.—Broadcast Bureau granted mod. of license to change studio location to Highway 75, 4.5 miles south of Denison, midway between Sherman and Denison, Tex. Action March 9.

## OTHER ACTION

■ FCC scheduled oral argument for April 24 in Boston, TV Channel 5 proceeding (Docs. 8739 et al.). Commissioners Cox and Loevinger not participating. Action March 15.

## ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on March 9 in proceeding on TV application of Cosmos Broadcasting Corp. (WSFA-TV), Montgomery, Ala., granted motion of applicant and continued prehearing conference from March 14 to May 16 (Doc. 16984).

■ Hearing Examiner Jay A. Kyle on March 13 in proceeding on renewal application of Lamar Life Insurance Co., WLBT-TV Jackson, Miss., granted motion of Office of Communications of United Church of Christ, et al., intervenors, and continued hearing from April 18 to May 1 in Jackson (Doc. 16663). And in proceeding on TV applications of WTCN Television Inc. (WTCN-TV), Minneapolis, et al., scheduled procedural dates including hearing for June 5 (Docs. 15841-43, 16782-83).

## New AM stations

## APPLICATIONS

Starkville, Miss.—Charles Kenneth Irby. Seeks 980 kc, 1 kw-D. P. O. address: Route 4, Starkville 39759. Estimated construction cost \$23,437; first-year operating cost \$25,000; revenue \$30,000. Principals: Mr. Irby is 20% shareholder, vice president and general manager of Big Jim Tire Co. Ann. March 9.

Gallion, Ohio—Radio Gallion Inc. Seeks 1570 kc, 0.5 kw-DA-D. P. O. address: Knapp Block, Gallion 44833. Estimated construction cost \$28,153; first-year operating cost \$48,000; revenue \$50,000. Principals: Harry F. Gray Jr., president (65.6%), Walter R. Stampfi and James W. Feasel (both vice presidents, each 10%), et al. Mr. Gray is employee-engineer for electronic manufacturing company. Mr. Stampfi is employee-manager for WNCN-AM-FM Ashland, Ohio. Mr. Feasel is employee-engineer for WMNI-AM-FM Columbus, Ohio. Ann. March 14.

Houston—Strauss Broadcasting Co. of Houston. Seeks 650 kc, 1 kw-DA-D. P. O. address: Main & Congress Streets, Houston. Estimated construction cost \$302,669; first-year operating cost \$210,522; revenue \$150,000. Principals: Robert S. and Theodore H. Strauss. Each brother has 50% interest in Strauss Broadcasting Co., licensee of KCEE-AM-FM Tucson, Ariz., and KIXL-AM-FM Dallas. Permittee has 70% interest in applicant. Ann. March 14.

## FINAL ACTIONS

Seaside, Ore.—Seaside Broadcasting Corp. FCC granted 930 kc, 1 kw. P. O. address: c/o Ronald A. Murphy, 1010 4th Avenue Bldg. Seattle 98101. Estimated cost of construction \$22,933; first-year operating cost \$48,000; revenue \$50,000; Principals: Gerald B. Dennon (50%), Robert L. Flick, Richard A. Foley, John F. Paine, Michael D. Kirkland (all 12.5%). Mr. Dennon is vice president of music publishing company. Mr. Foley is president of music publishing company. Mr. Paine is secretary of music publishing business. Mr. Kirkland is in music publishing business. Action March 1.

Madisonville, Tenn.—Monroe Broadcasters Inc. FCC granted 1250 kc, 500 w-D. P. O. address: Box 445, Madisonville. Estimated construction cost \$32,629; first-year operating cost \$24,874; revenue \$18,000. Principals: Ralph Woolridge (18.34%), Kendra A. White (11.67%), Bob E. Harrill (11.67%), Joe G. Bagwell (10%), William E. Howe (8.33%), William W. Sloan Jr. (6.67%), William T. Howard (5%), Gordon W. Thomas (5%) and others. Mr. Bagwell is editor of Citizen-Democrat, Madisonville. Action March 1.

## INITIAL DECISION

■ Hearing Examiner Chester F. Naumo-

wicz Jr. issued initial decision looking toward grant of application of Service Communications Inc., Augusta, Ark., for CP to operate on 1190 kc, 250 w-D, class II (Doc. 17027).

## OTHER ACTIONS

■ Review board in Montgomery, Ala., standard broadcast proceeding, Docs. 17058-60 granted petition to delete issues, filed Jan. 23 by Tennessee Valley Broadcasting Inc., to extent of modifying issue 7(b), and denied petition in all other respects. Action March 9.

■ Review board in Montgomery, Ala., standard broadcast proceeding, Docs. 17058-60, granted motion to modify and enlarge issues, filed Jan. 23 by Rocket City Broadcasting Inc. to extent of modifying existing issue 6, adding new issue to determine whether principals of Tennessee Valley Broadcasting Inc., have engaged in conduct prohibited by Sec. 1.1227(e) of commission's rules, and adding new issue to determine whether Tennessee Valley has suitable antenna site available to it. Board Member Nelson dissenting from addition of issue concerning Sec. 1.1227(e). Action March 10.

■ Review board in Bridgeport, Conn., standard broadcast proceeding, Doc. 14830, Board Members Berkemeyer and Slone denied petition for reconsideration of review board decision herein, filed Jan. 27 by the Broadcast Bureau. Board Member Kessler concurring in part and dissenting in part with statement. Action March 10.

■ By order, commission granted application for review of review board's memorandum opinion and order filed Jan. 3, by WGN Continental Broadcasting Co.; and granted motion to accept late filed opposition, filed Jan. 16, by Albert John Williams and Jack M. Reeder, d/b as Radio Nevada, in the Reno, standard broadcast proceeding (Docs. 16110, et al.). Action March 15.

■ Review board in Jacksonville, N. C., standard broadcast proceeding, Docs. 17148-50, granted petition filed March 6 by Broadcast Bureau and extended to March 15 time to file responses to petition to enlarge issues filed Feb. 23 by L & S Broadcasting Co. Board Member Nelson not participating. Action March 9.

■ Review board in Kingsport, Tenn., standard broadcast proceeding, Docs. 17024-5, by memorandum opinion and order denied motion to enlarge issues filed Dec. 23, 1966, by William R. Livesay. Action March 13.

Lebanon, Tenn. Vernon Broadcasting Co. of Tennessee—Broadcast Bureau waived Sec. 1.569(b) (2) (i) of rules and accepted for filing application for new daytime AM station to operate on 1170 kc, 500 w. Action March 1.

## ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 7 designated Hearing Examiner Isadore A. Honig to serve as presiding officer in proceeding on AM applications of East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc., both East St. Louis; scheduled prehearing conference for March 30, and hearing for April 27 (Docs. 17256-57).

■ Hearing Examiner Thomas H. Donahue on March 7 in proceeding on AM application of Northern Indiana Broadcasters Inc., Mishawaka, Ind., extended time for filing proposed findings until March 27 and replies until April 7 (Doc. 14855).

■ Hearing Examiner Charles J. Frederick on March 13 in proceeding on AM applications of Salter Broadcasting Co. (WBEL), South Beloit, Ill., et al., granted request to amend request of applicant Victory Broadcasting Inc. to reflect correction of a faulty signature (Docs. 17209-19).

■ Hearing Examiner H. Gifford Irion on March 9 in proceeding on AM applications of J. T. Parker Jr. and William R. Livesay, both Kingsport, Tenn., converted hearing scheduled for March 13 to further hearing conference (Docs. 17024-25). On March 10 in proceeding on AM application of Madison County Broadcasting Inc., Wood River, Ill., continued prehearing conference from March 16 to March 23 (Doc. 16980).

■ Hearing Examiner Jay A. Kyle on March 13 in proceeding on AM applications of Carter Broadcasting Corp., Burlington, Vt., and Metro Group Broadcasting Inc., Plattsburgh, N. Y., continued without date hearing scheduled for April 3 (Docs. 16972-73).

■ Hearing Examiner Forest L. McClennan on March 13 in proceeding on AM application of Paul C. Schafer, Honolulu, granted petition of applicant and dismissed application (Doc. 17085).

## CALL LETTER APPLICATIONS

■ Stateline Broadcasting Inc., Ardmore, Tenn. Requests WSLV.

■ David B. Jordan, Selmar, Tenn. Requests WDTM.



## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, March 15

	Lic.	ON AIR	CP'S	NOT ON AIR
				CP'S
Commercial AM	4,100 <sup>1</sup>		16	90
Commercial FM	1,579		28	266
Commercial TV-VHF	478 <sup>2</sup>		17	24
Commercial TV-UHF	92 <sup>2</sup>		28	126
Educational FM	295		5	32
Educational TV-VHF	60		7	8
Educational TV-UHF	41		41	49

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 15

	VHF	UHF	Total
Commercial	519	254	773
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 <sup>1</sup>	1,533	570 <sup>2</sup>	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

## CALL LETTER ACTIONS

- Mid-America Publications Corp., Red Oak, Iowa. Granted KOAK.
- Chemung County Radio, Horseheads, N. Y. Granted WQTT.

## PROCESSING LINE

■ Application listed below is mutually exclusive with application of licensee of WBAM Montgomery, Ala., for renewal of license. Proposal is for essentially same facilities of this class II station except that different site is proposed. Therefore, we have this date accepted application for filing. Similarly, we will accept any other applications for consolidation proposing these facilities. NEW, Montgomery, Ala., Barbara Bennis, Req: 740 kc, 50 kw, DA-Day. Accordingly, notice is hereby given that above application is accepted for filing and that on April 18 application will be considered as ready and available for processing, and pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, an application in order to be considered with this application, or with any other application on file by close of business on April

17, which involves a conflict necessitating hearing with either this application, or WBAM renewal application must be substantially complete and tendered for filing at offices of commission in Washington, by whichever date is earlier: (a) close of business on April 17, or (b) earlier effective cut-off date which this application or 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 above application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Adopted March 8, Ann. March 9.

## Existing AM stations

### APPLICATIONS

WLOE Leaksville, N. C.—Seeks mod. of license to change station from Leaksville, N. C. to Leaksville-Spray, N. C. Ann. March 14.

WISN Milwaukee—Seeks CP to increase night power from 10 kw to 25 kw; make changes in nighttime DA systems. Ann. March 9.

## FINAL ACTIONS

WSLC Clermont, Fla.—Broadcast Bureau granted renewal of license. Action Feb. 16.

WQTV Latrobe, Pa.—Broadcast Bureau granted mod. of license covering change in studio location to 348 Main St., Latrobe. Action March 8.

WRRC Spring Valley, N. Y.—Broadcast Bureau granted license covering new AM. Studio location 12 College Avenue, Clarks-town. Action March 14.

KVLL Livingston, Tex.—Broadcast Bureau granted application to change station location from Livingston to Woodville, Tex. Action March 1.

KBGO Waco, Tex.—Broadcast Bureau granted license covering change in daytime and nighttime DA pattern, and change DA-system. Action March 14.

## OTHER ACTIONS

■ Office of opinions and review on March 7 granted request by Madison County Broadcasting Inc. (WRTH), Wood River, Ill., for extension of time to March 7 to file petition for reconsideration and grant without hearing of commission's order of designation in proceeding on WRTH application for CP. (Doc. 16980).

WNEW New York—FCC waived Sec. 1.534(b) of rules and granted application to replace expired permit for change of ant-trans. location and a change in ant-system. Action March 15.

## ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on March 13 in proceeding on renewal application of Star Stations of Indiana Inc., (WIFE-AM-FM) Indianapolis, granted motion of applicant and extended time for filing proposed findings from March 17 to March 20, and replies from March 31 to April 3, 1967 (Doc. 16612).

■ Hearing Examiner Chester F. Naumowicz Jr. on March 13 in proceeding on AM revocation of license of Tinker Inc. (WEKY) Richmond, Ky., continued without date all proceedings herein (Doc. 16125) and in proceeding on AM renewal of license of Northwest Broadcasters Inc. (KBVU) and application for C. P. of Bellevue Broadcasters (KPKF), both Bellevue, Wash., issued memorandum of ruling and continued without date all further proceedings herein (Docs. 16609-10).

■ Hearing Examiner Forest L. McClenning on March 10 in proceeding on application of City of Camden (assignor) and L & P Broadcasting Corp. (assignee) for assignment of license of WCAM Camden, N. J. scheduled procedural dates including hearing for May 17 (Doc. 16792).

