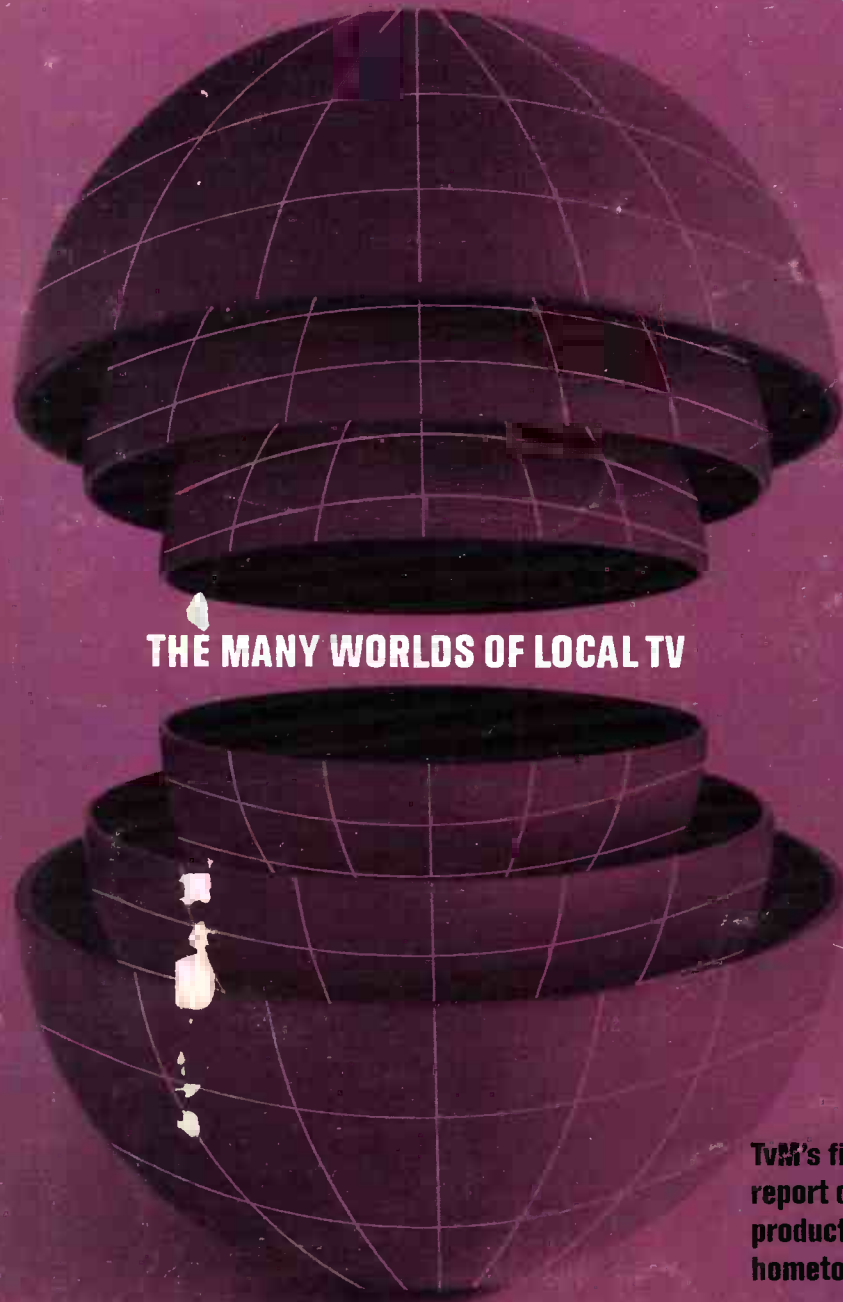


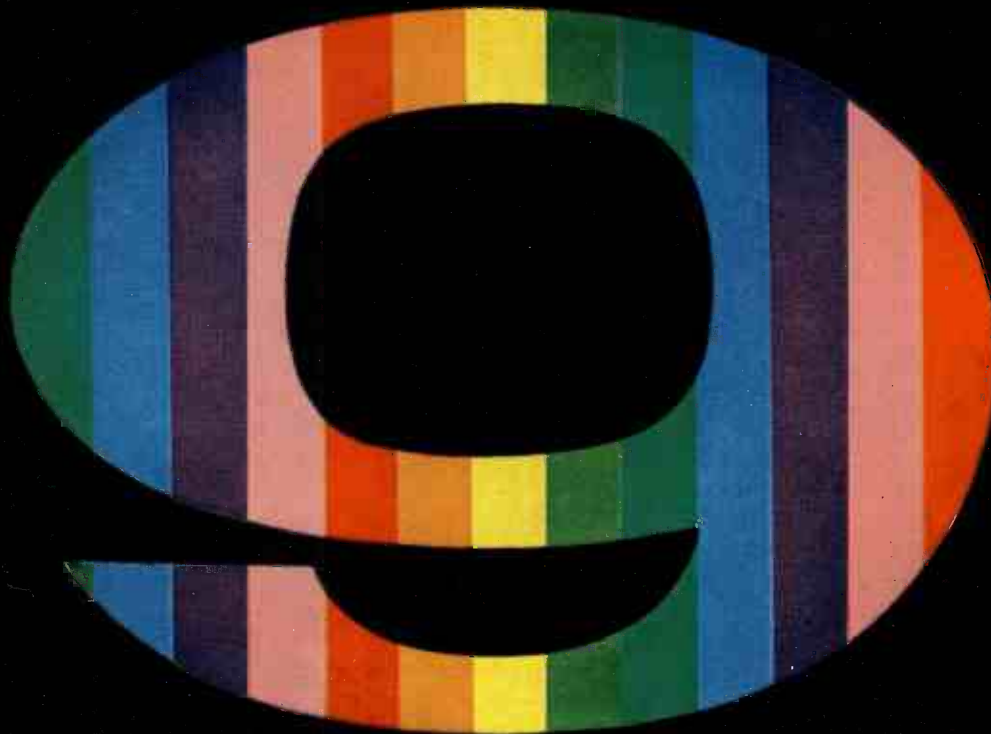
August 1965 Vol. XXII No. 8 One Dollar

TELEVISION



THE MANY WORLDS OF LOCAL TV

**TvM's fifth annual
report on the prolific
product of today's
hometown television**



WOR-TV NEW YORK

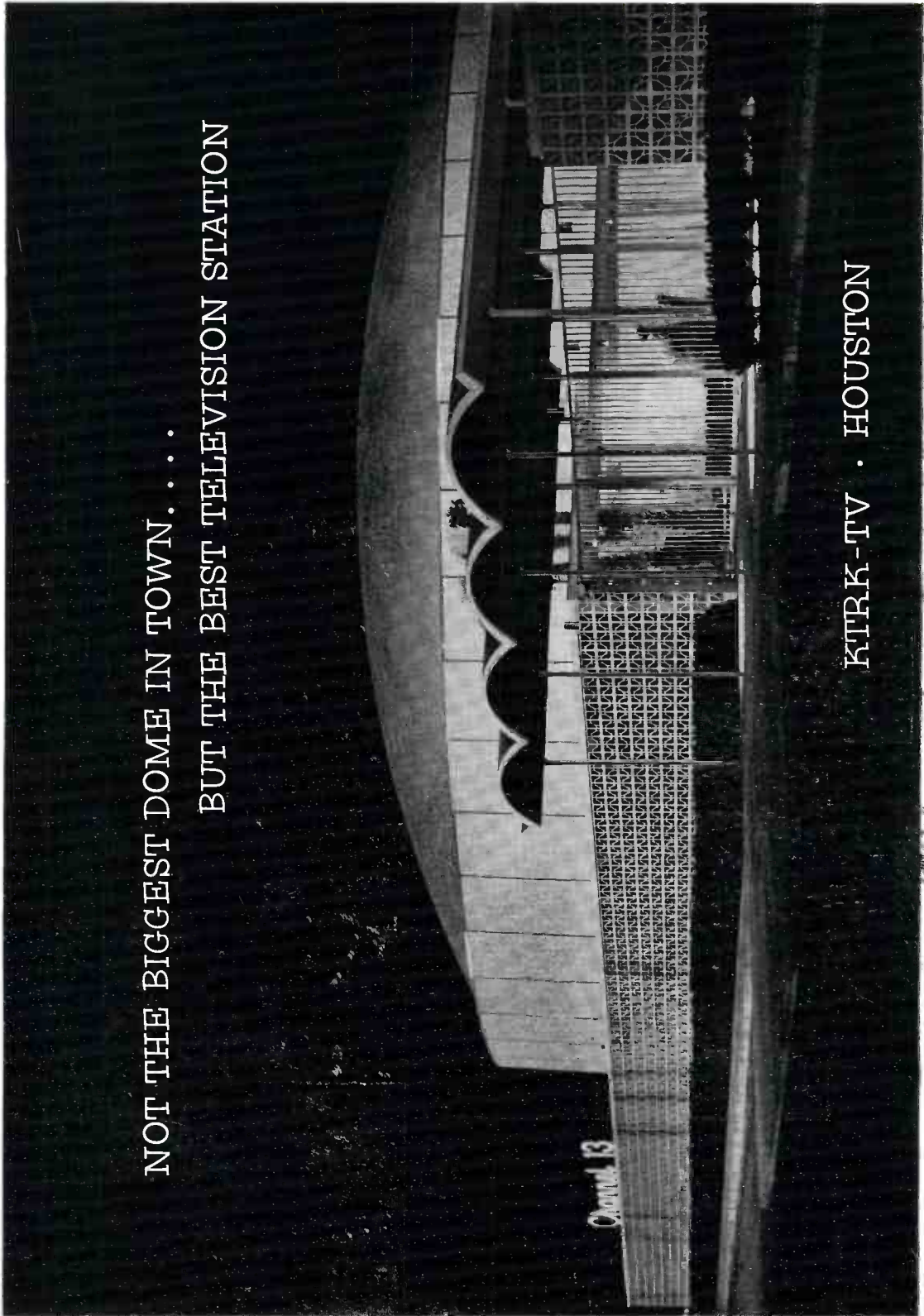
**Most colorful independent in the
nation's Number One market**

The Flagship Station of RKO General Broadcasting



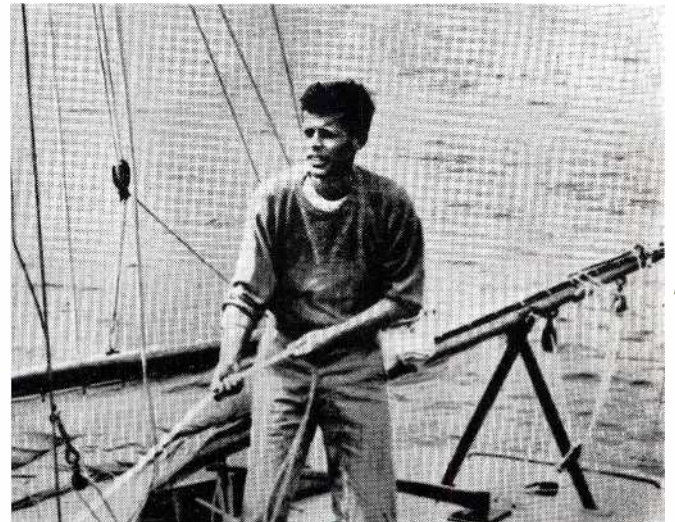
Television home of the N.Y. Mets... in color, of course!

NOT THE BIGGEST DOME IN TOWN . . .
BUT THE BEST TELEVISION STATION



KTRK-TV • HOUSTON

What's in back




The data used herein are estimates from ARB telephone coincidentials 5/24/65 in Los Angeles, 7/14/65 in Detroit and San Francisco, 7/20/65 in Chicago. The New York rating is based on Arbitron 7/22/65. Any figures cited or quoted are estimates only or are based upon estimates, and are not accurate to any precise mathematical degree.

of our surge to the front?

Inspired Documentaries One Monday night last May a KABC-TV documentary, "The Young Man From Boston," premiered and was seen by more viewers than watched the six other Los Angeles television stations combined. The program achieved a 33 rating and a 55% share. On July 14 it was shown on WXYZ-TV in Detroit. The rating was 28, the share 55%. And on the same night in San Francisco, 72% of the viewing audience watched the show on KGO-TV, with a 39 rating. In Chicago, on July 20, "The Young Man From Boston" received a 32 rating and a 64% share and in New York, on July 22, it received a 34 rating and a 61% share.

These are unusual audience figures for a documentary; they are in fact unique for any program. But "The Young Man From Boston" was designed to be different. The writing, the music, the direction—even the promotion of the program—all represented the greatest concentration of creative talent and energy ever applied to a single project by the ABC Owned Television Stations. We have said that about other programs, and it was true then too. We also expect that the next project will top the effort put into "The Young Man From Boston." That's how we move forward—by not standing still. That's what's in back of our surge to the front.

ABC OWNED TELEVISION STATIONS • WABC-TV, New York • WXYZ-TV, Detroit 
WBKB, Chicago • KABC-TV, Los Angeles • KGO-TV, San Francisco
Represented nationally by ABC Television Spot Sales



TELEVISION

LOCAL TELEVISION—1964-65 For the fifth consecutive year TvM has conducted an extensive survey of local TV. Stations in every part of the country were asked to detail their local program efforts, for the 1964-65 season and for a typical week this year. Overall, the volume of local programming shows a slight decline. But in quality, inventiveness and purpose, local TV shows up stronger than ever before. It's all detailed on page **45**

THE MANY WORLDS OF LOCAL TV Its children and teens, education and culture, music and dance, stagecraft and pageantry, news and public affairs, people and sports, religion and politics. A lot goes on around a city, a state and a nation. Local TV is out covering it, programming for minority as well as mass tastes. It is not ratings dictated, although that helps. Local programing, in all variety, is covered in this issue with:

A WORD-AND-PICTURE PORTFOLIO KEYED TO FOUR SECTIONS OF THE COUNTRY

WEST	49	NORTHEAST	75
MIDWEST	61	SOUTH	89

THE ADVERTISER AND LOCAL TV As a vehicle for a sponsor, local TV shows can be highly effective. Identification with a market and local activity, especially for a national advertiser, is a valuable asset. For the last three years Western Electric has sponsored locally produced programing, is now active in 10 markets where it has a major plant or regional distribution headquarters. The object is good will, and this story explains why Western Electric wants it and how it goes about getting it **114**

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Cover • It's always a challenge to find a new way to illustrate the cover for "The Many Worlds of Local TV." We think this year's solution is particularly ingenious—and particularly difficult, too, as art director Stan White and photographer Matt Sultan testify. The issue itself was no easier, as the entire staff testifies. Both were worth it.



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**MOST
OF THE
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THROUGH**

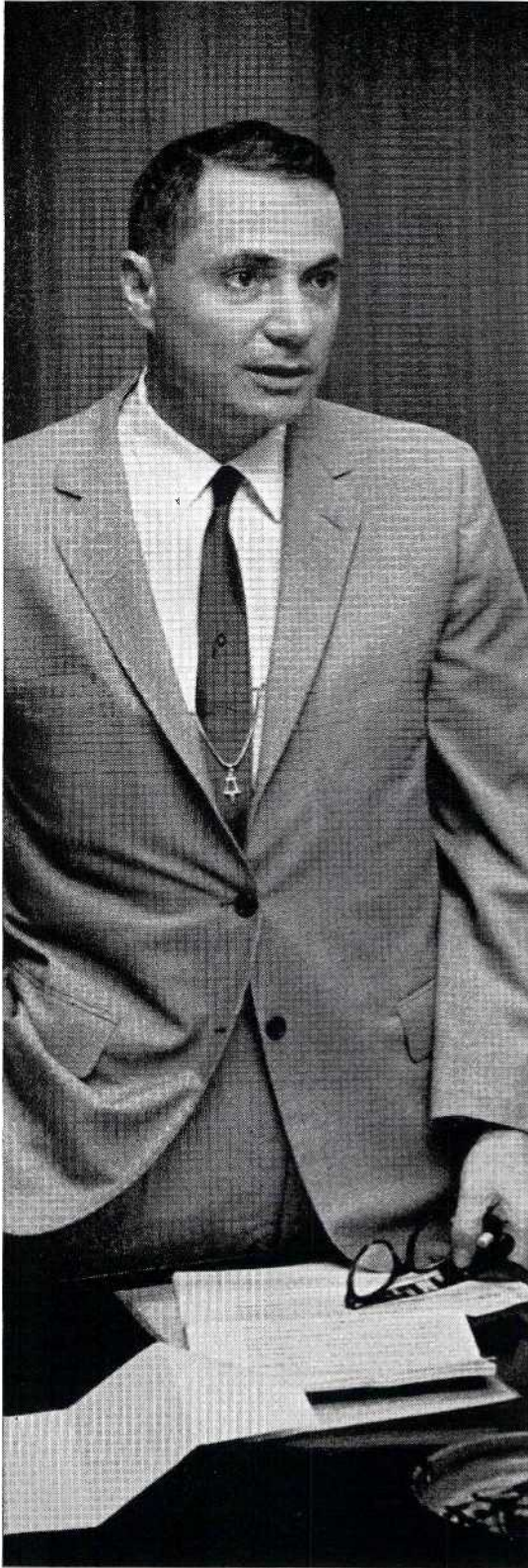
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BROADCAST MUSIC INC.

The themes and/or scores for 49 of next season's prime-time television programs were created by BMI-affiliated composers. In addition, BMI writers contribute their talents to 25 other prime-time shows. For enriching us all through this soaring new musical art form, and for adding incalculable dimension to the television medium, BMI extends a personal tribute to the outstanding composers whose music we license for public performance.

*ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE*

(Advertisement)



Two necks— same noose

An open letter to broadcasters
about CATV, from
Milton J. Shapp,
Chairman and President of
The Jerrold Corporation,
Philadelphia, Pa.

In the early days of radio, manufacturers of phonograph records moaned that they would be driven out of business by the "wireless boxes." Later, when television was born and took hold in American homes, theatre operators cried that they would be forced to lock their doors and go out of business.

Today, with CATV in its ascendancy, we hear the same moans and laments about a new industry forcing an old one out of business. At best, this is shortsightedness.

Let's put CATV in proper perspective. Last year was the biggest in CATV's 15-year history. Approximately 175 new systems were constructed, bringing the total number in operation to about 1,600.

Some 300,000 new subscribers ordered service, increasing the total number to perhaps 1,800,000. Most systems, except those in their early years of operation, were profitable.

This year should be even bigger. CATV franchises are being

sought in some 1,000 municipalities. New starts should number 250 to 300, and as many as 500,000 new subscribers will order service. For the foreseeable future, each passing year should see further CATV expansion. It's a good business.

If CATV should prove successful as it moves into bigger cities with all-network broadcasting, the industry could grow by 1975 to serve perhaps 9 or 10 million subscribers.

Broadcasting grows faster

The NAB and FCC seem to have little faith in the vitality and potential of the television broadcast industry. They view CATV's growth as a crippling disease. This is sheer nonsense. Worse, the medicine being recommended by them to prevent the non-existent malady from striking, represents a more grave threat to the future profits of the broadcasters than if the malady were indeed real.

Let's look at a few facts.