## FINES

■ Broadcast Bureau by letter of March 14, notified Black Diamond Broadcasting Co., KYND Tempe, Ariz., that they have incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest forfeiture. Action March 14.

■ By memorandum opinion and order, commission imposed forfeiture of \$500 upon licensee of WJCM Sebring, Fla., a daytime station, for operating beyond sign-off time specified in its license. Upon basis of licensee's response to previously-issued notice of apparent liability, commission relieved it of liability for two technical violations, and reduced previously announced apparent liability from \$1,000 to \$500. Action March 15.

## CALL LETTER APPLICATIONS

- WCNF, Smiles of North Carolina, Inc., Weldon, N. C. Requests WSMY.
- KOHN, Glacus G. Merrill, Logan, Utah. Requests KMLO.

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## CALL LETTER ACTIONS

- WNSM, Embury Broadcasting Inc., Valparaiso-Niceville, Fla. Granted WFSH.
- WATY, North Atlanta Broadcasting Co., North Atlanta, Ga. Granted WRNG.
- WNAC, RKO General Inc., Boston. Granted WRKO.

## New FM stations

### APPLICATIONS

Enterprise, Ala.—R. E. James tr/as Wiregrass Broadcasting Co. Seeks 96.9 mc, ch. 245, 25 kw-U. Ant. height above average terrain 332.5 ft. P. O. address: Ouida Street, Enterprise 36330. Estimated construction cost \$23,608; first-year operating cost \$6,000; revenue \$8,000. Principal: Mr. James is sole owner of WIRB Enterprise and owns stock in Enterprise Cable Television Inc. Ann. March 9.

San Clemente, Calif.—South Coast Broadcasting Co. Seeks 107.9 mc, ch. 300, 49.8 kw. Ant. height above average terrain 500 ft. P. O. address: 131 Avenue Del Mar, San Clemente 92672. Estimated construction cost \$39,565; first-year operating cost \$42,000; revenue \$48,000. Principals: Leon Hyzen (46%), Charles W. Jobbins (44%) and Leon F. Westendorf (10%). Mr. Jobbins has AM applications pending in Grass Valley and Costa Mesa-Newport Beach, and new FM in Gilroy, all California. Mr. Hyzen is architect. Mr. Westendorf is employee with Lon Barton Associates. Ann. March 14.

Belvidere, Ill.—Belvidere Broadcasting Inc. Seeks 104.9 mc, ch. 285A, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 1100 Rockford Trust building, Rockford, Ill. 61105. Estimated construction cost \$33,200; first-year operating cost \$40,000; revenue \$45,000. Principals: Keith E. Walker, president (20%), Richard Allen McDaniel (10%), et al. Mr. Walker is sales executive for Winnebago Television Corp., licensee of WTVQ(TV) Rockford, and 100% owner of Rockford Recording Co., custom recording company. Ann. March 14. Mr. McDaniel is program director for WTVQ.

Duluth, Minn.—Channel 10 Inc. Seeks 94.9 mc, ch. 235, 100 kw. Ant. height above average terrain 917 ft. P. O. address: 10 Observation Road, Duluth 55811. Estimated construction cost \$76,000; first-year operating cost \$55,000; revenue \$50,000. Principals: Frank Befera, president. Mr. Befera owns WMFG Hibbing and WHLB Virginia, both Minnesota and applicant for new TV in Duluth. Ann. March 15.

\*St. Charles, Mo.—Lindenwood Female College. Seeks 90.1 mc, ch. 211, 0.010 kw. Ant. height above average terrain 250 ft. P. O. address: Walter L. Metcalfe Jr., 611 Olive Street, St. Louis 63101. Estimated construction cost \$4,000; first-year operating cost \$2,000; revenue none. Principals: John M. Black, president. To be administered by board of directors. Ann. March 9.

\*De Graff, Ohio—Riverside Local Board of Education. Seeks 91.1 mc, ch. 216, 10 w. Ant. height above average terrain 70 ft. P. O. address: Boggs and Moore Street, De Graff 43318. Estimated construction cost \$3,869; first-year operating cost \$1,000; revenue none. Principals: Robert E. Armstrong, board president, and engineer. To be administered by board. Ann. March 10.

### FINAL ACTIONS

De Land Fla.—Shom Broadcasters Inc. Broadcast Bureau granted 105.9 mc, ch. 290, 27 kw. Ant. height above average terrain 150 ft. P. O. address: 112 West New York Avenue, De Land 32720. Estimated construction cost \$25,849; first-year operating cost \$18,000; revenue \$20,000. Principals: Brian Tolby, president of Shom and general manager of its licensee WOOO. Action March 9.

Des Moines, Iowa—Cowles Communications Inc. FCC granted 102.5 mc, ch. 273, 50 kw. Ant. height above average terrain 540 ft. P. O. address: KRNT Center, 9th at Pleasant, Des Moines. Estimated construction cost \$65,750; first-year operating cost \$75,000; revenue \$20,000. Applicant's stock owned by public. Robert W. Dillon, vice president. KRNT-AM-TV Des Moines is owned by Cowles. Action March 1.

Ann Arbor, Mich.—Washtenaw Broadcasting Inc. Broadcast Bureau granted 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Hutzel Building, Ann Arbor 48108. Estimated construction cost \$23,964; first-year operating cost \$12,000 above present cost; revenue \$12,000 also above. Principal: Edward F. Baughn, president, treasurer and 100% owner. Mr. Baughn is general manager and 100% owner of WPAG Ann Arbor licensed to Washtenaw Broadcasting. Action March 9.

\*Henderson, Tenn.—Freed-Hardeman College. Broadcast Bureau granted 91.5 mc, ch. 218, 10 kw. Ant. height above average terrain 115 ft. P. O. address: 158 E. Main Street, Henderson 38340. Estimated construction cost \$12,000; first-year operating cost \$2,500. Principals: John R. Hall, director of broadcasting. Mr. Hall is program manager, announcer and engineer of \*WMKY-FM Morehead, Ky. Action March 9.

Borger, Tex.—Weldon W. and Weldon E. Lewis. Broadcast Bureau granted 104.3 mc, ch. 282, 26.5 kw. Ant. height above average terrain 510 ft. P. O. address: Box 1478 Borger 79007. Estimated construction cost \$27,199; first-year operating cost \$3,550 over AM costs; revenue \$25,950. Principals: Mr. Weldon E. Lewis is general manager of KBBB Borger, member and advisory board of Salvation Army, chairman and member of Chamber of Commerce and other community organizations. Weldon W. Lewis is member of Chamber of Commerce and member of Top of Texas Life Underwriters. Action. March 7.

### OTHER ACTIONS

■ Review board in Boulder, Colo., FM broadcast proceeding. Docs. 17029-30, granted motion filed March 6 by International Electronic Development Corp. and extended to April 10 time to file oppositions to motion to enlarge issues filed Feb. 24 by Environmental Science Services Administration. Action March 9.

■ Review board in New Orleans, FM broadcast proceeding. Docs. 17088-9, by memorandum opinion and order, approved joint request for approval of agreement and motion for dismissal of application, filed Feb. 6 by Gulf South Broadcasters and Bayou Broadcasting Co.; dismissed with prejudice application of Bayou Broadcasting Co.; granted application of Gulf South Broadcasters; and terminated proceeding. Condition. Action March 13.

■ By order, in Waynesboro, Va., FM proceeding, commission terminated proceeding, dismissed applications of Waynesboro Broadcasting Corp. and WANV Inc.; and dismissed application for partial review filed by Waynesboro Broadcasting Corp. as moot because channel for which applicants have applied (FM ch. 224A in Waynesboro, Va.) has been deleted (Docs. 15967-8). Commissioner Cox dissented. Action March 15.

### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 7 designated Hearing Examiner Basil P. Cooper to serve as presiding officer in proceeding on FM applications of Birney Imes Jr. and Radio Columbus Inc., both Columbus, Miss.; scheduled prehearing conference for March 30 and hearing for April 27 (Docs. 17263-64). And designated Hearing Examiner Forest L. McClenning to serve as presiding officer in proceeding on FM applications of News-Sun Broadcasting Co., Waukegan, Edward Walter Piszczek and Jerome K. Westerfield, and Maine Township FM Inc., both Des Plaines, all Illinois; scheduled prehearing conference for March 31, and hearing for April 28 (Docs. 13292, 13940, 17242). And designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer in proceeding on FM applications of Bill Garrett Broadcasting Corp. and Faulkner Radio Inc., both Slidell, La.; scheduled prehearing conference for March 29, and hearing for April 25 (Docs. 17261-62).

■ Hearing Examiner Millard F. French on March 9 in proceeding on FM applications of Russel Shaffer and International Electronic Development Corp., both Boulder, Colo., granted petition of applicant International Electronic Development Corp. and extended procedural dates including hearing from April 11 to June 13 (Docs. 17029-30); by separate order in same proceeding, dismissed as moot request for ruling filed by International Electronic Development Corp.

### RULEMAKING PETITION

South Williamsport, Pa.—Request initiation of rulemaking procedures looking toward allocation of ch. 257A in South Williamsport. Ann. March 10.

### CALL LETTER APPLICATION

- South Valley Broadcasters, Gilroy, Calif.

Requests KPER-FM.

- Tri City Broadcasting Inc., Morgan City, La. Requests KMRC-FM.
- Monroe Broadcasting Co., Monroe, Mich. Requests WYMO(FM).
- Smiles of Virginia Inc., Petersburg, Va. Requests WSML(FM).

## CALL LETTER ACTIONS

- \*Dordt College Inc., Sioux Center, Iowa. Granted KDCR(FM).
- \*Ashland College, Ashland, Ohio. Granted WRDL(FM).

## Existing FM stations

### APPLICATION

WWFM-FM Erie, Pa.—Seeks CP to change studio location to 3204 State Street, Erie, Pa.; change frequency from 99.9 mcs ch. 260 to 103.7 mcs ch. 279; increase TPO to 10 kw; increase ERP to 50 kw, and decrease HAAT to 336 ft. Ann. March 14.

### FINAL ACTIONS

■ Broadcast Bureau granted licenses covering following new FM's: KCJB-FM Big K Inc., Monot, N. D.; WNYR-FM Malrite, Inc., Rochester, N. Y., and WPDR-FM Comstock Publishing Co. Portage, Wis. Action March 8.

KECR(FM) El Cajon, Calif.—Broadcast Bureau granted CP to increase ERP to 17 kw, and ant. height to 530 ft. Action March 10.

KMYR(FM) Denver — Broadcast Bureau granted license covering new FM. Action March 8.

KLIR-FM Denver — Broadcast Bureau granted CP to change ERP to 10.5 kw. Action March 10.

KFTM-FM Fort Morgan, Colo.—Broadcast Bureau granted mod. of CP to change type dual polarized antenna, ant. height 130 ft. Action March 10.

WOL-FM Washington—Broadcast Bureau granted CP to replace expired permit to install vertically polarized ant. Action March 10.

WJGA-FM Jackson, Ga.—Broadcast Bureau granted mod. of CP to change ant., trans. and studio location to Blount Road, 1 mile south of Jackson, dual polarized ant., increase ant. height to 275 ft. Action March 10.

WMCD(FM) Statesboro, Ga.—Broadcast Bureau granted CP to replace expired permit for new FM broadcast; and mod. of CP to install dual polarized ant. ERP 3 kw, ant. height 150 ft.; conditions. Action March 13.

WGIL-FM Galesburg, Ill.—Broadcast Bureau granted license covering new FM broadcast to operate on ch. 235 (94.9 mc) ERP 27 kw, ant. height 350 ft. Action March 13.

WIFN(FM) Franklin, Ind.—Broadcast Bureau granted license covering increase in ant. height to 300 ft. Action March 8.

KHEN-FM Henryetta, Okla.—Broadcast Bureau granted license covering new FM. Action March 14.

KXLS(FM) Oklahoma City—Broadcast Bureau granted CP to increase ERP to 73 kw, and decrease ant. height to 150 ft. Action March 10.

WPBS(FM) Philadelphia—Broadcast Bureau granted CP to increase ERP to 10 kw; condition. Action March 10.

WJWS-FM South Hill, Va.—Broadcast Bureau granted license covering new FM broadcast. Action March 14.

WOSH-FM Oshkosh, Wis.—Broadcast Bureau granted license covering new FM broadcast to operate on ch. 280 (103.9 mc), ERP 3 kw, and ant. height 285 ft. Action March 13.

\*WSSU(FM) Superior, Wis.—Broadcast Bureau granted license covering ERP 320 w, ant. height minus 120 ft. Action March 8.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WAXE Shargo Inc., Vero Beach, Fla.; WCNV Gulf Shores Broadcasting Co., Crestview, Fla.; WGKR Eugene Ketting, Perry, Fla.; WMAF Norman O. Protzman, Madison, Fla.; WNUC Smith Radio Inc., Fort Walton Beach, Fla.; WQMR WGAY Inc., Silver Spring, Md.; WTIK W & W Broadcasting Inc., Durham, N. C.; WGAY(FM) WGAY Inc., Washington; WRSJ-FM Radio San Juan Inc., Bayamon, P. R.; and \*WUSF(FM) University of South Florida, Tampa, Fla.

### RULEMAKING ACTIONS

■ Commission on March 6 granted request by Warren Broadcasting Corp. (WCRV) Washington, N. J., to extent of extending time to March 10 to file comments with replies extended to March 31 in FM rulemaking proceeding with respect to Port Jervis, N. Y. in Doc. 17095. Action March 9.

■ By notice of proposed rulemaking, commission invited comments on following FM

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channel assignment proposals: DeWitt, Ark., assign ch. 244A; Redding, Calif., substitute ch. 251 for 225; Denver, substitute ch. 239 for 238; Rockmart, Ga., assign ch. 296A; Jeffersonville, Ind., assign ch. 239; Mount Sterling, Ky., substitute ch. 288A for 280A; Dover-Foxcroft, Me., assign ch. 276A; Horseheads, N. Y., assign ch. 285A; Donelson, Tenn., assign ch. 221A by substituting ch. 266 for 221A at Russellville, Ky., substituting ch. 292A for 266 at Greenville, and deleting ch. 292A at Madisonville, or in alternative assign ch. 265A to Columbia, all Kentucky; Lenoir City, Tenn., assign ch. 228A, and Stephenville, Tex., assign ch. 252A by substituting ch. 244A for 252A at Eastland, Tex. The Mount Sterling, Ky. and Redding, Calif., proposals are on commission's own motion. Donelson, Tenn., proposal would require two stations to change channels (WKYF-FM Greenville and WRUS-FM Russellville, both Kentucky) and both have consented to proposed changes. Commissioner Cox issued following concurring statement: "I concur as to the proposal respecting Madisonville, Ky., but have some doubt as to the wisdom of removing a channel from a community of this size which normally would have two allocations." Action March 8.

WLIJ Shelbyville, Tenn.—FCC denied issuance of notice of proposed rulemaking looking towards amendment of FM table of assignments by making following changes: Lewisburg, Tenn., present 232A, and Shelbyville, Tenn., present 275, proposed 275-232A. Ann. March 10.

Commission on March 13 granted request by Millard V. Oakley Broadcasting Co. for extension of time to March 21 to file reply comments to comments filed by WAEW-FM Crossville, Tenn., in FM rule-making proceeding with respect to Crossville, Tenn. in Doc. 17095.

Commission on March 10 extended time from March 13 to April 14 to file comments and from March 28 to May 1 for replies in matter of revision of FM broadcast rules, particularly as to allocation and technical standards (educational FM channels) in Doc. 14185.

#### CALL LETTER ACTIONS

KICN, Central States Broadcasting Inc., Omaha. Granted KOIL-FM.  
WHEB-FM, Knight Broadcasting Co. of New Hampshire Inc., Portsmouth, N. H. Granted WPFM(FM).

#### Translators

##### ACTIONS

Jacksonville, Ala. Jacksonville Broadcasting Co.—FCC denied request for waiver of Sec. 1.569 of rules and returned application for new daytime AM to operate on 1140 kc, 1 kw. Action March 13.

Apra Heights, Guam Pacific Broadcasting Corp.—FCC granted application for new translator on ch. 13 to serve Apra Heights by rebroadcasting programs of KUAM-TV, ch. 8, Agaña. Waived Sec. 74.735(a) of rules to permit operation with visual power output of 10 w. Action March 15.

Bryan and College Station, Tex. Channel 6 Inc.—Broadcast Bureau granted CP for new UHF TV translator station to operate on ch. 76, to rebroadcast programs of KCEN-TV (ch. 6), Temple. Action March 9.

St. George, Utah Washington County Television Dept.—Broadcast Bureau granted CP for new UHF TV translator on ch. 81 to serve St. George by rebroadcasting programs of KUED-TV, ch. 7, Salt Lake City. Action March 8.

K83AP Centralia and Chehalis, both Wash.—Broadcast Bureau granted CP for UHF TV translator to take primary TV to KPEC-TV, ch. 56, Lakewood Center, Wash. Action March 8.

Rinelander, Wis. J. R. Karban—Broadcast Bureau granted CP for new UHF TV translator on ch. 82 to serve Rinelander, by rebroadcasting programs of WAEQ-TV, ch. 12, Rinelander. Action March 7.

#### CATV

##### OTHER ACTIONS

By memorandum opinion and order, commission denied petition for waiver of Sec. 74.1103(e) of commission's rules, filed by TransVideo of Arkansas, operator of a CATV system in Fayetteville, Ark. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred in result. Action March 15.

By memorandum opinion and order, commission granted petition for extension of time within which to comply with earlier commission order, filed by Tele-Ception of Winchester Inc., operator of CATV system at Winchester, Ky. Commissioner Bartley concurred in result; Commissioner Johnson absent. Action March 15.

By memorandum opinion and order, commission dismissed letter request for waiver of commission's rules filed on Aug. 1, 1966 by Ohio Valley Cable Corp., operator of CATV system in Crooksville, Ohio, for failure to comply with various procedural requirements of Sec. 74.1109 of rules. Commissioner Loevinger concurred in result. Action March 15.

Pending further order, commission granted Back Mountain Telecable Inc. authority to continue to operate its CATV systems at Dallas township, Dallas borough, and Kingston township, all Pennsylvania, in manner provided for in commission's action of Jan. 11. Commissioner Bartley concurred in result. Action March 8.

By memorandum opinion and order, commission (a) denied petition for reconsideration and grant without hearing, filed by Stephen Vaughan and Associates on Jan. 27; (b) revised commission's memorandum opinion and order designating this proceeding for hearing, to extent of withdrawing interim permission for CATV system to be operated by Stephen Vaughan and Associates in Cleveland, Tenn., to carry signals of Knoxville, Tenn., television stations and education station in Athens, Ga.; and (c) dismissed as moot petitions for reconsideration filed by Rust Craft Broadcasting of Tennessee Inc. on January 18, and by Roy H. Park Broadcasting of Tennessee Inc. on January 23 (Docs. 17065-6). Commissioner Bartley dissented with statement; Commissioner Loevinger abstained from voting. Action March 15.

By memorandum opinion and order, commission denied request for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by TV Cable Service Co., operator of CATV systems in Norton, Appalachia, and Big Stone Gap, all Virginia. Commissioner Bartley dissented and issued statement. Action March 15.

#### ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on March 8 in proceeding in matter of cease and desist order to be directed against Valley-Vision Inc., owner and operator of CATV system at Placerville, Calif., amended order released Feb. 17 to provide hearing shall commence on April 3 in lieu of April 18 (Doc. 17171).

Hearing Examiner Charles J. Frederick on March 9 in proceeding in matter of California Water and Telephone Co., et al., granted petitions to intervene of Illinois-Indiana Cable Television Association, Michigan Cable Television Association, West Virginia Community Television Association, Southern CATV Association and California Community Television Association (Docs. 16928, 16943, 17098).

Hearing Examiner Chester F. Naumowicz Jr. on March 10 in proceeding in re petitions by General Electric Cablevision Corp., Van Buren, N. Y., et al., granted request of applicants Newchannels Corp. and Eastern Microwave Inc., and continued pre-hearing conference from March 15 to March 22 (Docs. 17131-36).

Hearing Examiner Herbert Sharfman on March 7 in proceeding in matter of petition of Ultravision Broadcasting Co., Buffalo, N. Y., to stay construction and prevent extension of CATV system operated in Buffalo by Courier Cable Inc., scheduled certain procedural dates including hearing for May 15 (Doc. 16921).

#### Ownership changes

##### APPLICATIONS

WGHF(FM) Brookfield, Conn.—Seeks assignment of license from Eastern Broadcasting System Inc. to Housatonic Valley Broadcasting Co. At present, proposed assignee is licensee of WINE Brookfield, Conn. Assignment will be accomplished through merger of Eastern into Housatonic with latter being surviving company. No change in ownership; increase inequity. Principals: The Times Printing and Publishing Co. is 80% owned by Home News Publishing Co., which, in turn, owns 100% of Holston Valley Broadcasting Corp., licensee of WKPT-AM-FM Kingsport, Tenn., and permittee of new commercial TV, WKPT-TV ch. 19 in Kingsport. Albert Heit, director of Housatonic, owns 30% of stock of Colgreene Broadcasting Co., which holds controlling interest in KPOI-AM-FM Honolulu, KMEN San Bernardino and KMAC Fresno, both California and WHUC Hudson, N. Y. Ruth O'Day Ridder, a vice president, director and 10.21% stockholder of Home News Publishing Co. owns 300 shares of Ridder Publications Inc., which owns approximately 70% of Northwest Publications Inc., licensee of WDSM-AM-TV Superior, Wis. and KSSS Colorado Springs; 50% of Mid-Continent Radio Television Inc., which, in turn owns 53% of Midwest Radio

Television Inc., licensee of WCCO-AM-FM and CP for TV Minneapolis, and 30% of Aberdeen News Co., licensee of KSDN Aberdeen, S. D. Ann. March 9.

WVFM(FM) Lakeland, Fla.—Seeks transfer of control from Lakeland FM Broadcasting Inc. to Lakeland FM Broadcasting Inc. Principals: Arnold and S. David Silver (each 25%) and Bud Kurtz (50%). Consideration \$1,155.25. Assignee agrees to assume notes in amount of \$11,522.50, 10% payable on FCC approval of transfer. Ann. March 15.

WCIX-TV Miami—Seeks voluntary transfer of negative control from Leon C. McAskill, et al. to C. Terence Clyne, et al. Permittee is Coral Television Corp. None of Coral Stockholders have any other broadcast interests. Ann. March 14.

KDLM Detroit Lakes, Minn.—Seeks transfer of control from Kendall Light to Alver Leighton. Permittee is Detroit Lakes Broadcasting Corp. Principals: Herbert Gross Jr. (40%) and Alver Leighton (60%). Consideration \$107,000. Ann. March 10.

KAOH Duluth, Minn.—Seeks transfer of control from Linton D. Hargraves and Robert F. Pool to Donald LeMasurier. Permittee is K-O Corp. Mr. LeMasurier is employee of Red River Broadcasting Co., licensee of KDAL-AM-TV Duluth. Consideration \$66,000. Ann. March 14.

KBOA-AM-FM Kennett, Mo.—Seeks assignment of license from Kennett Broadcasting Corp. to KBOA Inc. There is no agreement to transfer. Upon dissolution of Kennett all its assets and other items are distributed to its shareholders which is only KBOA Inc. Principals: Charles C. Earls, vice president and John W. Hough, secretary. Ann. March 15.

KELR El Reno, Okla.—Seeks assignment of license from C P Corp. to Young Peoples' Church of the Air Inc. for \$127,500 plus \$10,000 for five year noncompete agreement. Principals: Donald B., president and Richard T. Crawford, vice president and Ruth Crawford Porter, secretary-treasurer. Applicant is nonprofit membership corporation organized for religious purposes. Mr. Donald Crawford owns WDCX Buffalo, N. Y. Ruth Crawford, executrix of estate of Percy B. Crawford is licensee of WMUZ Detroit, WYCA Hammond, Ind. and WDAC Lancaster, Pa. Ann. March 14.

KYFM(FM) Oklahoma City—Seeks transfer of control from Cleeta John Roberts to Vera Carrington Jewell and Odes J. Harwood, joint tenants. Principles: Odes J. Harwood is attorney and holds interests in several corporations principally in mining, oil, real estate and related activities. Vere Carrington Jewell Harwood is homemaker and artist, and has interests with husband, Odes, as well as individual oil refining company interest. Stock transfer. Ann. March 14.

KWLW Wagoner, Okla.—Seeks assignment of license from Lum A. Humphries d/b as Wagoner Radio Co. to Cherokee Central Broadcasting Co. for \$65,000. Principals: Burvel Wayne Wisenhunt, president, John Harveys Burrows, vice president et al. Mr. Wisenhunt is station manager of KWPR Claremore, Okla. and WARE Ware, Mass., and partner in printing company. Mr. Burrows has no other business interests indicated. Ann. March 14.