Last year, over 10 million new television sets were purchased by the American public, increasing the total in operation to about 67 million. In response to the great growth in viewing audience, broadcasters have raised advertising rates as much as 133 percent and an average of 31 percent over the past five years.

In 1963 telecasting profits increased to \$343 million before taxes, a sum equal to 96 percent of the total depreciated value of all TV broadcasting stations. Financial figures for 1964 are not yet available, but profits will undoubtedly be higher.

During the next ten years, at least 100 million (perhaps as many as 125 million) new television sets will be purchased. Many of these sets will be replacements. A large percentage will be portables for outdoor viewing; some for installation in the rear of automobiles. These will represent direct market expansion. The viewing audience will more than double, and possibly triple. Broadcaster revenues, even for today's marginal stations, will zoom to new heights.

All would be hurt by fight

CATV's period of greatest growth and that of broadcasting have occurred simultaneously. Under favorable conditions, CATV and broadcasting will continue to grow together in the future, because the public has an insatiable appetite for a greater diversity of programming and for higher-quality reception. However, if our industries continue to fight each other, both will be hurt and the public will be denied extra services.

There is only one possible way in which TV broadcasters (and the networks) can reverse the strong, steady trend toward increased profits. That is by conducting their affairs in such a fashion that they bring about rate regulation and/or program control for the broadcasting industry.

And strangely enough, in an attempt to limit competition, and in the misguided fear that CATV will render economic harm to broadcasters, that is exactly the road the NAB is treading.

Earlier this month, the Subcommittee on Communications and Power, of the House Interstate and Foreign Commerce Committee, held Hearings on HR 7715—the Harris Bill on national television policy. All TV broadcasters should read carefully the full transcript of these Hearings, particularly the proceedings on June 3 and 4 when the NAB, individual broadcasters, and the AMST testified. Here, for example, is one colloquy that took place between the Chairman of the Subcommittee, Congressman Walter Rogers of Texas, and Mr. Douglas Anello, General Counsel for the NAB.

Mr. Rogers: Now, Mr. Anello (you believe the FCC presently has jurisdiction over CATV) on the proposition that if CATV is permitted to operate without any restraint at all, it has the power to create such an economic impact, that it could destroy the license holders under the Federal Communications Commission.

Mr. Anello: Not only an economic impact, Mr. Chairman, but also destroy the policies that the Commission . . . has established for dissemination of communications. As we (the NAB) indicated in our testimony, it would be a simple matter to have only stations in, say, New York or Los Angeles interconnected, and thereby bring in nothing but New York or Los Angeles programming in every city of the United States. . . .

Mr. Rogers: Your position is that the Federal Communications Commission does have jurisdiction based upon the economics involved in these different operations.

Mr. Anello: That is partially correct, but I would like to expand on it, sir, if I may.

The Commission has the obligation, as the courts have interpreted the Communications Act, to determine whether or not the economic impact would be of such force that it would cause the station to go off the air and thereby be deleterious to the public interest. They are not to look at whether a profit or loss is to be made, but whether the economic impact could result in the demise of that station.

Mr. Rogers: Now we are getting right to the point. How are you going to reconcile your position that the license holder is entitled to protection from an economic standpoint that will enable him to stay in business, but then say at the same time that economics is not involved insofar as the extent of the profits to be made by the station?

In other words, you are advocating a fuller economic situation that will enable a man to stay in business, to prevent competition from affecting him to the point that they might put him out of business, but you are not putting any ceiling on the profits to be made by that same licensee to protect the public from him.

The above exchange is but one example of this Congressional concern. Repeatedly throughout the Hearing, Chairman Oren Harris and other Committee members stressed that requests for economic protection could well result in greatly increased controls over broadcasting.

At one point, Chairman Rogers admonished Mr. Wasilewski, president of NAB:

Mr. Rogers: Don't you find yourself (NAB) in the position that you are saying you subscribe to all jurisdiction that the Commission wants to take which will help you, and you are against all that might hurt you?

Mr. Broadcaster, whose neck is near the noose?

Stated clearly and bluntly, on the vague, specious assumption that CATV will force TV stations to go off the air and leave "nothing but New York or Los Angeles programming in every city of the United States," the NAB is supporting legislative proposals that can lead directly to rate regulation, and reduced profits for your business.

As a matter of principle, no trade association should ever advocate the extension of government jurisdiction over any industry. Particularly, the NAB should not support proposals for added regulation of any aspect of communications.

CATV's benefit to broadcasters

Still, there might be some justification for this action if indeed the economic impact of CATV could be severe enough to destroy the business of FCC license holders. But let's look at the true nature of the economic-impact question that was revealed when Mr. Mitchell Wolfson, President of Wometco Enterprises, a group television station owner, testified.

Mr. Rogers: Mr. Wolfson, now in the television stations in which you are associated, are your rates the same?

Mr. Wolfson: No, sir. It depends on the audience—on the circulation.

Mr. Rogers: . . . Now, in Miami for instance, suppose you find that a CATV operation is picking up your signal. Do you increase your advertising rates to the people on your Miami station?

Mr. Wolfson: . . . If we had, say, for instance, 10,000, 20,000, or 50,000 people, it would very well justify an increase in rates because the advertiser would be getting more exposure.

Mr. Rogers: Well, now, who would that money go to, you or the CATV operator?

Mr. Wolfson: The money would go to us, or to the agencies that, you know—.

Mr. Rogers: Who make the arrangements?

Mr. Wolfson: Yes, sir.

Mr. Rogers: Actually, although the CATV operator does not pay your station for this additional coverage, you are getting paid for it, are you not?

Mr. Wolfson: Yes, sir, and we encourage this not only because of the money that we get out of it, but because of the public service. . . .

(Advertisement)

Mr. Rogers: . . . So actually, Mr. Wolfson, what you are saying is that if CATV could be confined to the amplification of the program to others . . .

Mr. Wolfson: Extension.

Mr. Rogers: . . . that would suit you all right?

Mr. Wolfson: Yes, sir.

Mr. Rogers: But you are against them coming into the areas in which you are operating.

Mr. Wolfson: Yes, sir.

Mr. Rogers: How would you feel about a CATV operation picking up your Jacksonville signal and bringing it into Miami?

Mr. Wolfson: I think that would be wrong, because it would be duplicating . . . the signal. . .

Thank you, Mr. Wolfson! The economic-impact issue has never been stated more clearly.

A subtler argument

Broadcasters usually are not as blunt as Mr. Wolfson. Normally, as shown by CBS in its copyright case against Teleprompter, and by NAB, AMST, and a number of small TV-station owners in their testimony before the House Subcommittee this month, the economic-impact issue is handled more subtly. The concept of public interest is put in the forefront.

The argument is advanced that if CATV fragments small-station TV audiences, it will drive revenues down, and thereby force these stations to reduce programming. Worse, it will cause them to go off the air. In either event, the public, particularly the segment living in rural, non-cabled areas, will be deprived of valuable service.

The argument is well presented, and some of the best fear-mongers in the broadcast industry can make it sound convincing. Nonetheless, it is completely invalid and never documented.

The statements of pending doom made at this month's House Hearings sounded like tape recordings of those made by twelve small-market broadcasters during the 1958 Senate Hearings.

Their dire predictions never materialized. All of the complaining stations which were in operation at the time of the 1958 Senate Hearings have improved their financial status during the past seven years. They have increased advertising sales and enlarged programming service to the public, despite the continued expansion of CATV in their areas.

The reason is simple. The availability of a greater diversity of programming in their areas (as in the major centers) increased the public's interest in television and created demand for more TV sets. The larger viewing audience enabled the local stations to increase rates and revenue. It's a happy cycle.

In point of fact, whereas during this period the total number of dwellings in the service areas of these stations increased only 2 percent to 33 percent, the number of TV homes increased 33 percent to 108 percent. Advertising rates charged by these stations increased an average of 75 percent.

Facts belie fears

Under questioning this month by Congressman Rooney of Pennsylvania, FCC Chairman Henry admitted what I have been claiming for years, that there is no known instance where CATV has forced a broadcaster off the air.

But that doesn't stop CATV opponents. The NAB and FCC continue to predict the demise of broadcasters "between New York and Los Angeles" at the hands of CATV. The arguments are the same. Nothing is ever documented—just speculated.

Isn't it about time that somebody in these organizations started to view feature films instead of horror movies? The bodies will never pile up, as predicted by the FCC. Not even one. Aside from all the other factors that point to the continual growth of TV broadcasting, there'll simply be too many new television sets sold in the future for even improperly managed TV stations to lose money.

Why, therefore, all the fussin' and feudin'? It's a good question! Perhaps the CATV and broadcasting industries should spend a few sober minutes trying to figure out how we reached the position where we both may be severely hurt by unnecessary regulation, and how we both can get out of this predicament before we do get hurt.

A number of factors have put our industries into conflict.

Of prime importance is this: The FCC operates to too great an extent in an isolated vacuum. Too few of its key personnel have ever spent a full day visiting—let alone operating—a TV station or a CATV system. Practical decisions are impossible without practical knowledge.

The problem is compounded because the FCC has not conducted the type of detailed inquiry necessary to formulate an intelligent CATV policy. Too much time is spent conjuring all sorts of eventualities that can flow from an imagined set of circumstances, and too little time is devoted to seeking and evaluating data.

Parenthetically, this FCC isolation and lack of direct contact with day-to-day problems is responsible to a large degree for many of the recent controls and the increased regulation that has been imposed upon broadcasting stations.

Another factor that creates disturbance lies within the broadcast industry. There are those who would like to go back to the "good old days" when perhaps none of us were making as much money, but at least CATV was then only extending markets for broadcasters and networks.