WARO Canonsburg, Pa.—Seeks assignment of license from Radio Hill Inc. to Universal Communications of Pittsburgh Inc. for \$135,472. Principals: Marvin B. Kosofsky, president, Laurence Brandon, vice president and secretary and Howard Warshaw vice president and treasurer (each 33⅓%). Universal Communications of Pittsburgh owns Universal Broadcasting Co. of Minneapolis-St. Paul Inc., which in turn owns KUXL Minneapolis. Ann. March 14.

KUKA San Antonio, Tex.—Seeks transfer of control from Norman Fischer to Por Favor Inc. Principals: Alex A. Coe, president. Consideration \$75,000. Ann. March 14.

##### ACTIONS

WROD Daytona Beach, Fla.—Broadcast Bureau granted assignment of license from WROD Inc. to Elyria Lorain Broadcasting Co. for \$295,000 with agreement not to compete. Principal: Otto B. Schoepfle, president. Assignee is licensee of WEOL and WBEA (FM) Elyria, Ohio. Action March 9.

WTVJ Miami—Broadcast Bureau granted transfer of de jure control of licensee corporation from Mitchell Wolfson family group to stockholders of Wometco Enterprises Inc., as group. Principals: Wometco is majority stockholder of Skyway Broadcasting Co., licensee of WLOS-AM-FM and WLOF-TV, both Asheville, N. C. and sole stockholder of licensee of KVOS(TV) Bellingham, Wash., and owner of 45½% of stock of licensee of WFGA-TV Jacksonville, Fla. Gateway Operating Co. is wholly owned by



Wolfson family and Wometco stock held by Gateway is voted by Mitchell Wolfson. Rosa Properties Inc. is owned partially by Wometco Enterprises Inc., partially by Milofran Inc. and partially by other Wolfson family members. Wometco stock held by Rosa Properties is voted by Mitchell Wolfson. Wometco stock held by Underwood Realty Co. is voted by Mitchell Wolfson, Richard F. Wolfson or their nominees. Dickson Coca-Cola Bottling Co. is 50% owned by Coca-Cola Bottling Works of Nashville, which is wholly owned subsidiary of Wometco Enterprises Inc. Richard F. Wolfson is president and Jack Waxenberg is vice president of Dickson, and they hold directorships in Dickson. Dickson stock is voted by Richard F. Wolfson. Stock transfer. Action March 14.

WFLA Plant City, Fla.—Broadcast Bureau granted transfer of control from W. A. Smith (60%) WFLA Broadcasting Inc. to Mrs. Irene M. Smith, wife, as family group. Mr. Smith is giving wife 100 shares of stock representing 20% interest. No consideration. Action March 8.

WSAF Sarasota, Fla.—Broadcast Bureau granted assignment of license and renewal of license from Pan Florida Inc. to Stewart Broadcasting Co. Principal: Charles A. Stewart. Mr. Stewart is president of Pan Florida Inc., licensee of WSAF and 50% interest in Radio Engineering Institute of Florida Inc. Consideration \$147,139.52 Action March 9.

WOPA-AM-FM Oak Park, Ill.—Broadcast Bureau granted assignment of license and CP from Village Broadcasting Co. to Sonderling Broadcasting Corp. Principals: Richard Goodman (27½%), Mason A. Loundy (10%), Egmont Sonderling (12½%) and A. Harry Becker. Village Broadcasting is partnership with Sonderling (50%). Partners Sonderling, Goodman and Loundy are requesting assignment of 1½% of their equity to A. Harry Becker. Action March 14.

KUDL Fairway, Kan.—Broadcast Bureau granted assignment of license from KUDL Co., joint venture, to Kansas Broadcasting Inc. for \$700,000. Principals: Star Broadcasting Group Inc. (100%). William F. Buckley Jr., Peter H. and Michael Starr and Gordon M. Ryan. Mr. Peter Starr is stockholder, president and director of KOWN-AM-FM Omaha and president and director of KISD Inc., licensee of KISD Sioux Falls, S. D. Mr. Ryan is secretary and director of Starr and KISD Inc. and is attorney. Mr. Michael Starr is vice president, treasurer and director of KISD Inc. and is attorney. Action

March 9.

KCMB-FM Wichita, Kan.—Broadcast Bureau granted assignment of license and SCA from James F. Kramer to Kansas State Network Inc. for \$98,500 plus \$5,000 for one year's consultant service to be paid to James F. Kramer. Principals: George M. Brown, president, Donald Sharra, vice president, Daniel M. Moyer, secretary-treasurer et al. Mr. Brown has interest in storage company, ice and fuel company, ice delivery company, cold storage company, real property rental concern, savings and loan association, fishing and rental tools; president of Area TV Inc., which owns physical facilities of KOMC(TV) McCook, Neb. and Tri-City Television Inc. which owns physical facilities of KGLD(TV) Garden City, Kan., and is president and director of Nebula Productions Inc. Mr. Moyer is attorney and has interest in property rental company, well drilling company and is secretary-treasurer of Area TV Inc. and Tri-City Television Inc. and secretary-treasurer-director of Nebula Productions Inc. Mr. Sharra is vice president of Area TV and Tri-City Television and is vice president and director of Nebula. Assignee is licensee of KARD-TV Wichita, KCKT(TV) Great Bend, KGLD(TV) Garden City, all Kansas, KOMC(TV) McCook, Neb. and UHF translator at Salina, Kan. which has application pending for channel change. Action March 14.

WUNN Mason, Mich.—Broadcast Bureau granted assignment of CP from M. H. Wirth to Wirth Broadcasting Co. Principal: Mr. Wirth is 100% owner. Action March 14.

WIL-AM-FM St. Louis—Broadcast Bureau granted assignment of license from Radio Station WIL, a joint venture to Radio Station WIL, a joint venture. Application seeks two separate transactions relative to joint venture which is licensee of WIL-AM-FM. First concerns resignation of Simon Zunamon as trustee of three trusts and succession of Herbert Schoenbrod as trustee of same. Second transaction concerns purchase of interests of Nan Radio Corp. and Bon Family Corp. (each 2.5%) by other joint venturers in licensee; each such venturer is acquiring such percentage of interests now owned by Nan and Bon is proportion to interest that purchasing joint venturer has at present. Principals in assignee are: Radio Station WIL, a joint venture consisting of H & E Balaban Corp., Atlantic Brewing Co., Herbert Schoenbrod as trustee of Epstein Family trust, N. D. S. and as trustee of Schoenbrod's trust, Schoenbrod Corp., Lois Schraeger as trustee of Schraeger Family

trust and Barbara Fink as trustee of George Fink trust and Spinix Corp. Consideration \$11,000. Action March 9.

KWFS-AM-FM Eugene, Ore.—Broadcast Bureau granted transfer of control from Marvin R. Steffins Jr., Gordon Corporon, K. Ray Barnes, Clarence Brenneman, William T. Countryman John O. Chatt, Jack W. Gossard, Warren Ausland, Hart Larson and James S. Anderson to George L. and Emily K. Zellner. Principals: Mr. Zellner is 40% owner of manufacturing company, 25% owner of lumber company and 50% owner of investment company. Consideration \$47,000. Action March 14.

KBOX-AM-FM Dallas—Broadcast Bureau granted assignment of license from Radio Station KBOX, a joint venture, to Radio Station KBOX, a joint venture. Purpose of application is to seek approval for purchase of 5% interest in the joint venture now owned by Elmer Balaban, a trustee under Tex Revocable Trust, by other joint venturers each purchasing a part of this 5% in proportion to its present interest. Principals in assignor are: H & E Radio Corp., Atlantic Brewing Co., Julius Epstein as trustee under Steven David Epstein Irrevocable Trust, Maurice Schraeger, Herbert Schoenbrod, Herbert Schoenbrod as trustee under Steven's trust, Dan's trust and Kay's trust. Eli E. Fink trust. Consideration \$22,000. Action March 14.

WTID Newport News, Va.—Broadcast Bureau granted transfer of control from Alvin Epstein and Milton Q. Ford (each 50% before, 33¼% after) to Norman Berger, M.D. (0% before, 30.0% after) and Hymen Tash (0% before, 3¼% after). Permittee is Big T Corp. Principals: Dr. Berger is general manager practitioner. Mr. Tash is member of law and accounting firm of Sinrod and Tash. Dr. Berger will pay \$9,000 for 30% stock interest in Big T Corp. and in addition will loan \$73,000 to meet various expenses. Mr. Tash will pay \$1,000 for 3¼% interest. Consideration for 100 shares to be sold by sellers to buyers is \$100 per share. Action March 14.

KBBX-FM Seattle—Broadcast Bureau granted transfer of control of Talbot Co. to Market-Casters Inc. Principals: James D. Neidigh, president, Frederick Von Hofen, vice president and secretary and William L. Clark, treasurer (each 33¼%). Mr. Neidigh is general sales manager of KING-TV Seattle. Mr. Von Hofen is account executive there. Mr. Clark is national sales manager of KABL Oakland, Calif. Talbot Co. owns all stock of Market-Casters. Consideration \$23,500. Action March 9.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 15. 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.

Prichard, Ala.—Communications Installation & Service Co. has applied for a 20-year franchise. The city would receive 5% of the annual gross receipts during the first seven years, 5½% during the next seven years and 5¼% for the remaining years.

Desert Hot Springs, Calif.—Video Communications Inc. (owned by J. P. and A. P. Perucci, San Jose, Calif.) has been granted a franchise. Video Communications purchased Deserttronics Inc.'s Desert Hot Springs system last month.

Los Banos, Calif.—Coastal Telescription Co., represented by John Smith, has applied for a franchise. Installation would be \$10 with a \$4.90 monthly service charge. Los Banos Cable Television Corp. has had a

nonexclusive franchise since 1965.

Marin county, Calif.—Tele-Vue Systems Inc. (multiple CATV owner) has been granted a nonexclusive franchise by the county supervisors for Alto, Strawberry, Kentfield, Country Club Estates, Bayside Acres and the unincorporated area between San Rafael and Novato.

Caldwell, Idaho—Boise Valley Broadcasters Inc. (KBOI-TV and KTVB-TV Boise, Idaho) has applied for a franchise.

Normal, Ill.—Selco Electronics Inc., Urbana, has applied for a franchise. Monthly charge will be \$7.50 the first year, \$6.50 the second and \$5 the third. Company will pay, after the third year, 7% of gross revenues.

Richmond, Ind.—Clearview Cable of Richmond Inc. (James Lahey, president) has been granted a nonexclusive 15-year franchise. Monthly charge will be \$3.95. Company will pay an initial \$25,000 fee in addition to 4% of annual gross income from monthly service charges. Other applicants were Cable Television of Richmond, Richmond Cable Television Inc., Meredith-Avco Inc. (group CATV owner), American Cable Television Inc. (owned by Bruce Merrill, multiple CATV owner), Central Broadcasting Corp., Community Teleception Inc. and Miami Valley Broadcasting Corp.

Emmetsburg, Iowa—Emmetsburg Cable TV Co. has been granted a 15-year nonexclusive franchise. The city will receive 2% of the annual gross receipts when the system attains 550 subscribers and 3% with over 650 subscribers. Maximum installation and monthly service charges were set at \$15 and \$5 respectively.

Guthrie Center, Iowa—United Transmission Inc. has been granted a 10-year franchise by the city council: the franchise must be approved by the voters. Installation would be \$15 with a \$5 monthly service charge. The city would receive 5% of the annual gross receipts.

Harlan, Iowa—The citizens of Harlan rejected a franchise for multiple-CATV owner United Transmission Inc. by a vote of 308 to 254. Approximately 20% of the voters participated. United Transmission

had offered the city 5% of the annual gross receipts.

Emmetsburg, Md.—C.A.B. TV has applied for a franchise.

Walkkill, N. Y.—Liberty Video Corp. (Allen Gerry, president) has applied for a franchise.

Rocky Mount, N. C.—Rocky Mount Television Systems Inc. (jointly owned by the Booth Broadcasting Co., Detroit, and Marvin R. Robbins, Rocky Mount) has been granted a franchise. Service charges and the percentage to be paid the city will be negotiated. Jefferson-Carolina Corp. (multiple CATV owner) had also applied.

Alger, Ohio—Reynolds Cable Television has been granted a franchise. Installation will be \$10 with a \$4.85 monthly charge.