CATV also to blame

The CATV industry has contributed to the area of disagreement and conflict. We have been deficient on occasion in our public relations with broadcasters; we have ignored certain legitimate claims, such as the right of carriage of the local station; and, in some cases, we have not been careful of quality of service or of subscriber complaints.

The publicity given to CATV in recent months has also created friction. Newspaper and magazine articles have created an illusion of great profits to be made from rather small CATV investments. Broadcaster-CATV conflicts have been accentuated by some writers to generate reader interest.

All of these factors, plus the natural unwillingness of an industry such as CATV to accept regulation when there has been only conjecture, but no evidence of any harm done by it to the public, have brought the present situation to a head.

The CATV industry stands ready to compromise with the TV broadcast industry and to work out arrangements that will enable both to grow and prosper side by side.

The NCTA has officially gone on record in this respect. But we are not willing nor ready to accept the type of drastic, unwarranted regulation proposed by the FCC and supported by NAB and AMST, that would reduce CATV to a subordinate, second-class industry.

It will may be that our opponents have the strength to force the issue. CATV may become severely regulated. However, if this does happen, the broadcasters will have achieved nothing but a hollow, profitless victory, because they will have undermined their own position as well.

The noose of regulation hangs low, and both our necks are stuck way out.

It's time for CATV operators and broadcasters to stop this feud. Some voices, within both industries, are being raised to direct the NCTA and NAB toward a fair settlement of their differences. But particularly, more broadcasters must participate in this effort.

Broadcasters cannot expect to maintain protected markets, but neither can CATV operators ignore legitimate claims of broadcasters for just treatment in the markets they serve.

Within this framework, fears regarding Pay TV, advertising deletion, delayed CATV program carriage, etc., can be allayed by agreement. Problems of duplication, station carriage, etc., can also be resolved by us with less cost and trouble for us than if the government seeks to solve the problems by imposing severe but unneeded regulations on both of us.

CATV and broadcasting can continue to grow side by side. The combined talents of both great industries can offer a much wider selection and quality of programming to the public.

There is a bright, profitable future ahead for both of our industries if we don't bring the House down and thereby create problems that need not exist.

Let us reason—and work—together. We have much more, other than trouble, to offer each other . . . and the public.

Milton J. Shapp
Chairman and President
THE JERROLD CORPORATION
15th & Lehigh Avenue
Philadelphia, Pa. 19132

THE MONTH IN FOCUS

**Less room at the top;
Mad about Emmy;
Congress v. cigarettes;
FCC v. noise**

In the last eight years the number of single station owners in the top 50 markets has dropped from 55 to 45 while the number of VHF stations among the same markets climbed from 130 to 156. Figures such as these, indicating a trend toward concentration of ownership, were cited by the FCC last month as background for its proposed rulemaking to limit everyone but present owners to two V's in the top 50 markets. The proposal would allow an owner a third television station if it were UHF.

The vote to issue the notice of proposed rulemaking was close, with Chairman E. William Henry and Commissioners Lee Loevinger, Kenneth A. Cox and Robert Bartley voting for it, and Commissioners Robert E. Lee, Rosel H. Hyde and James J. Wadsworth voting against.

Both Hyde and Lee commented on the "protection" the proposal would give to the 19 licensees which now have more stations than the limit allows but which would not have to divest them. These are the three networks plus Capital Cities, Chris Craft Industries, Corinthian, Cox, Crosley, Hearst, Metromedia, Newhouse, RKO General, Scripps-Howard, Storer, Taft, Time-Life, Triangle Stations, Westinghouse and WKY Television System.

Proponents of the rule agreed it would mean protection for the 19 if they did not sell off any stations, while barring development of major new groups that might otherwise have competed with them on an equal footing. But the proponents felt that some limitations on concentration must be made even if they fell short of the ideal—and it would be politically unrealistic to require compulsory divestiture of those who already owned more than the proposed station limit.

Provisions of the proposal were put into effect at once as interim policy to be followed until the rulemaking procedure

is concluded. The FCC says it will hear oral arguments on the proposal after comments are received. Deadline for comments is Oct. 1, and for replies, Nov. 1. Multiple-ownership rule changes also will be debated in the next few months on Capitol Hill.

If the rule passes, it will be the first change in multiple-ownership strictures since 1954, when owners were restricted to seven AM's, seven FM's and seven TV's of which not more than five could be VHF. The new proposal would not alter those maximums.

Proponents of the rulemaking said the major markets are being increasingly dominated by multiple owners, with 31% of the licensees controlling 60% of the stations in the top 50 markets. They said it was not only important for American industry in general to be kept free of excessive concentration, but particularly important in broadcasting because of its power as a communications medium, and the technically limited channels available to it.

■ Emmy, though she may be a lady, seems to have the knack of alienating all sorts of influential people. Fred Friendly of CBS News is no longer on speaking terms with her, and now Bennett H. Korn, president of Metropolitan Broadcasting Television, has told her to get lost. All this must be a bit deflating to a girl who aims to be for the television industry what the more muscular Oscar is for cinema. She comes to praise, and they bury her with scorn. Friendly's disenchantment is long lived. Even the renovation the National Academy of Television Arts and Sciences put Emmy through to make her favors more justly bestowed has failed to win a welcoming smile from the CBS News president. When her new look was announced last October Friendly termed the provisions for selecting winners in the area of news and information "vague, contradictory, and in general undisciplined." Further, he called the new set of rules "a grab-bag out of which the academy blindly hopes it can pluck the right awards."

When the academy knocked on Friendly's door for prints of certain programs deemed worthy of screening by its selection committee, Friendly wasn't having any and the academy walked away empty-handed. Thus, when Emmy released her list of nominations, notable for not being there were any efforts by CBS in the news and public affairs department.

Emmy's new look largely was designed to eliminate the evils of block voting motivated by network allegiance and the old one-winner-to-each-category system that could mean defeat or victory to a show depending on how stiff the competition was in its category. Under the new system, any number of awards are possible within four broad areas of out-

standing achievement—in entertainment and news and individual performances in both fields. Also the former method of final selection of Emmy winners by vote of the academy's general membership has been abandoned in favor of balloting by selected members who are said to be highly qualified because of their experience and current occupations.

As for the alienation of Metropolitan Broadcasting's Korn, it was one of those discouraging cases where the girl smiles invitingly and you give her another look and she's frowning. The initial smile was an Emmy nomination for Metromedia's *My Childhood*, a documentary about the early lives of Vice President Humphrey and author James Baldwin. The academy withdrew the nomination shortly after it was made, saying the program didn't meet the Emmy requirement of availability for at least half the national audience. Apologizing for this "error," the academy said the disqualifying factor was pointed out to it only after the nominations were announced.

Calling the withdrawal "disgraceful," Korn said in a telegram to Peter Cott, NATAS executive director:

"You state that this 'error was embarrassing.' What error? If the critical criterion is the availability of a program to at least one half the national audience—a strange measure for excellence—then Metromedia's *My Childhood* still qualifies for a national Emmy. The program has been in the following markets: New York, Washington, Los Angeles, Kansas City, Peoria, Decatur, Stockton-Sacramento, Miami, Indianapolis, Boston and St. Louis.

"And most important, the program is still in syndication and available for play dates in any and every market in the country."

After further arguments against the academy's position, Korn signed off with: "I hereby notify you that I resign from the National Academy of Television Arts and Sciences and that Metropolitan Broadcasting Television will no longer participate in any of its affairs."

There was no closing word like cordially.

The Emmys will be handed out on an NBC telecast Sept. 12—on the eve of the new television season.

■ After that disturbing report on smoking and health was released by the Surgeon General, smoking increased. Who knows, then, what the effect will be on the tobacco addict when he is confronted by this warning as he rips the cellophane from his pack of 20's with trembling fingers: "Caution: Cigarette smoking may be hazardous to your health."

The message may so unnerve him with its intimations of an early death by lung cancer or worse that he will quit on the spot, or perhaps inhale more deeply and

THE MONTH IN FOCUS *continued*

more often in search of the solace that a cigarette seems to bring. Or he may quit for a couple of days only to be driven back to the tobacco counter filled with self-loathing as he plunks down his money for another pack. Or he may not even read the warning—since compulsive smokers are not always compulsive label readers.

Whatever the case, the message will be on all cigarette packages after next Jan. 1. But the warning will not be, as some had feared and others had favored, on cigarette advertising. In fact, the Con-

gressional action that will require the nine warning words on the packages specifically forbids any regulation of cigarette advertising by the FTC and other state or local authorities for the next four years. During those four years the FTC and the Department of Health, Education and Welfare are to issue periodic reports on the incidence of smoking and disease.

The consensus among advertising agencies with cigarette accounts was a sharply exhaled sigh of relief.

■ The FCC put together a policy statement damning objectionably loud com-

mercials and the National Association of Broadcasters said it would cooperate only if it wished the government agency had waited until NAB's own study of the question was completed. Some study, it appears, is necessary, since loudness is as much a matter of psychology as it is of electronics, and where one leaves off and the other begins is not always easy to determine. But FCC Chairman E. William Henry said the commission already has been studying the loudness question for three years and further delay isn't warranted.