Moon township, Pa.—Dick Fabec Cable TV Co. Coraopolis, Pa., has applied for a franchise.

Orangeburg, S. C.—Orangeburg Cable TV Inc., a local corporation, has been granted a 15-year franchise. The city will receive a minimum of \$4,000 or 5¼% of the annual gross receipts, whichever is greater; if the receipts are between \$125,000 and \$150,000, the city will receive 6%, and with each increase of \$25,000 over \$150,000, the city will receive an additional 1%. A 12-channel system is planned. Other applicants were Orangeburg Cable TV Co.; Fuqua National Inc., Augusta Ga., and Cosmos Cablevision Corp., Columbia, S. C. (multiple CATV owner).

Franklin, Va.—Multiple-CATV-owner Peninsula Broadcasting Corp. (WVEC-AM-FM-TV Hampton, Va.) has applied for a 15-year franchise. Installation would be \$9 with a \$4.95 monthly service charge. A 12-channel system is planned.

Welch, W. Va.—Welch Antenna Co., which has been operating for 15 years in Welch, has applied for a nonexclusive franchise. Owner William Turner requested the franchise because it would aid in refinancing the system to a 12-channel capacity.

Fennimore, Wis.—Fennimore Radio & TV (Donovan Gift, owner) has been granted a franchise.



# 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

A dream job for a general manager fully awake to the opportunities in this daytime radio medium size market. East coast. Must have creative sales ideas build a sales staff and enjoy being in the street himself, while knitting a compact, effective staff. Good money in 5 figures, cash incentives and an opportunity for equity. Must be experienced in every phase of radio with strong sense of responsibility. A short resume will lead to an immediate interview. Box C-172, BROADCASTING.

Manager trainee—wanted by expanding organization. At present will work air shift 4 hrs. daily, handle local news and direct station personnel. Must be hard worker and good in local sales. Start at \$115 wkly, plus commission and raise when management assumed in six month or less. Send full details and picture to Box C-201, BROADCASTING.

### Help Wanted—Sales

Wanted: Experienced sales manager to sell 50,000 watt FM radio station in metropolitan Chicago. Salary plus Commission. Box C-77, BROADCASTING.

Aggressive young man wanted by 5 kw network affiliate located in a growing midwestern town. Experience is not as important as the willingness to learn and to work. Box C-190, BROADCASTING.

East—Experienced man with managerial potential. Aggressive quality a must. Good earnings, opportunity unlimited. Send resume, photo, to Box C-207, BROADCASTING.

If you can sell, have background of announcing, are ambitious and aggressive, we can offer rapid advancement to executive position. We are in the south and want to know all about you. You will know all about us. Box C-210, BROADCASTING.

We need a young experienced radio salesman to work town of 25,000. Salary, commission expenses. Central Illinois location. Box C-218, BROADCASTING.

Well established Virginia station has opening for a salesman. Enjoy small community life with above average income. Family man with sound references can start at \$7,500 with opportunity to grow. Many fringe benefits. Send complete resume in confidence to Box C-222, BROADCASTING.

Salesman wanted: Ambitious young man eager for above average income. Some experience necessary. Must be willing to work. Guarantee and commission. Long established eastern top rated major market station. Box C-232, 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, KPEG, 6019 S. Crestline, Spokane, Wash. 99203.

Talk to me! Sales opportunity. Salary plus. KFRO, Longview, Texas 75601.

Would you like to sell local advertising for a station programing "Bible Radio"? WBRI, 4802 E. 62nd, Indianapolis, would like to hear from you.

## SALES—(Cont'd)

Sales-sports: Need combination of sports director and part time salesman. Junior college and high school play-by-play. Morning sports show with balance of time in sales. A good opportunity for the right man. Contact C. R. Griggs, General Manager, WVLN, Ulnay, Illinois.

Washington D. C. Top 40. \$125 weekly draw against commission for right man. Call Ed Bushman or Pierre Eaton at 301-424-9292.

We need two good radio time salesmen to take over generous account lists. The men we need are honest and willing to put in a good day's work. We pay 20% plus a car allowance and other fringe benefits. We are number one in the market and we are going places. Care to join us? Send resume and snapshot to Manager, P.O. Box 685, Manitowac, Wisconsin 54220.

National sales organization needed to represent our Newsbeat idea service. News-feature Associates, Box 14183, St. Louis, Mo.

## Announcers

Top 40 dj, medium market. New England immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Major Ohio market, contemporary station seeking professional, mature DJ, mid-day time slot, top salary for top man. Send resume and tape to Box C-34, BROADCASTING.

Morning man . . . experienced only . . . Middle of the road and Top forty. Third class broadcast endorsement needed. Excellent pay for right man. Send tape and complete resume. Applicants will be thoroughly checked before consideration is given. You must be strong in production with some news background. Wisconsin station, single market. University town. Box C-100, BROADCASTING.

Florida adult sound needs staffer. Require production ability, good board, pleasant voice, and third phone endorsed. Offer good pay, congenial staff and wonderful community. Send tape, resume, all personal data and snapshot to Box C-101, BROADCASTING.

Disk jockey—fast-paced, happy, young, experienced for top-40 Negro oriented station in major market. Send tape, resume, photo immediately. Box C-103, BROADCASTING.

Morning man, experienced. Prefer someone with farm programing experience. Top wages, good working conditions, room for advancement. Group operation, midwest. Box C-120, BROADCASTING.

News and combo announcer for good music. First phone. \$125.00 per week or better with ability. 216-352-3155 between 9-12, and 3-5, Suburban market, pro staff. Box C-139, BROADCASTING.

Opportunity for first phone. Permanent position. Extra benefits, Progressive Montana station. Send tape, resume, photo. Box C-166, BROADCASTING.

Talented, mature Jocks-newsman: Good, secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

Old established Ohio station has opening for branch studio manager. Must be experienced announcer with special interest in sales and news. Box C-188, BROADCASTING.

5 kw network affiliate in the midwest. First phone desirable but not essential above average earnings. Box C-191 BROADCASTING.

## Announcers—(cont'd)

Immediate need for experienced dj in pleasant major university town. Box C-199, BROADCASTING.

Announcer with first class ticket for Eastern AM-FM small market. No rock, no roll. Send 7½ tape and experience with your reply. Box C-213, BROADCASTING.

Morning man, experienced, M.O.R. Top pay, midwest group operation. KAGE, Winona, Minnesota.

Announcer-newsman wanted. Young man, 19 to 30, good voice, experience in radio and ready to move into TV. Three hour radio board shift plus TV News. Offer top salary and chance for advancement within multi station organization. Have pension plan and other benefits. College town. Contact Bernie Brown. KAYS TV, Hays, Kansas.

Announcer-MOR, music, afternoon-evening shift. Minimum 2 years experience. Strong on production commercials. 5000 watt NBC station town 62,000. Write Bob Gribben, KDTH, Dubuque, Iowa.

Bright and competent announcer strong on production. Excellent chance for advancement. Send tape and resume to Roger Turner, KMNS, Box 177, Sioux City, Iowa.

Announcer, immediate opening, salary commensurate with talent, experience. Write: KRAD East Grand Forks, Minnesota.

Immediate opening for experienced DJ able to swing with good music station. Production experience helpful. Salary 600-800 dollars per month. Send tape, photo and resume to: Tom Wynn, Program Director, KRSI RADIO, Minneapolis, Minnesota 55416. No phone calls.

My employer, Black Hawk Broadcasting is transferring me to PD of their Austin outlets. For top pay, excellent working conditions and benefits I recommend you write Bill Baldwin, KWWL-AM-TV, Waterloo, Iowa. (signed . . . Mr. Roger Burke)

Metro market MOR station has immediate opening for announcer with 3rd. Top salary for man with at least two years commercial experience. Send tape, resume and references to Dick Lingle, WASK, Box 880, Lafayette, Indiana.

Announcer with 1st phone and appreciation of sacred music for "Bible Radio" in Indianapolis. WBRI, 4802 E. 62nd.

We don't need you—not right now anyway. We have a full staff. But what about the future?—Your future!—Would you be interested in a year or more in Paradise? Sun—sand—the world's finest fishing—relaxed living—relaxed modern sounding radio. If you have a first phone and want to enjoy life—why not let us know now so when we do have an opening we can get together. Send your tape and resume to WFFG—P.O. Box 488—Marathon, Fla. We are a five station chain that believes in promoting from within the organization. What's in your future?

Opening for top 40 dj/newsman. Permanent, 10-2 shift. Minimum 3 years experience. Top 100 market. WIRK, West Palm Beach, Florida.

C&W station has opening for experienced announcer with first class ticket. Send resume to Tolliver Rivers, WJAZ, Albany, Ga.—No phone calls.

First phone announcer needed immediately for NBC affiliated MOR station. No maintenance. Excellent working conditions, top fringe benefits and stability. Send resumes, photos, tapes, and salary requirement to General Manager, WJFG, Box 520, Green Bay, Wisconsin 54301.



## Announcers—(cont'd)

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references, complete background, photo and tape to Ray A. Schoneck, Station Manager, WKWF, Key West, Florida.

Middle of the road station, heavy on sports, needs good staff announcer. Newscasting ability a must. WLAG, Lagrange, Georgia.

1st phone announcer needed immediately important all night trick, No. 1 Top 40, central New York. Tape and resume to David Laird, WNDR, Box 1212 Syracuse, N. Y.

Experienced announcer to be No. 2 man in small, only station market. Assist me in thinking, announcing, production, programming, sales & service. Salary and commission. Contact: Graham Jones, WODI, Brookneal, Virginia.

First phone, no maintenance, good pay and working conditions. Prefer experienced announcer, will accept beginner. Prefer family man with desire to raise family in wonderful community. Opportunity for advancement, group operation. WPOK, Pontiac, Illinois.

\$150.00 for good announcer with first ticket. Suburban Washington, D. C. market. Contact Manager WPRW, Manassas, Virginia.

Announcer—1st phone—will train beginners. Grow with our station. Not afraid of work. Above average scale in pay. Close to the Wilmington market. Call collect WSER Elkton, Md. 301-398-3883.

Wanted: Production-announcer who is ambitious, clever and competent. If these describe you, we have a place for you in our rapidly growing company. Send tape and resume to Jerry Clegg, Key Stations, Radio Road, Statesville, N. C. 28677.

Opportunity for rapid advancement. We have an immediate opening for an announcer-salesman with chance for management. Send tape and resume to Jerry Clegg, Key Stations, Radio Road, Statesville, N. C. 28677.

Southwest AM-FM needs 3rd phone with endorsement announcer with good voice and news delivery. Possible sports play-by-play. Call 602-537-2345.

Immediate opening announcer with third for southeast Arkansas AM-FM. Salary commensurate with ability. Call 501-384-2182.

## Help Wanted

### Technical

1st class transmitter engineer with maintenance know how. Fulltime directional AM & FM New Jersey. Excellent growth opportunity. Box C-58, BROADCASTING.

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

First or potential first with second. Future studio construction. Maintenance. West Virginia, Ohio area. Box C-170, BROADCASTING.

1st class engineer—Music-news station, AM-FM. Southwestern Massachusetts. No board work. Excellent salary. Send details, experience. Box C-185, BROADCASTING.

AM Chief engineer in San Juan, Puerto Rico area. Please supply complete information regarding background and experience. Box C-192, BROADCASTING.

Engineer to maintain AM-TV 7 mobile units, 5 years experience minimum. . . Must be excellent broadcast engineer. References required and carefully checked. Addition to staff, not a replacement. Collins, Gates Marti equipment. . . Middle Atlantic state. \$150.00 weekly. Call 301-689-8871 or write Box C-198, BROADCASTING. Addition to staff. . . Not a replacement.

## Technical—(Cont'd)

Bright MOR station, part of growing group, needs chief engineer strong on maintenance with ability for short air work. Salary open. Send all details first letter. Box C-203, BROADCASTING.

Transmitter engineer. No maintenance. Will train beginner. WAMD, Aberdeen, Md.

Immediate opening—experienced 1st phone for fulltime directional. WHMC, Gaithersburg, Maryland.

Help wanted: First class or third class engineer-announcer. Immediate opening. Contact Radio Station WHSM, Hayward, Wisconsin.

First class engineer with maintenance ability, AM-FM fulltime station, with background music operation. No announcing involved. WLAG, Lagrange, Georgia.