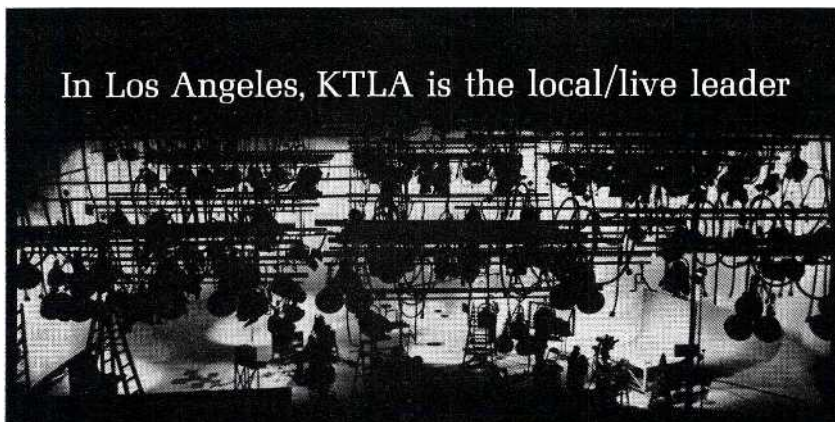
Among the specific practices the statement asks broadcasters to abjure because they may create loud commercials are excessive modulation, excessive volume compression and excessive use of other electrical processing devices, such as filters, attenuators and reverberation units. (On the problem of excessive modulation, the commission was in the process of relaxing its rules to permit reduction in modulation below 85% on peaks of frequent recurrence if necessary to avoid too much noise.) Also on the objectionable list were spoken commercials "presented in a rapid-fire, loud and strident manner," and sharp contrasts between loudness of commercials and adjacent program, the sort of thing that sends a man leaping from his easy chair to twist the volume control.

In another move into the commercial policing field, the FCC voted to revive its practice of sending letters of inquiry to stations that carry more commercials than they propose in their application forms, or whose policy on over-commercialization is vague. The return to this line of inquiry was made possible by the vote of the agency's newest member, James J. Wadsworth, who broke a 3-to-3 deadlock existing since his predecessor, Frederick W. Ford, left Dec. 31. Wadsworth said his vote was based on his concern that broadcasters should perform as promised, or have a good reason for not doing so.

■ The shutter on the TV camera opened and it began taking pictures of Mars, some 10,500 miles distant. The pictures were fed to a tape recorder which transferred the relative shades of darks and lights from dots into mathematical terms which were then read out into space. The next stop was 134 million miles away—Earth, to be exact—where scientists at Cal Tech's Jet Propulsion Laboratory in Pasadena retranslated the data into dots which made a picture. After all this, it was a simple matter to telecast the photograph to a nationwide audience which had waited up to see it.

Those science fiction fans who had expected an immediate answer to the age-old question about life on Mars were perhaps a bit disappointed. The first picture, taken when Mars was bathed in

In Los Angeles, KTLA is the local/live leader



With more than a dozen mobile units—including one fully equipped for remote color taping—a telecopter and two fixed-wing aircraft

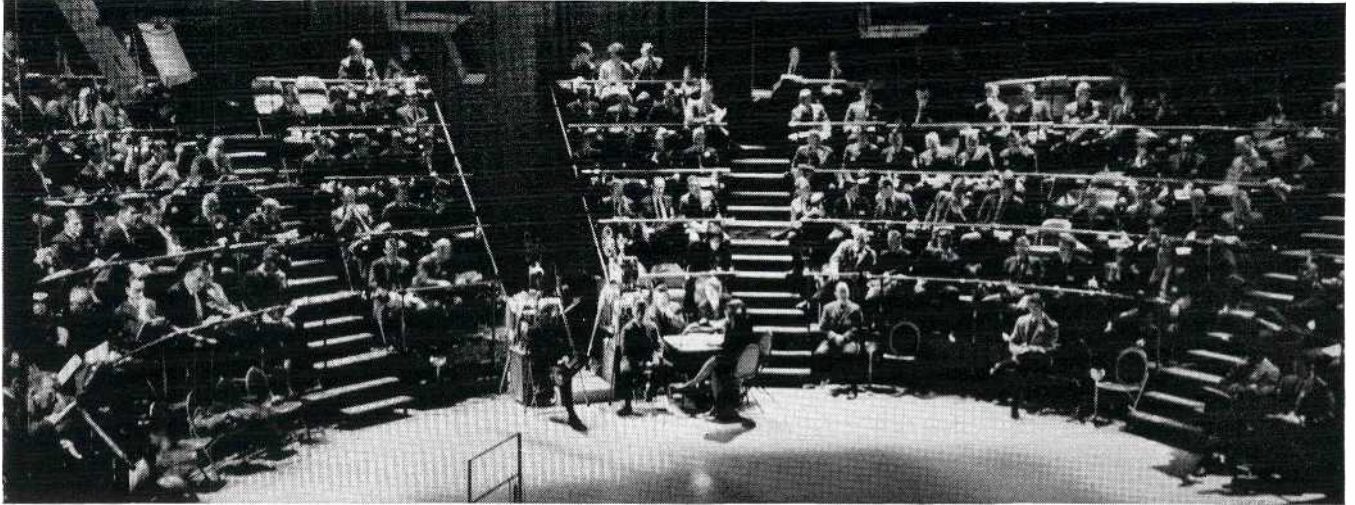
... plus 25 live cameras scanning 25,000 square feet of stage production space, KTLA originates at least 33 hours of regularly scheduled local/live programming each week, with another 12 to 15 hours devoted to news and sports features. Today, about one third of this programming is transmitted in color. In every way, facilities or experience, KTLA leads Los Angeles in local/live programming.

A Golden West Broadcasters station
H.R. Representatives • **CWB** • KTLA-TV & KMPC Los Angeles
KSFO San Francisco • KEX Portland • KVI Seattle-Tacoma

KTLA 5



What did these television newsmen get out of giving up a Saturday?



FIRST RTNDA REGIONAL NEWSFILM CONFERENCE AT WABC-TV, N.Y.

More effective Mondays, Tuesdays, Wednesdays, Thursdays and Fridays.

This spring, 600 television newsmen gave up a Saturday to attend regional newfilm conferences sponsored by the Radio Television News Directors Association and Time-Life Broadcast. Subject was "The Content of Television News."

261 stations were represented in the five conference cities. Working newsmen lectured and showed their work in such areas as investigative reporting, coverage of crime and the courts, documentaries, editorials and features. Participants learned ways to be even more effective in their daily handling of the news.

The television industry owes much to the devotion of these newsmen and to our gracious hosts who voluntarily contributed the costs and manpower to make these extra-duty sessions possible:

WABC-TV New York (American Broadcasting Companies, Inc.), **John O. Gilbert**, Vice-President & General Manager • WGN-TV Chicago (WGN, Inc.), **Ward L. Quaal**, President • KPIX San Francisco (Westinghouse Broadcasting Corp.), **Louis S. Simon**, General Manager • WFAA-TV Dallas (Dallas Morning News), **Mike Shapiro**, General Manager TV-Radio • WSB-TV Atlanta (Cox Broadcasting Corporation), **Don Elliot Heald**, General Manager.

Time-Life Broadcast will publish a summary of the spring conferences in conjunction with this fall's annual RTNDA Conference. This summary, a companion piece to Television Newfilm Standards Manual, will be available through RTNDA.



THE MONTH IN FOCUS *continued*

direct sunlight, looked rather meaningless to the untrained eye. In fact the whole series of 21 pictures will need a great number of trained eyes puzzling over them before all their scientific secrets are revealed. But, just the same, it was a TV spectacular of the first order.

■ Also in the month that was:

The first TV commercial was beamed by Early Bird, but not from east to west as might have been anticipated. Instead it traveled from the Jet Propulsion Laboratories in Pasadena, Calif., to all 13 of England's commercial TV stations to tell about the *Daily Mail's* 12-man coverage of Mariner 4 and its fly-by of Mars.

Network TV billings topped the half-billion-dollar mark during the first five months of this year—the first time this total was reached before the mid-year. According to the Television Bureau of Advertising, the networks' estimated net time and program billings during the January-May 1965 period rose 2.8% over the like period a year ago, moving up

from \$494.2 million to \$508.3 million.

The television board of the National Association of Broadcasters, acting on a recommendation of NAB's Future of Broadcasting Committee, voted to support federal regulation prohibiting CATV's from entering any market having three or more operating TV stations where there are UHF applications pending, "except after a clear showing by the CATV that such grant would not adversely effect the UHF applicant."

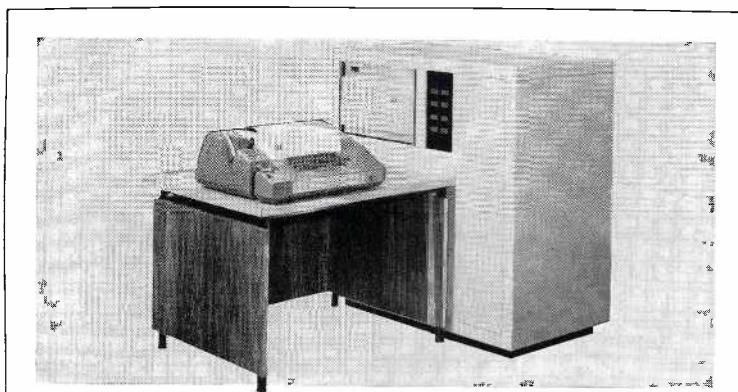
The Ford Foundation pledged up to \$10 million to help community-supported educational television stations help themselves. The money would be available over the next four years on a matching grant basis. It is restricted to some 30 community ETV stations operated by non-profit organizations which derive their support from the public.

The Office of Economic Opportunity sponsored an anti-dropout show titled *It's What's Happening, Baby!* on CBS-TV with disk jockey Murray (the K) Kaufman as host. The idea was to hook the teenagers on education with the sort of music they take to. The show drew

10,000 letters from interested youths—and comments from some of their elders, including prominent Republican senators, that the program was "depraved, degrading, immoral." (Also see "Play-back," page 31.)

CBS International was eliminated by its corporate parent in a consolidation move, and its functions and personnel were transferred to CBS Records, CBS TV Stations Division and CBS Laboratories. CBS International had been the product export arm of CBS. It was occupied primarily in marketing Columbia Records and CBS Laboratories' products abroad.

The Federal Trade Commission issued basic guidelines for use of TV and radio audience data by broadcasters and advertisers. The commission said that any person or firm making a statement about a listening or viewing audience "is responsible for seeing to it that the claim is truthful and not deceptive." The broadcast industry is expected to have 90 days of grace to revise practices so conform to the new set of FTC strictures. END



New computer for Traffic-Avails-Scheduling

Traffic, availabilities, and scheduling problems—which account for a tremendous expense in time and dollars for most TV stations—may be a thing of the past.

Sarkes Tarzian, Inc., Bloomington, Indiana, has developed a special purpose digital computer, TASCOM, which uses high speed data processing techniques to organize and control the enormously complex information relating to traffic-availabilities-and scheduling.

Operating with exceptional speed and accuracy, TASCOM determines long and short term avails at once . . . verifies time sales . . . schedules all elements of the broadcast day . . . provides library data on location of tapes, slides or films . . . prints the program log . . . etc.

For the average station, TASCOM would probably return its investment in 18-24 months. Major market outlets may do it in 12 or less.

RESTAURANT VOISIN

One of the Great
Restaurants of the World
Presents

THE CLIENT LUNCHEON

For that most important
social or business luncheon,
our courtesy limousine
will escort you and your
guests to the Voisin for
an unhurried luncheon in
quiet, relaxed surroundings.

At the prix-fixe price of \$5.50

FOR DINNER AND
LUNCHEON RESERVATIONS
MICHEL LE 5-3800
Restaurant Voisin
30 East 65th Street
New York City

“Fonteyn & Nureyev...
nothing short of fabulous!”

—N.Y. HERALD TRIBUNE

A beautiful new half-hour TV Special from Seven Arts

*Behind the Scenes
with the Royal Ballet*

Seven Arts takes you backstage to see what really happens behind the scenes to generate this fantastic public and critical acclaim:

“Rudolf Nureyev stands out as one of the most electrifying male dancers of all time... If this were not enough, Nureyev has been further blessed with a classic partner—Dame Margot Fonteyn, long the reigning ballerina of the Western world.” —TIME

“Margot Fonteyn & Rudolf Nureyev, a virtuosity that no pair alive can match.” —LIFE

“Nureyev’s flair for publicity, his discotheque frugging plus his Ed Sullivan TV show appearance and column exposure has made him the one everyone wants to see.” —VARIETY

“All things considered, the Royal Ballet of England is probably the most satisfying ballet company in the world at the present time.” —THE NEW YORK TIMES

BEHIND THE SCENES WITH THE ROYAL BALLET was recently filmed at Covent Garden in London during rehearsals for the production of “Romeo and Juliet” which was S.R.O. in its 16-city tour of the United States and Canada.

Sir Frederick Ashton, Director of the Royal Ballet Company, narrates this most timely and unique TV Special. Filmed in arrangement with the General Administrator, Royal Opera House, Covent Garden Ltd.



Seven Arts Television

NEW YORK: 200 Park Avenue • YUkon 6-1717
LOS ANGELES: 9000 Sunset Blvd. • CR 8-1771
TORONTO: 11 Adelaide St. West • EMpire 4-7193

Seven Arts Productions International, Limited
Roberts Bldg., East St., Nassau, Bahamas - Cable SEVINT



Speaking of Explosions!



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

Now with over two million people within a 75-mile radius, Charlotte's trade area is bigger than that of Indianapolis, Kansas City, Miami. When your advertising is on WSOC-TV you sell not only Charlotte—you sell the entire area. Ask us or H-R about packages, participations.

We'll spark explosive sales action for you in the Carolinas.

Charlotte's WSOC-TV

NBC-ABC affiliate/represented by H-R



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

FOCUS ON FINANCE

**Ratings and Wall St.,
or,
How bad popularity?**

To the assiduous observer of the broadcast field, it's amazing how few people understand the facts about the business—or how often they avoid them.

Last month *CBS Reports* examined the television ratings systems before a nationwide audience. Among the more prominent conclusions drawn from "The Rating Game" was that audience measures had a critical influence on the performance of broadcast stocks. That this should come as a surprise—a shocking one to some—to newspaper critics and government officials, among other viewers, is indication of how the status quo of broadcasting is often confused by wishful thinking about what the public should want and how broadcasters should deliver it.

Some months ago one TV station operator, prominent in a publicly owned organization, evaluated "the ratings game" from his vantage in an off-the-record interview. His comments—earnest, blunt, spoken with the cool authority of an experienced horse trader—are worth considering.

"The public runs the broadcasting business," was his appraisal. "They run it with an iron hand. They just dominate it absolutely. When an advertiser tells you I'm going to buy your spot next to a show with a 19.6 rating and I'm going to turn down your competition who has a 19.2, that's all there is to it. I don't think it's sound, but that's the extent to which public acceptance controls the economics of the business."

"The control of the economics," he pointed out, "is the control of everything and in our society we believe that's right."

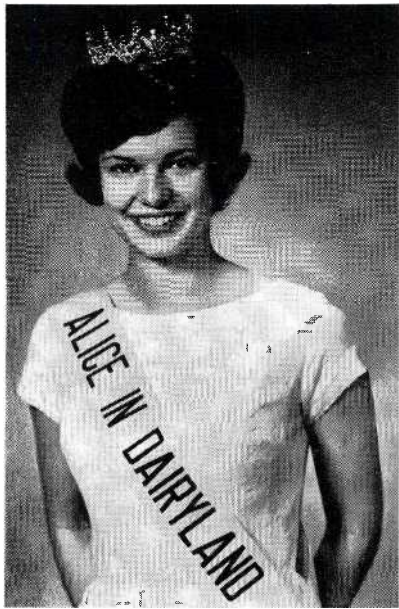
"Now," he maintained, "there isn't the least bit of skulduggery in this that I know about. It's too big. You can run a little, cheap racetrack and there's no question at those tracks the races are fixed because that's the only way the jockeys and trainers can make a living. But you can't fix a \$100,000 race at Aqueduct because the money involved is too big. You can't fix broadcasting because it's too big a business. It's just open-and-shut. If we knew a better way to get the ratings—to get what the pub-

THE TELEVISION MAGAZINE INDEX

to 68 television-associated stocks

	Closing July 15	Change From June 15 Points	%	Approximate Shares Outstanding	Total Market Capitalization
TELEVISION					
American Broadcasting Cos. Inc.	57	+ 3/4	+ 1	4,629,000	\$263,853,000
CBS	36 3/8	- 7/8	- 2	19,910,000	724,226,000
Capital Cities	39 1/2	+ 2 1/8	+ 6	1,357,000	53,602,000
Cox Broadcasting	24	+ 1	+ 4	2,652,000	63,648,000
Gross Telecasting	28	- 1/4	- 1	400,000	11,200,000
II&B American	4 3/4	+ 3/4	+19	2,582,000	12,265,000
Metromedia	35 3/8	+ 2 1/4	+ 7	2,054,000	73,687,000
Reeves Broadcasting	4 3/4	- 1 1/8	-19	1,459,000	6,930,000
Scripps-Howard	26 3/8	+ 2	+ 8	2,589,000	68,285,000
Storer	49 3/8	+ 5/8	+ 1	2,040,000	101,235,000
Subscription TV	3 1/2	+ 3/8	-11	3,029,000	9,466,000
Taft	43	+ 3 3/8	+ 9	1,641,000	70,563,000
Teleprompter	10 1/2	+ 1 1/2	+ 5	762,000	8,001,000
Wometco	32 1/4	- 1	- 3	2,223,000	71,692,000
Total				47,327,000	\$1,538,653,000
TELEVISION WITH OTHER MAJOR INTERESTS					
Avco	20 1/2	- 1/4	- 1	13,693,000	\$280,707,000
Bartell Media Corp.	5 3/8	- 1/4	- 5	1,770,000	9,071,000
Boston Herald-Traveler	42	-	-	540,000	22,680,000
Chris-Craft	13 3/8	+ 5/8	+ 5	1,508,000	20,170,000
Cowles Magazines & Broadcasting	15 1/2	+ 3/4	+ 5	2,944,000	45,632,000
General Tire	21 5/8	+ 1 1/2	+ 2	16,719,000	361,548,000
Meredith Publishing	44 1/4	+ 1 1/2	+11	1,331,000	58,897,000
The Outlet Co.	31 1/2	+ 1 1/8	+ 6	505,000	15,908,000
Rollins Inc.	37 1/2	+ 2 1/8	+ 6	2,874,000	106,697,000
Rust Craft Greeting	15 1/4	+ 1/2	+ 3	727,000	11,087,000
Time Inc.	74 1/2	+ 1 1/2	+ 1	6,560,000	488,720,000
Total				49,171,000	\$1,421,117,000
PROGRAMING					
Allied Artists	17 3/8	- 1/4	-12	932,000	\$1,748,000
Columbia Pictures	21 1/2	-	-	1,849,000	39,535,000
Desilu	6 3/4	- 3/8	- 5	1,166,000	7,871,000
Disney (Walt)	50 3/4	- 1	- 2	1,854,000	94,091,000
Filmways	13 5/8	- 1/8	- 1	656,000	8,938,000
Four Star TV	5 1/2	- 1/2	- 8	666,000	3,663,000
MCA Inc.	39 1/2	- 3 3/8	- 8	4,681,000	184,900,000
MGM Inc.	35	- 2 1/8	- 8	2,505,000	87,675,000
Medalion Pictures	5 5/8	-	-	632,000	3,555,000
National Telefilm	1 7/8	-	-	1,670,000	209,000
Official Films	7 3/8	+ 1 1/8	+17	2,629,000	2,300,000
Paramount	55 1/2	- 5/8	- 1	1,570,000	87,135,000
Republic Corp.	5 3/4	- 1 1/2	-21	2,454,000	14,111,000
Screen Gems Inc.	18 1/8	- 1/8	- 5	3,173,000	57,511,000
Seven Arts	10 1/4	- 1 1/4	-11	2,271,000	23,278,000
Trans-Lux	10 7/8	- 1/8	- 1	718,000	7,808,000
20th Century-Fox	27 1/4	+ 1 1/4	+ 1	2,755,000	75,074,000
United Artists	14	- 2 3/4	- 6	2,011,000	88,484,000
Walter Reade-Sterling	1 1/8	+ 1/8	+13	1,583,000	1,781,000
Warner Bros. Pictures	14	- 1 1/2	-10	4,850,000	67,900,000
Wrather Corp.	5	- 3/8	- 7	1,753,000	8,765,000
Total				42,378,000	\$866,332,000
MANUFACTURING					
Admiral Corp.	28 1/8	+ 3/8	+ 1	2,441,000	\$68,653,000
Ampex Corp.	14 5/8	- 3/8	- 3	9,259,000	135,413,000
Emerson Radio	13	- 3	-19	2,214,000	28,782,000
General Electric	100	+ 3 3/4	+ 4	90,564,000	9,056,400,000
Jerrold Corp.	7 5/8	+ 3/4	+11	2,046,000	15,601,000
Magnavox	41 1/2	+ 2 1/4	+ 6	7,379,000	306,229,000
3M	56 3/4	+ 1 1/2	+ 1	53,329,000	3,026,421,000
Motorola Inc.	95 3/4	+ 9	+10	6,058,000	580,054,000
National Video	46 3/8	+ 3 1/2	+ 8	1,271,000	58,943,000
RCA	34	+ 1 1/2	+ 1	57,962,000	1,970,708,000
Reeves Industries	2	- 1/8	- 6	3,237,000	6,474,000
Westinghouse	19 1/8	+ 5/8	+ 1	36,703,000	1,803,035,000
Zenith Radio	78 7/8	+ 2 3/4	+ 1	9,317,000	734,878,000
Total				281,780,000	\$17,791,591,000
SERVICE					
C-E-I-R	10 5/8	+ 5/8	+ 6	1,555,000	\$16,522,000
Comsat	48 1/8	+ 2 1/2	+ 5	10,000,000	481,250,000
Doyle Dane Bernbach	32 1/4	- 1/2	- 2	997,000	32,153,000
Footo, Cone & Belding	14 1/2	- 1/2	- 1	2,185,000	31,683,000
General Artists	4 3/8	- 3/4	-15	600,000	2,625,000
MPO Videotronics	8 1/2	+ 1 1/4	+17	469,000	3,987,000
MovieLab Inc.	8 3/8	- 3/4	- 8	575,000	4,816,000
Nielsen (A.C.)	22 3/4	+ 2 3/8	+13	5,130,000	116,708,000
Papert. Koenig, Lois	9	+ 1/8	+11	779,000	7,011,000
Total				22,290,000	\$696,755,000
Grand Total				442,946,000	\$22,314,448,000