Immediate opening, permanent position, for first class engineer. Car required. Five thousand watt day and night directional station. Send resume and salary requirements to Tom Kita, c/o WLEE Radio, P.O. Box 8765, Richmond, Virginia, no announcing.

First class engineer for AM-FM station. Strong on maintenance, Phone 606-474-5144.

Los Angeles—good music station needs immediately an engineer for maintenance and air shift. Send non-returnable air check to Ray Bridges, Box 1758, Santa Ana, California.

## NEWS

Newscaster with solid professional air sound for top rated midwest metro. Also television opportunity. Immediate opening. Send tape and resume to Box C-128, BROADCASTING.

Newsman with first phone to cover and direct extensive local news operation. Community-minded MOR station, good working conditions. Contact D. Osborne, WEEF Radio, Highland Park, Illinois. No maintenance.

Excellent opportunity for experienced newsman. Must be able to gather, write and deliver in a professional manner. Send tape, photo, and resume to: Jim Moore, WGH Radio, P.O. Box 98, Newport News, Virginia 23607.

News director needed in state capital city to head small department. Must be aggressive, love long hours and believe in actualities. Call or send tape and resume to WITL, Lansing, Michigan.

Small market, college town, southeast Ohio needs top quality small market newsman. Top price for good man. Send resume or call WMWM Radio, Wilmington, Ohio.

## Production—Programing, Others

Program director—eastern major market—top rated—top 40 station—capable of holding ratings—must have top references and background. Excellent salary and benefits. Box C-233, BROADCASTING.

Combination morning man—production director needed for MOR aggressive daytime. Opportunity for advancement in seven station Mid-west family group. Complete fringe benefits and good salary with incentives. Send tape and resume to WITL, Lansing, Michigan.

Program manager, announcer, production, excellent opportunity, possible sales. Good small midwest market. Call Manager—Ralph Meador, KLEX, 816-259-3232.

Commercial copywriter, with some knowledge of traffic. Air work, if desired. Male or female. WLAG Lagrange, Georgia.

Wanted—Lyric writer with knowledge of music and advertising. Position with future. Call Wilson Northcross, Pepper Sound Studios, Memphis, Tenn. 901-274-6674.

## RADIO

### Situations Wanted—Management

Advertising director-talk show announcer in major suburban market seeks metro position. Box C-50, BROADCASTING.

Strong, creative, get-it-done manager with proven record wants middle-major market challenge opportunity. 17 years sales and management know-how, including group operation. Family man. Journalism degree. Box C-82, BROADCASTING.

Own a property that needs rebuilding from the ground up? Must have profit potential. Send for resume—confidential. Box C-159, BROADCASTING.

Need some help? No salary or commission expected. Do expect a percentage of the increased profit and eventually some degree of ownership. General management team, thoroughly experienced at every level—administrator, sales manager-salesman (national and local) and director of programming, news, production, promotion and announcing, small and large markets. . . Known nationally as dynamic, quality competitors. Accustomed to much responsibility and success. Capable of establishing and developing profitable operation anywhere. Ready for a challenge. Box C-202, BROADCASTING.

Thoroughly experienced station manager seeks change, permanent, dependable. Box C-216, BROADCASTING.

### Sales

Local sales pro—sales management Ideas—Leadership—Results. Box B-298, BROADCASTING.

### Situations Wanted—Announcers

Sportscaster. Experienced, professional, play-by-play all sports. Employed Sports Director. College graduate. Family. Box C-55, BROADCASTING.

Top forty announcer, two years experience, now working in major East coast market. Desire to move up to better position, willing to work. Married and draft deferred. Box C-79, BROADCASTING.

Canadian, 41, citizen intent, seeks radio opportunity, minor experience. Box C-84, BROADCASTING.

Summer's coming and I'm ready to challenge it! Presently in college and will move to new college town. Graduate of Career Academy. Twenty and draft free. All replies will be personally answered. Box C-87, BROADCASTING.

Versatile entertainer—Not just a time & temperature man. Presently morning man in top 10 market with characters, one-liners, etc. Can also do "straight" show, any time slot—any format. Stable, eager, seeking permanent position. Box C-88, BROADCASTING.

1st phone beginner, family man, college graduate, Arkansas, 100 miles Dayton, Ohio. Box C-102, BROADCASTING.

DJ, tight board, strong news, commercials, happy sound. Box C-109, BROADCASTING.

Reliable good sounding MOR announcer. Two years experience. Desires friendly station in Northeast Illinois. Box C-133, BROADCASTING.

Announcer DJ family man. Want to settle, relocate. Box C-153, BROADCASTING.

16 years experience both radio & TV. Quality voice. Currently employed in top ten market. Married, third class with endorsement. Box C-154, BROADCASTING.

News and sports director. Play-by-play. D.J. Draft exempt. Box C-157, BROADCASTING.

Top rated! Award winning girl DJ—nationally publicized (TV Radio Mirror)—seeking late night spot with creative, personality pop station. Five years experience—southern metropolitan areas. Box C-160, BROADCASTING.

Summer fill-in for two weeks or more—Experienced, first phone—Prefer Midwest Top 40. Box C-161, BROADCASTING.

Want to work with good Top-Forty station. First phone and experienced. Available now. Box C-165, BROADCASTING.

### Announcers—(cont'd)

Just completed 6 month course in top N.Y.C. school. All phases of radio-TV. No rock—3rd endorsed—College degree—1st class in progress—age 29—married—relocate. Box C-175, BROADCASTING.

DJ/announcer, tight board. West Indian negro, good voice, authoritative news, no regional accent, 3rd endorsed, married, sober, seeks MOR, good music, or top 40. Available immediately. Will travel. Box C-181, BROADCASTING.

Announcer—New England area—beginner—third—broadcast school grad—Call 203-323-8704 or Box C-183, BROADCASTING.

"A bird in the hand—gathers no moss!" Five years experience—Humorous morning DJ—background for talk program, former History teacher. B.S. and L.L.B. degrees, first phone. Available June. Box C-184, BROADCASTING. Phone 301-MU6-1863.

One year's experience, some college, third, draft deferred. Box C-193, BROADCASTING.

Top 40 personality . . . two years experience. . . . Lively. . . . Box C-195, BROADCASTING.

1st class, announcer, 3 years experience, Penna. preferred, also New Jersey and New York. Box C-196, BROADCASTING.

Mature, experienced announcer. Intelligent sound in music and telephone programs. . . . Family man, 3rd phone—Write Box C-200, BROADCASTING.

Successful announcer-salesman, 1st phone, wants money making opportunity, Florida only. Box C-208, BROADCASTING.

Best all 'round gal in broadcasting! On-air, copy, sales, secretarial. Ten years experience. Desire San Francisco—Bay area. Box C-209, BROADCASTING.

Country western: Announcer, PD. Rate getter! Ask my employer. Box C-214, BROADCASTING.

Female first phone, DJ, MOR, news, commercials, copy, programing, production-minded. Open personality, (non prima-donna) 4 yrs experience. Box C-219, BROADCASTING.

Experienced Chicago based announcer-newsman. Try me out for size. Box C-220, BROADCASTING.

Young, versatile D.J. Personality-Experienced—M.O.R.—Top 40 third endorsed—Draft Exempt—Married—Will relocate (516) PE 5-9241. Box C-221, BROADCASTING.

Announcer, DJ, news, third, experienced, desires Top 40, C & W, or R & B. Knows music. Military completed, married, presently employed. Write Box C-228, BROADCASTING.

Young family man wants Top 40 announcing job, days only! 1st phone 2 yrs. experience. 200,000 market. Would consider some sales. Stan Johnson, 6707 Greenhaven, Amarillo, Texas. FL 5-6868.

Break the monotony of all male voices with a warm, mature, expressive female voice. Experienced, 3rd endorsed, MOR or Top 40, call Debbie-513-465-5217.

Top forty dj—Experienced, 3rd phone. Prefer medium to large market . . . night shift . . . military exempt. Tape and resume available upon request . . . power packed fast, resonant voice—tight production should prove sound investment . . . a real swinger! Rich Corelli—108 Campfire Rd., Chappaqua, New York. 914-238-8730.

Experienced Negro personality DJ staff announcer salesman with first phone. No maintenance. Cosmo. P. O. Box 62, Andrews, S. C.

Beginner third endorsed. Will locate in Missouri, Tennessee, or Arkansas, \$100.00 a week to start. Good personality. 314-AC 1-0752. J. A. Reeves, 923 Lindell, Hannibal, Mo.

Looking for announcing position in Midwest. Will have military obligation completed April 15, 1987. Married, 26, want to settle. Experience in all phases of radio-TV AFRS—news, DJ, sportscasting, production, on and off camera. Jerry Wilson, 1505 Bluff Dr., Florissant, Missouri 63031.

Top 40 disc-jockey, 26, experienced, swinger, 3rd, will re-locate, now! Phone Marty Marr after 5:30 p.m. 513-731-4749. Cincinnati, Ohio.

### Announcers—(cont'd)

Available June. . . . Experienced announcer, sportscaster, program director. . . . College graduate . . . draft exempt . . . third endorsed. . . . Gary Yarus, Box 659 Morehead State University, Morehead, Ky.

Los Angeles area—Experienced jock with first phone available for weekend air work or transmitter-sitting. Call Jim Bartlett at 831-0036 late evenings or write 4018 S. Gaffey, San Pedro 90731.

"Mr. Personality and The Go Show." Top-40 swinger—an air and live. 3rd endorsed—some experience—a lot of desire. Joe Lenti, 259 N. Midland Ave., Nyack, New York 10960.

### Technical

Looking for a permanent job with future, married and experienced engineer of 5 kw AM directional and 20 kw FM, willing to relocate. Box C-177, BROADCASTING.

Chief engineer or engineer position wanted by first class licensed man, age 42, single. Without car—have driver's license. Completely experienced. \$120 a week. Located in Pennsylvania—will relocate somewhere between St. Louis and Boston. Immediately available. Box C-187, BROADCASTING.

Mid-Atlantic chief engineer seeks satisfying job in appropriate environment. Reduced strain needed. Box C-215, BROADCASTING.

### NEWS

Newsman. Experienced. College graduate. Good gathering and writing. Box C-106, BROADCASTING.

Have quality reputation to protect. If you do, too, let's talk. Box C-156, BROADCASTING.

Experienced newsman-announcer. Immediately available—3rd class license. Box C-178, BROADCASTING.

Experienced newsman for Eastern Ohio-Western Pennsylvania area to learn your way. Box C-186, BROADCASTING.

One of the nation's top broadcast editorialists . . . winner of virtually every major award for editorials . . . documentaries and news writing desires change . . . now located in top five market . . . seek challenge in new area as editorialist . . . and or news director . . . journalism grad . . . 15 years radio. Box C-206, BROADCASTING.

### Production—Programing, Others

Male copywriter. Ten years solid sell experience, radio and TV. Box B-291, BROADCASTING.

If you're a major operation looking for a creative writer/producer with twelve years experience, all phases including management, willing to pay for a hard worker and offer growth potential. . . . I have what you want and you have what I want. Box C-96, BROADCASTING.

Make date with brilliant young copywriter, NAB Convention. Chicago. Object: employment. Write Box C-174, BROADCASTING.

Program or operations manager, medium market. Contemporary, pop. Ten years, college, married, first phone. Box C-204, BROADCASTING.

20 years in radio and T.V. Radio experience production, copy, program director, news editor, news director, announcer . . . good music, Top Forty, and Country and Western. . . . In TV shoot and process 16 mm on camera delivery, VTR spots, edit film write and re-write, leg man, sports director. Not a \$100 a week man. . . . Audio tape and SOF available. Call 318-436-2878. . . . Available June first.

### TELEVISION—Help Wanted

#### 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.

### Announcers—(cont'd)

Have \$125 per week for radio pro with good voice who wants to break into TV at mid-west group owned VHF. Send photo, resume, and audio tape to Box C-125, BROADCASTING.

Announcer—Florida East coast. On camera plus booth. Experience doing commercials, weather and/or sports. Salary plus top talent rate. Send resume, pictures, SOF or Video tape to Box C-189, BROADCASTING.

Woman to audition for hostess of fast-paced Women's TV Show in top 10 eastern market. Must be well versed in women's exercise, diet, make-up, and hair styles. Must have knowledge of housewife, have charm and look well in leotards. Send photo and resume to Box C-217, BROADCASTING.

Southeastern area TV station has opening for Sports director, excellent opportunity for right man. Send complete resume and recent picture with letter of application. Box C-194, BROADCASTING.

Excellent pay, benefits and working conditions for good, mature-voiced Radio-TV announcer. Iowa's first full-color station, KWWL-AM-TV Waterloo, Iowa. Send tape picture to Bill Baldwin, KWWL Building, Waterloo, Iowa.

### Technical

Immediate opening for engineer with 1st class license in mid-Michigan, full power VHF station. Write Box B-313, BROADCASTING.

Immediate opening for engineer—first phone television station, operation—no announcing. Location, northern lower Michigan. Box C-91, BROADCASTING.

Immediate opening for first or second phone engineer in one of Southwest's fastest growing cities. Many personal advantages of group operation. Prefer experienced man, but will train. Box C-162, BROADCASTING.

Excellent opportunity for right man. Require transmitter chief with suitable background experience. Very attractive salary and fringe benefits. This is an excellent opportunity for a 1st ticket man to step up into managerial-engineer position. Station located in Northwest. Contact: Box C-169, BROADCASTING.

Chief engineer for fast growing UHF station in the Northeast. Excellent salary, benefits, equipment, mobile unit. Write to Box C-176, BROADCASTING.

TV studio engineer for Virginia station. First class license & experience desired. Submit full resume and salary requirements in first letter. Box C-197, BROADCASTING.

Maintenance engineers—Operating experience on RCA TK-41C and TK-42 cameras and Ampex VR-2000 preferred but not mandatory. Some travel required. Top wages. Box C-224, BROADCASTING.

First class licensed engineer to work in good, clean, fully equipped VHF television station in clean university small town. Contact W. B. Cox, Chief Engineer, KBTX TV Bryan, Texas.

Stop-and-compare: KCND-TV requires first ticket engineer. Salary scale fully competitive with metro markets. Excellent working conditions, fringe benefits. Will accept application of recent first graduate. Minimum starting salary for recent graduate \$100 a week. Experienced engineer's salaries will be proportionately higher in relation to background. Contact: Chief Engineer—Headly, 825-6292, Pembina, North Dakota. A McLendon Station.

First phone, studio board operator will consider trainee. Contact Tom Jenkins, KXLF-TV, Butte, Montana.

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.



## Technical—(Cont'd)

Television technician, 1st phone, required. Permanent for qualified man. A-one health insurance and retirement program. Address Chief Engineer, WHIO-TV Dayton, Ohio.

WREX-TV Rockford, Illinois has opening for engineer with first class ticket. PD experience not necessary. Call or write WREX-TV, Dick Peck, Chief Engineer.

California full-color VHF needs control room technician. First phone, experience maintenance and operations all control room equipment. Excellent conditions. New studio construction. Resume to Don Ferguson, Chief Engineer, P.O. Box 628, Sacramento, Calif. 95803.

TV Engineers—Video tape engineers with experience with RCA and Ampex VTR's wanted. Immediate openings. Starting salary up to \$11,000 if experienced. Send resume to John Blades, V.P., Eng., LOGOS, 3620 South 27th Street, Arlington, Virginia 22206.

## NEWS

Newscaster-newsman. Must be able to "sell" news to listeners. Top image TV station in Texas resort area. Ideal place to live. Good salary and working conditions. Send all info first reply. All material will be returned. Box C-152, BROADCASTING.

Think you can administer nightside of established mid-Atlantic radio-TV news department and do authoritative air job? If so send full resume, tape salary requirements, avail., and late pic or films to Box C-223, BROADCASTING.

## Production—Programming, Others

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box C-1, BROADCASTING.

Art Director excellent opportunity for experienced TV art director with group station in major New England market. Send resume of professional experience immediately. Box C-59, BROADCASTING.

Promotion-Merchandising director—Eastern 3 station VHF market. Call Neil Kuvlin, WXEX-TV, 703-737-7876.

WSB Television, Atlanta, seeking young promotion assistant, strong on filming, scripting and publicity. Salary open to discussion. Contact Dick Goss, 1601 West Peachtree St., N.E., Atlanta, 30309. 404-875-7221.

## TELEVISION

### Situations Wanted—Management

General manager, just turned 42. College degree. Thoroughly experienced every level as: administrator, sales manager-salesman (national and local) and director of programming, news, production, promotion and announcing small and large markets. Television—13 years; radio—13 years. Known nationally as dynamic, quality competitor. Accustomed to much responsibility and success. Capable of establishing and developing profitable TV and CATV anywhere. Just sold TV for substantial profit. Now ready for next challenge. Box B-29, BROADCASTING.

Director of engineering; 18 yrs experience all phases of engineering. 13 yrs. management. Presently head of large dept. Seeking position with large organization. Prefer group. Available for interview at NAB or your location. Top references. Box C-205, BROADCASTING.

## 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.

Local sales pro—Sales management, Ideas—Leadership—results. Box C-2, BROADCASTING.

Television sales manager. Excellent record. My system works. Box C-95, BROADCASTING.

## Sales—(cont'd)

Ten years television national rep—6 years general sales manager top 50 group station seeks sales manager position with future as manager. Best references and reputation in national field with excellent foundation in station operation. Box C-122, BROADCASTING.

## Situations Wanted

### Announcers

Superman, Batman or Me. Easy choice. Me. Announcer, on-camera newscaster, co-ordinator. Available 1967, Box C-212, BROADCASTING.

## NEWS

Want a CBS mistake in your news department? Box C-155, BROADCASTING.

## Situations Wanted

### Production—Programming, Others

Kids show personality: Are you interested in a children's performer with a refreshing and magnetic program? Are you interested in the highest ratings and more sponsors? My talent, experience, and personality can guarantee you this with proven results. For local and national sponsor testimonials, references, resume and video-tape, Box C-12, BROADCASTING.

Director with 9 years experience wants relocation with progressive organization. Producer-Director position desired. Capable, conscientious, versatile, with strong production background. Box C-36, BROADCASTING.

TV sports director available for major market. Air, specials, writing, film editing. Box C-105, BROADCASTING.

Producer-Director. Live, VTR, film. Creative directing, can do own switching. 24 married, mature, stable. A good team man. Vet. college. Box C-179, BROADCASTING.

Five years radio. Past three years out of broadcasting. Musical, creative. Announcer/pd. Relocate, no floater! Seek position only with progressive outlet. Want television direction. Box C-231, 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: 10 KW-AM transmitter for 1,130 Kc. 230 Ohms output. Air cooled, good price, fair condition. Please send information to us. Radiodifusora XEZL, P.O. Box 164, Xalapa, Ver. Mexico.

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.

Late 250 Watt AM transmitter, 1340 frequency, modulation monitors. Box C-86, BROADCASTING.

Television station soon to be operating wants to buy all types of television station equipment. Please contact Box C-211, BROADCASTING.

Need fairly modern FM transmitter either 5 or 10 kw with stereo capability and other associated stereo equipment for an FM station. Contact Box 706, Bainbridge, Georgia.

Needed—Ten watt FM educational radio equipment—Console, transmitter, antenna, etc. No junk. Send list and price to: R. B. Forehand, 3238 Woodland Drive, Thunderbolt, Georgia 31404.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliex, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

## FOR SALE—Equipment—(Cont'd)

New—used towers, ground wire available, P.O. Box 55, 752-3040, Greenville, N.C. Bill Angle.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3 1/2 transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment, Write Box B-255, BROADCASTING.

RCA BTF3B 3 kw broadcast transmitter with new exciter (BTE-10E) 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.

For sale—1 used RCA type TTU-12A transmitter currently tuned to channel 32. This transmitter is available immediately at an attractive price. Box C-104, BROADCASTING.

Two Ampex colortec units each in excellent working condition, \$5,000.00 each F.O.B. Logos Teleproductions, 3620 S. 27th Street, Arlington, Va.

For Sale: Large assortment tube type television equipment, cameras, switchers, sync generators, stab amplifiers, power supplies, monitors, etc. Cox Broadcasting Corporation, 1601 West Peachtree Street, N. E., Atlanta, Georgia.

For sale—One-Programmable automation system. . . . Excellent condition. Has been in storage for 3 years . . . \$1,200.00. Box C-167, BROADCASTING.

4 Bay Andrew antenna, tuned 94.9 MC excellent condition, immediately available best offer over \$700. Box C-180, BROADCASTING.

Two RCA RT 7B cartridge playbacks with trip-cue for automation. Excellent condition. \$425.00 each or both for \$800.00. Phone 817-382-2552, KDNT, Denton, Texas.

Mobile tape unit, four RCA TK-31 cameras, RCA TR-11 videotape recorder, zoom lens, gasoline generator, cables and extras. General Television Network, 901 Livernois Avenue, Ferndale, Michigan. 313-548-2500.

465 ft. Dressler Tower complete with guy cables and lighting kit, priced to sell. Call Stuart Underwood, 617-993-1767, New Bedford, Mass.

Gates 3388 Studioette Consoles. Operating condition \$800.00 for pair. Contact M & M Tape Corporation, 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—"quickie" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

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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, 2803 Inwood Road, Dallas, Texas 75235.

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We have outstanding opportunity for a presently successful employed promotion manager or assistant promotion manager seeking substantial improvement. Requirements: Experience, aggressive, sales oriented. Major radio-TV group. Send resume including salary history and proof of success. Material will be returned if you request. All replies held in strict confidence.

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#### TELEVISION

#### Help Wanted

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WCTU-TV 36 Charlotte, N.C.

To put first class, all-color station on air in 30th market. All positions open. Send full resume with photo to:

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The sudden industry wide acceptance of PLUMBICON Color Cameras has created many entirely new engineering positions in the areas of systems planning, field engineering, equipment packaging, circuit design. Engineers with live camera TV station experience and who are looking for personal advancement will receive training in this new equipment which is already playing a major role in the present shift to color.

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Salary is commensurate with experience and ability. Locale: New York and California. Relocation assistance provided. Interviews possible in major cities or interview travel expenses paid.

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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.

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Chance of lifetime for attractive, intelligent, personable, young emcee. Ability to converse and to interview essential. Ability to perform, sing, play instrument and dance desirable. All replies confidential. Please send photograph and resume to:

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Great opportunity for creative, intelligent, energetic and experienced television producer. Ability to write desirable. Send resume to:

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Send your type-written resume today to be confidentially represented to our CATV clients. Immediate openings. NO FEE!!

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5 kw Western Electric Transmitter Model 405B-2. Good condition. Now in storage. Spare parts, convert or use as is. Best offer.

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AM Radio Station in Rocky Mountain Northwest, or Southwest priced from \$80,000 to \$125,000. Prefer single or double station market. Financially qualified, experienced.

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## WILL PAY CASH FOR OKLAHOMA RADIO STATION!

All replies confidential. We will contact you personally. Rush full details to:

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Well financed individuals currently active in Broadcasting will purchase for cash station doing volume of \$300,000 or over. Our credentials and financial statements available. All replies held in confidence—brokers protected. Principals available in Chicago during NAB April 2 thru 5.

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### For Sale Northeast Full Time AM

Growing top 50 market. Excellent leverage for solid purchaser.

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Ga.	small	daytime	\$80M	terms
S.W.	metro	fulltime	140M	30%
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S.E.	suburb	daytime	100M	terms
South	TV	profitable	850M	cash



CHAPMAN ASSOCIATES

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### OKLA. CITY AREA

FM—\$52,000 with terms. Great potential.

Box C-227, Broadcasting.

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1kw daytimer grossing approximately \$100,000. Excellent growth and living area. Equipment like new—lots of it. 29 percent down. Qualified principals only.

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### WE WOULD LIKE TO DISCUSS ANY OF THESE PROPERTIES WITH YOU AT THE NAB:

**AM WEST** 1000 watts. Full-time. Excellent dial position. Top 100 markets. \$225,000.

**AM TOP 20 MARKETS** Approximately \$8 million going into area. Priced at two times gross at \$1.3 million. Full-time.

**AM HAWAII** Attractive full-time facility in a booming market. \$200,000 terms.

**AM WEST** Best facility with dominant ratings in area covering 300,000 in .5MV. full-time price \$400,000 terms.

**TELEVISION** Exceptional opportunities with network affiliation. Top 100 markets.

**FM'S** One in far west—one in east. Among top 25 markets.

**AM** One of the top resort areas in the country. Full-time. Low overhead operation. Should offer good cash flow opportunities. Owner/Management.

**AM/FM EAST** Unusual growth area. Station did \$225,000 last year. Expect to do \$275,000 in 1967. Building and transmitter site included in price. Area \$500,000.