Data compiled by Roth, Gerard & Co.



'Cheese!'

Lovely queen. Precious crown. Pretty photo for the morning papers. But lucky tv viewers actually saw her win it. Lucky tv viewers meaning MIDWIS TV viewers. Interconnected Midwis stations WKOW-tv Madison and WAOW-tv Wausau presented the Alice in Dairyland Coronation Pageant — live — to more than one-third of Wisconsin's counties. What a great display of Midwis microwave coverage. What a pleasure to serve our Queen and Dairyland so dutifully.

the
Midwis market

TONY MOE, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Joe Floyd, Senior Vice-Pres.
Larry Bentson, Pres.

National representative, ADAM YOUNG

FINANCE *continued*

lic wants, to measure it—why, that's what would be done. Everyone is trying to do that all the time. We try to find out what the public wants as fast as we can so we can act as fast as we can. It's as simple as pie."

The thesis, indeed, is a straightforward one. Ratings are the only available reflection of what the largest segment of the audience apparently favors among what's available. Since advertisers generally feel that they can generate greater sales efficiency out of the greatest number of viewers, broadcasters act on rating information. And what's good for broadcasters is important to their stockholders.

THE ABC STORY

E. F. Hutton & Co. stock specialist Gerald M. Loeb, questioned on the CBS program, indicated that at least one major broadcast stock's improving market position is directly related to the rising ratings of its programs. After affirming that "it's the real broad trend" to link ratings and the value of TV stocks, Loeb added: "... one network has come up and become competitive with the others and its stock has come up and its earnings have come up and this [ratings] is what has stimulated it."

The stock in question, obviously, is ABC. That company's television network began the 1964-65 season with an ambitious schedule of 16 new prime-time programs. The resulting overall schedule was greeted with the strongest public acceptance in ABC's history. From October through April, the network, which usually trails the field, finished in a virtual tie in audience with CBS and NBC during the prime evening viewing hours.

Advertiser reaction to this performance has been in earlier commitment to the upcoming 1965-66 season. According to ABC's most recent financial statement earnings from operations now are the highest in its history. In a second quarter report issued last month, earnings from operations rose to \$3.5 million (76 cents a share) from \$2.6 million (56 cents a share) in 1964, an increase of 36%. For the first six months, estimated earnings from operations rose to \$7.7 million (\$1.66 a share) from \$5.4 million (\$1.19 a share), an increase of 41%.

This activity has not gone unheeded in the market. From Dec. 16, 1963, to Dec. 15, 1964, ABC showed a resounding market price increase of 18%. Since that time the issue has jumped another 10%, closing on July 15 at 57.

ABC also typifies another broad trend: diversification. With profits mounting and potential narrowing in one field, companies look for good places to invest in others. This quest already has led CBS to buy the New York Yankees and

a guitar factory, Metromedia to acquire land atop Mt. Wilson, Calif., and Storer Broadcasting to purchase control of Northeast Airlines (for details of that transaction, see story that follows). Similar acquisitions and moves have caused Rollins Broadcasting to change its corporate name to Rollins Inc. and Macfadden-Bartell Corp. to change to Bartell Media Corp. in recent months as a way of more accurately reflecting their expanding activities.

The philosophy of diversification as it applies to TV-associated stocks, if not all issues, is clear-cut: Make acquisitions that have meaning for the rest of the company. Don't get into very complicated manufacturing operations in competitive markets. All things being equal, stick to the service industries or a promotional operation—but don't write off anything else. Whatever is purchased, know how to sell it. Spend openly to build the new assets. At the same time continually increase the efficiency of the established assets thus realizing more profit from them. Use these profits to partly offset the expenditures made on the new purchases, keeping enough left over to make shareholders happy. The long-range plan always in mind: the creation of a solid growth situation.

Events of last month showed ABC firmly committed to this greater prosperity plan. Following the lead of Metromedia, which acquired the Ice Capades in 1963 (because of a conviction that ice shows are "tremendous" family entertainment), the TV network and motion picture exhibitor organization bought an 80% interest in the two American and two European companies of the Holiday on Ice revue. The transaction, which reportedly was a multi-million dollar one, was made by MSG-ABC Productions Inc., a partnership of ABC and Madison Square Garden Corp. formed last September. The same partnership also is said to be interested in acquiring a 51% interest in the Ringling Bros. Barnum & Bailey circus from John Ringling North. Negotiations for that deal were current at this writing.

THEY DON'T ALL FLY

But another ABC diversification move has been scratched. The company was to have paid more than \$12 million in cash for Tele-Systems Inc., the installer, owner and operator of 30 community antenna TV systems with some 40,000 subscribers in seven different states. After four months of negotiations, unspecified "problems" developed and the deal was "definitely" called off.

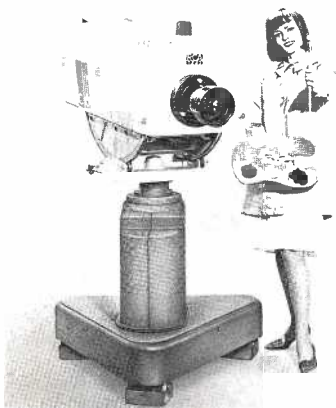
Not all the action at ABC was out front last month. Backstage, West Coast industrialist Norton Simon, who has a penchant for collecting companies (Hunt's Foods, McCall's Corp., Canada Dry), admitted that he now indirectly controls nearly 9% of ABC shares out-



RCA
NEW
COLOR

COLOR TV CAMERA . . . "LUMINANCE MAGIC"





New TK-42
Color TV Camera

**Separate luminance channel
...like the black plate
in full color printing
magically sharpens the color**

...adds the detail that gives snap to the picture

NEW COLOR PROCESS

From its all-new operating principle to its all-new look, the TK-42 represents an entirely new concept in color camera performance. It adds a separate luminance channel to the red, green and blue (chrominance) channels, to supply high-quality monochrome information. This is like the black plate in 4-color printing, for giving finest detail, superior color pictures.

NEW PICTURE PERFORMANCE

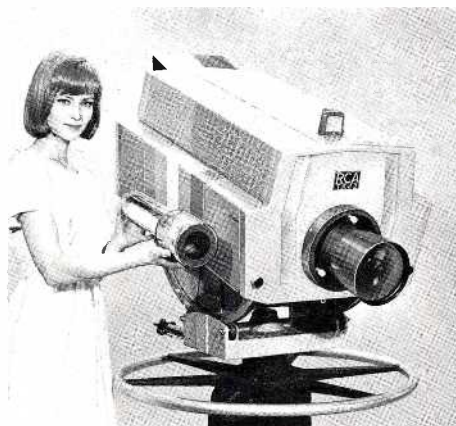
A big picture 4½-inch tube is used in the luminance channel. (It's the same tube used in RCA's deluxe TK-60 camera for superb monochrome reproduction.) Result: highest quality monochrome pictures and highest quality color pictures.