**CATV'S** We have 15 different CATV Systems listed with us ranging from 800 connections to 10,000 in various parts of the country. Mr. Kauzlaric will have the full information.

**EAST** City and retail area approximately 150,000. Fixed assets \$225,000. Billings over \$130,000 yearly. Ideal for ownership/management. Asking \$260,000. Excellent terms. Full-time.

**EAST** Full-time. Doing \$190,000. Asking \$350,000 on terms. Third largest city in state. Desirable area to live in. Over 400,000 in .5MV coverage.

**TOP 25 MARKETS 2 AM'S** Full-time. Midwest and southwest.

**EAST** Day-time facility. Adjacent to major market, with 500,000 population in .5MV. Price at \$180,000 with \$70,000 down and 10 year payout on balance. Studios, land, building, transmitter site . . . part of deal.—

**FLORIDA** Day-time facility in beautiful coastal area. Needs owner/management. \$200,000 terms.

**EAST** Gross of \$90,000 last year. Cash flow of \$12,000. This day-time facility ideal for owner/management in the Ski area of the country. Price \$150,000.

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## Your Heart Fund Fights

HEART ATTACK • STROKE  
HIGH BLOOD PRESSURE  
INBORN HEART DEFECTS



**R**EID L. Shaw may be the nice guy who finishes first.

When he was starting out in the General Electric training program he inspired an executive's wife to exclaim: "Oh, I feel so sorry for that nice Shaw boy—he's so quiet he'll never get anywhere."

Last year, at 35, he was appointed vice president and general manager of GE's broadcast subsidiary, in charge of building it up to full group status. He inspired this rueful accolade from a former associate: "Do I know Reid Shaw? Do I know how to spell success?"

**A Family Affair** ■ Actually, quiet winners run in Mr. Shaw's family. On Oct. 15, 1936, BROADCASTING profiled Reid's father, Donald S. Shaw Sr., as "one of youthful radio's bright young men," and "one of the most likeable men in the business." At that time, the elder Mr. Shaw was assistant to H. K. McCann in charge of radio operations. Reid's brother, Donald Jr., is a former director of affiliate relations at ABC.

As the second son of a broadcasting family, however, Mr. Shaw got into the business almost by accident. by means of a lateral leap from GE employe relations.

In 1952, after graduation from Trinity College, he was accepted for both the GE advertising and employe-relations training programs. Influenced by a college course in labor relations and seeking a broader view of the company, he opted for the employe relations.

"He started off as a leader, always energetic, always in the forefront of what was really first-class competition," remembers William Needham, who headed the training program.

**Kept on the Move** ■ After three years of moving every three to six months, working in nearly every one of GE's divisions, Mr. Shaw was taken on to handle employe communications and wage administration in the industrial-heating-equipment plant in Shelbyville, Ind. That year he faced a union organizing drive and a representational election.

Robert E. Dirks, his superior at the time, described his role last week: "Reid has an effortless grace that makes the difficult seem easy. His keen analytical ability and highly creative handling of employe communications was a major factor in the high-majority 'no union' vote."

A co-worker commented: "He had a tremendous load of responsibility for such a tender age (25). and he performed brilliantly. His success at that time tagged him as a bright guy moving along."

In 1959 Mr. Shaw stepped out of GE for a year with McKinsie & Co., a New York management-consultant firm.

The following year, according to his brother, "GE recognized what it was

## GE executive got his orders: build a group

losing in Reid," and rehired him as the top communications consultant in its management-development and employe-relations service in New York. Also that year, GE had one of the major strikes in its history.

**Reports Gave Position** ■ "We issued a daily report on negotiations," recalls his then-superior, E. J. Kneeland. "Reid was invaluable. He has a fine sense for

### WEEK'S PROFILE



Reid Lonsdale Shaw—vice president and general manager, General Electric Broadcasting Co.; b. June 12, 1930, Norwalk, Conn.; Bronxville high school, Bronxville, N. Y.; AB (English) Trinity College, Hartford, Conn., 1951; GE employe relations training program, 1952-55; specialist—employe communications, wage administration—GE plant, Shelbyville, Ind., 1955-58; specialist—union relations and communication, GE Schenectady research laboratory, 1958-59; management consultant, McKinsie & Co., New York, 1959-60; consultant, union relations communication, GE employe relations service, New York, 1960-62; manager, employe and plant community relations, GE Electronics Park, Syracuse, N. Y., 1962-65; manager, business development, GE Broadcasting, Jan. 1965; vice president and general manager, GEBC, Feb. 1965. m. Marilyn McCarthy, April 11, 1953; children—Michael 12, Gayle 11, Stephen 8, Andrew, 9 months; hobby—barbershop quartet singing.

that kind of balanced, yet persuasive communication. Those reports were widely used by the press as 'the GE position'."

In 1962, Mr. Shaw moved to the Syracuse, N. Y., area as manager of relations and utilities operations. He was responsible for corporate communications to 16,000 workers. In addition, he made several trips to Europe to examine potential GE acquisitions there from the employe-relations and wage-administration viewpoints. One such trip was to Germany and Switzerland in connection with Kuba GmbH, a manufacturer of radio and TV sets and phonographs.

The following month Mr. Shaw was named manager of business development for the GE Broadcasting Co.

GE had been involved in broadcasting in the early days. It had made experimental radio broadcasts in 1916, experimented with television as early as 1928. But for years, its broadcast interests were limited to WGY, WRGB(TV) and WGFM(FM) Schenectady, N. Y.

Last year Reid Shaw negotiated the purchase of WSIX-AM-FM-TV Nashville. Currently, he spends "about half" his time traveling in search of further acquisitions.

The Nashville station's ABC affiliation put him back in the mainstream of his broadcasting family. His brother Donald was ABC director of station relations, and his father advised him to take a hard line on clearances for the network. "In general," his father said last week, "some of the pizzaz boys in this industry are going to find Reid a tough bargainer."

**Still on the Move** ■ Recently, Reid Shaw came back to his room in the Drake Hotel in New York after a board-of-directors meeting. His suitcase was open on the bed with a stack of papers and a current novel beside it. He was to fly back to Schenectady that night. But he fielded questions with complete relaxation. His answers were uniformly quick and specific.

"In addition to the six stations in Schenectady and Nashville, GEBC owns Cablevision Inc., which operates seven CATV systems in New York, West Virginia, Mississippi and California, and has franchises for 23 more. The CATV operation has been put in a kind of freeze, though, by the FCC top-100-markets order. Our major effort in acquisitions is for stations. GE is deeply impressed with the growth and further promise of the leisure and entertainment markets, and we want to get in.

"Hobbies? I sing in a barbershop quartet, and play a little golf, though my country-club membership boils down to half-a-dozen games a year with a terrific handicap, I'm afraid. Mostly, I enjoy my work a great deal. I'd have a hard time getting out of bed in the morning if I didn't."



## Thunder on the Hill

THE House Commerce Committee, under new leadership, is at it again. At what was expected to be a routine get-acquainted session last week, the committee's new chairman, fatherly Representative Harley O. Staggers (D-W. Va.) let fly at the FCC, the networks, editorializing and profit-making.

What seemed to infuriate the committee chairman, and some of his more vocal colleagues, was a factual observation about the status of pay TV and the prospect that it would be authorized—after having been kicked around for 15 years. The fact is pay TV has very dim prospects in today's TV economy. And if the House committee hadn't known about its status, the committee's staff had been remiss because every progress report and every annual report has referred to it, aside from detailed periodic reports in the public prints, including this business weekly.

Mr. Staggers, liberal and labor-oriented, has been an enigma since he assumed the committee's chairmanship last year. He was a roaring lion last Tuesday. He wants the FCC to defer to Congress before it acts on pay TV. So does the new communications subcommittee chairman, Representative Torbert H. Macdonald (D-Mass.).

But in the broader areas of profitability, conglomerates, political broadcasting and editorializing, the going could get rough in this preelection year. Sitting on the sidelines during the tumultuous hearing last week was the man who had made the bricks thrown by the chairman. Robert Lishman, a Washington attorney, is no neophyte as an inquisitor in broadcast investigations. The 63-year-old practitioner was chief counsel of the same committee in 1959-60 under the chairmanship of Oren Harris, of Arkansas. Mr. Lishman was counsel for Mr. Harris's Legislative Oversight Subcommittee which uncovered hanky-panky in station grants, forced the resignation of two commissioners, and delved into the quiz-rigging and payola scandals.

Living isn't likely to be easy on the House side this legislative year.

## Case for Radio Free Europe

USUALLY punctilious CBS got its hands crossed in first implying it had discontinued public service spots for Radio Free Europe because RFE derived support from the Central Intelligence Agency and then eating the fuzzy wordage. The first implication was unwarranted and overdrawn. The denial, from President Frank Stanton, was necessary to get the record straight.

Radio Free Europe and, indeed, Radio Liberty, have performed well in getting the American story behind the Iron Curtain and in other sensitive areas. The public service spots, cleared through The Advertising Council, simply sought public support. The fact that funds collected were inadequate to sustain these projects doesn't detract from their validity and value.

In informed circles, obviously including CBS, it has been an open secret that federal funds, by various means, have been fed into these operations.

If these operations have proved effective, whatever their sources of revenue, they deserve support. There are many private endowments and foundations that contribute substantial amounts, tax free, to far less meritorious or patriotic causes.

The directing boards of these ventures in the interest of combatting communistic and anti-American propaganda now are confronted with an enormous task. To warrant public support they now must come into the open to plead

their causes. We hope The Advertising Council will continue to certify them as worthy causes for public campaigns and that stations and networks will continue their support through public service spots with appropriate "sponsor identification."

## Entrapment

A PRACTICE as repugnant as wire-tapping and the star chamber is being used by the FCC staff with the knowledge and recent acquiescence of the FCC itself.

It has been the staff custom to send complaints from the public—even anonymous ones—to stations. Where "confidential" complaints are involved, the station is confronted with the dilemma of answering or not, since the staff doesn't indicate whether a response is required. But if the station doesn't respond, it might find itself facing the charge at renewal time, when the facts are cold.

The staff makes no attempt to check the validity of complaints. It just lets the station worry.

WHAM Rochester, N. Y., a few weeks ago, went to the mat. It had been accused of anti-Negro, anti-Jewish, pro-Catholic propagandizing in a talk program. When it received the staff letter, it asked for the identity of its accuser. When this was refused, it formally petitioned the commission to revise its procedure to specify whether a reply was required, and it proposed further that the staff first investigate the validity of complaints.

On March 10 the FCC denied the WHAM petition and refused to reveal the complainant because the circumstances indicated he "feared reprisals if his identity is disclosed".

So henceforth any crack-pot, or disgruntled employee, or competitor who signs himself "John Doe," or mischief-maker, can complain about any station's operation in the most vituperative manner, knowing the staff won't investigate, but will simply pass along the poison-pen letter to the station. And the station, if it is to avoid the risk of being confronted with the charges one, two or three years later at renewal, must make an expensive, onerous and time-consuming investigation to answer allegations probably without weight or substance. Smaller stations can go broke that way.

The FCC, whose six members present voted unanimously, must have been otherwise preoccupied when it gave its approval to this policy of harassment. It has authorized a new brand of double jeopardy.

A primary duty of the FCC is to protect its licensees from interference, whatever its nature.



Drawn for BROADCASTING by Sid Hix  
"That's a live-wire bunch over at WOF-TV!"





① In staging area in Viet Nam  
② Filming in Seoul, Korea



## ***This is KSTP-TV's NEWS in ACTION***



③ Preparing for patrol on Navy PBR



④ River patrol in Mekong Delta

For 26 fast-moving days, KSTP-TV newsman Bob Ryan and Photo Chief Skip Nelson reported on film and tape from the places where news is being made.

During nearly two weeks in the field in Viet Nam they were on helicopter assaults in combat, river patrols in the Mekong Delta and Air Force raids from Phan Rang.

They interviewed President Marcos in the Philippines, Madame Chiang Kai Shek in Taiwan, refugees from Red China in Hong Kong and — most important — they interviewed Minnesota-area men wherever and whenever they found them. They also visited Korea, Japan and Thailand.

This type of news coverage is not new to KSTP-TV. It has made Bob Ryan and Skip Nelson award winners many times over and has set

a standard of excellence in responsible news reporting. It demonstrates once again why KSTP-TV has earned a reputation as the finest news operation in the nation . . . and why thousands of viewers depend on KSTP-TV to bring them the news first — fast — factual — and in color.



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