NEW EASE OF OPERATION

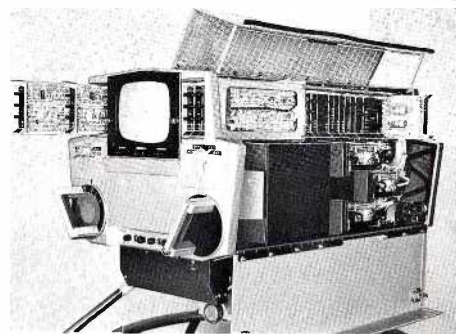
Self-compensating circuits are used to avoid drift, permitting the camera to operate for long periods without adjustment. For ease of operation a zoom lens is built in, also a large 8-inch viewfinder and complete test facilities.

THE CHOICE OF BROADCASTERS

New luminance principle proved by 5 years' intensive engineering, product research, and field testing. Several models have been demonstrated at three NAB Conventions. In 1962, Broadcasters registered their choices regarding the luminance principle, the built-in zoom lens, and other features—the present camera is the result.



This is the 4-1/2 inch image orthicon tube used in the luminance channel to sharpen the picture.



Plug-in transistorized modules speed servicing, increase reliability.

Call your RCA Representative for the complete story. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.



The Most Trusted Name in Television

FINANCE *continued*

standing, the largest single block of ABC stock. There was immediate speculation that a struggle for control of the company might be forthcoming. A year ago Simon, already an important shareholder in the company, threatened to force his way into board membership via a proxy fight. The bid was thwarted by ABC management and Simon, left a rebel without a cause by the dramatic upturn in the network's fortunes, has since bided his time, strengthening his hand with additional stock. He denies any plans for company insurrection now.

Elsewhere in the market, the economic news was good last month, especially

in light of the depressed condition of TV-associated issues in the two previous measured periods: 34 stocks gained on the TvM index, 30 fell and 4 ended unchanged. The dimensions of increases and losses were unspectacular, but the general pace of the market for the TV-associated issues was lively compared to the May 15-June 15 period when 60 of 68 stocks declined.

Issues that showed price increases of 10% or more included: H&B American, 19%; Official Films, 17%; A. C. Nielsen and Walter Reade-Sterling, both 13%; Meredith Publishing, Papert, Koenig, Lois and Jerrold Corp., all 11%, and Motorola, 10%.

Actually, the most significant gainer of

the month was Motorola Inc., up a whopping nine points. The advance was made on the strength of zooming color TV set sales, which in the first five months of 1965 were a reported 167% above the year earlier period. But color TV isn't Motorola's only bright note. Records for both sales and earnings in the second quarter and first half were reported. Second quarter earnings jumped 59% while sales were up 18%.

Issues that showed price decreases of 10% or more included: Republic Corp., 21%; Reeves Broadcasting and Emerson Radio, both 19%; General Artists, 15%; Allied Artists, 12%; Subscription TV Inc. and Seven Arts, both 11%, and Warner Bros. Pictures, 10%. **END**

FOCUS ON STORER BROADCASTING

A TELEVISION ANALYSIS

STORER BROADCASTING ended the suspense last month, exercised its option to purchase the lion's share of Northeast Airlines and catapulted itself into a brand-new ball game. In one daring leap the major station operator—which had scant elbow room left for expansion in broadcasting—jumped into yet another government-controlled pasture. Whether life will be as financially rewarding under the Civil Aeronautics Board as it's been under the Federal Communications Commission is a question Storer stockholders will be pondering for some time to come.

The deal will cost Storer \$15.6 million for stock and convertible notes representing 80% of the carrier's equity plus assumption of an estimated \$10 million of the financially-troubled airline's \$40 million debt. For Storer, whose broadcast operations brought in pre-tax profits of \$7.2 million in its last fiscal year, the tax loss situation is attractive. Combined with its urgent need to diversify outside its broadcasting boundaries, the deal has obvious possibilities.

For if "trading up" (from smaller to larger station properties) was the key to expansion for group TV station owners through the 1950's and early 60's, "diversification" is their byword now and likely will remain so in the future. The FCC's posture on station trading is effectively halting trading among the major TV owners in the top 50 markets and the escape valves have got to be outside the field. Storer had already reached its limit of five VHF TV properties well before the commission proposed to hold future ownerships down to two stations in the top 50.

So broadcasters look to new areas and their activities become mixed. Rollins

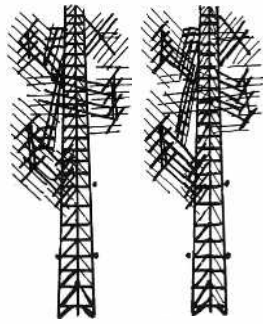


THE GEORGE STORERS, SENIOR AND JUNIOR

Incorporated might almost be labeled Rollins Exterminating after its purchase last year of the largest pest control company in the country. It laid out \$62.4 million in cash for the Orkin Exterminating Co. of Atlanta. Other broadcasters have stayed closer to home in their diversification moves, remaining in entertainment areas, sports franchises or other media, but the purchase of airline stock by a group station owner is not without precedent. RKO General moved into airline operation last November with a \$6.5 million expenditure for 54.9% of Frontier Airlines. RKO

also was reported to be seeking control of Northeast Airlines recently.

With this background Storer's move into Northeast ownership might seem reasonable enough. Nevertheless some Wall Street observers did a doubletake on the news. Security analysts see the airline acquisition as a new departure for Storer in terms of financial policy. Storer's \$25 million payout for Northeast comes before additional expenditures for modernization of Northeast's fleet of planes (currently 17 DC-6B's, six DC-3's and four Convair 880's). In the words of one analyst, Storer is now a



CATV

- * PROPOSALS
- * SURVEYS
- * FINANCING
- * CONSTRUCTION

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... because we have more than 12 years' experience
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STORER *continued*

"two-headed animal" in terms of operation and has also become a "different kind of investment; not necessarily a less attractive one, but a less conservative one."

A report on Storer published recently by the Wall Street house of Reynolds & Co. praised the company as having "one of the strongest balance sheets in the broadcasting industry." Return on equity in 1964, Reynolds pointed out, was a handsome 22.8%. Net profits, at \$7.2 million, were up 22% while revenues gained 9% to a record \$43.8 million. The Reynolds report made much of Storer's "philosophy to aggressively reduce indebtedness." Three months ago the company's long-term debt had been reduced to \$6.3 million, down from \$10.4 million last December. Applied to this effort have been proceeds from the sale of Storer's 51% interest in Standard Tube Co. early this year—for \$3.7 million—and another \$1.1 million on April 30. The company's annual report for 1964 noted accelerated repayments had reduced loans by \$3.6 million.

Some skepticism in Wall Street attended the Storer-Northeast transaction because of the airline's shaky position within its own industry in recent years. Since Northeast lost some \$21 million over the past three years and appeared to be in some danger of losing one of its most precious assets—its service to Florida—there was justification for some skepticism. The airline received temporary clearance on the New York-to-Florida run from the agency in 1957 but it was withdrawn in late 1963. Since then the matter has been in the courts, the latest development being a U.S. Circuit Court of Appeals order to the CAB to reopen hearings. Meanwhile Northeast continues to serve Florida.

On the brighter side is a first quarter report for Northeast showing a net op-

erating profit of \$463,000, in sharp and happy contrast to a loss of \$275,000 for the same three months of 1964.

(For all its problems Northeast was nevertheless sought after by a number of bidders. One was the Carl M. Loeb, Rhoades investment banking firm, which was all ready with a purchase plan of its own should the broadcaster allow its option to expire.)

Storer bought the airline from Hughes Tool Co., whose interest in the carrier had been held in trust by Miami attorney Louis J. Hector. Storer apparently won't have to get CAB approval for the transfer since it has no prior ownership in airlines. Howard Hughes, owner of Hughes Tool and a wheeler in airline ownership, had found his own wheels chocked by the CAB. He had placed his Northeast holdings in trust with Hector in an apparent attempt to sidestep regulations preventing him from gaining voting control of Trans World Airlines.

Storer Broadcasting's conservative financial position in recent years should not be interpreted as an unwillingness to experiment and expand. Anyone familiar with the business history of George Storer Sr. would find it difficult to pin a stodgy stigma on the company of which he's board chairman. At one time or another Storer Sr. has owned or headed ownership of 34 different radio and television stations or station authorizations. He has not been afraid to put out big money when he thought the situation right. In 1962 he bought radio station WGM New York (now WHN) for the record setting amount of \$10,950,000.

Demonstrating even more daring was his entry into television. Within an eight-month period in 1948-49 he put three major television stations on the air, a construction record believed unmatched in the industry. The stations were WSPD-TV Toledo, WJBK Detroit and WAGA-TV Atlanta. Two other V's in the



We'll Be Pleased To Send You

TELEVISION

Every Month

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> 1 YEAR \$5 | <input type="checkbox"/> 2 YEARS \$9 |
| <input type="checkbox"/> LIBRARY CASES FOR 12 ISSUES \$3 | |
| <input type="checkbox"/> BILL COMPANY | <input type="checkbox"/> BILL ME |
| <input type="checkbox"/> PAYMENT ENCLOSED | |

*Add 50¢ per year for Canada
 \$1.00 for foreign*

NAME _____

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CITY _____

STATE _____

ZIP _____

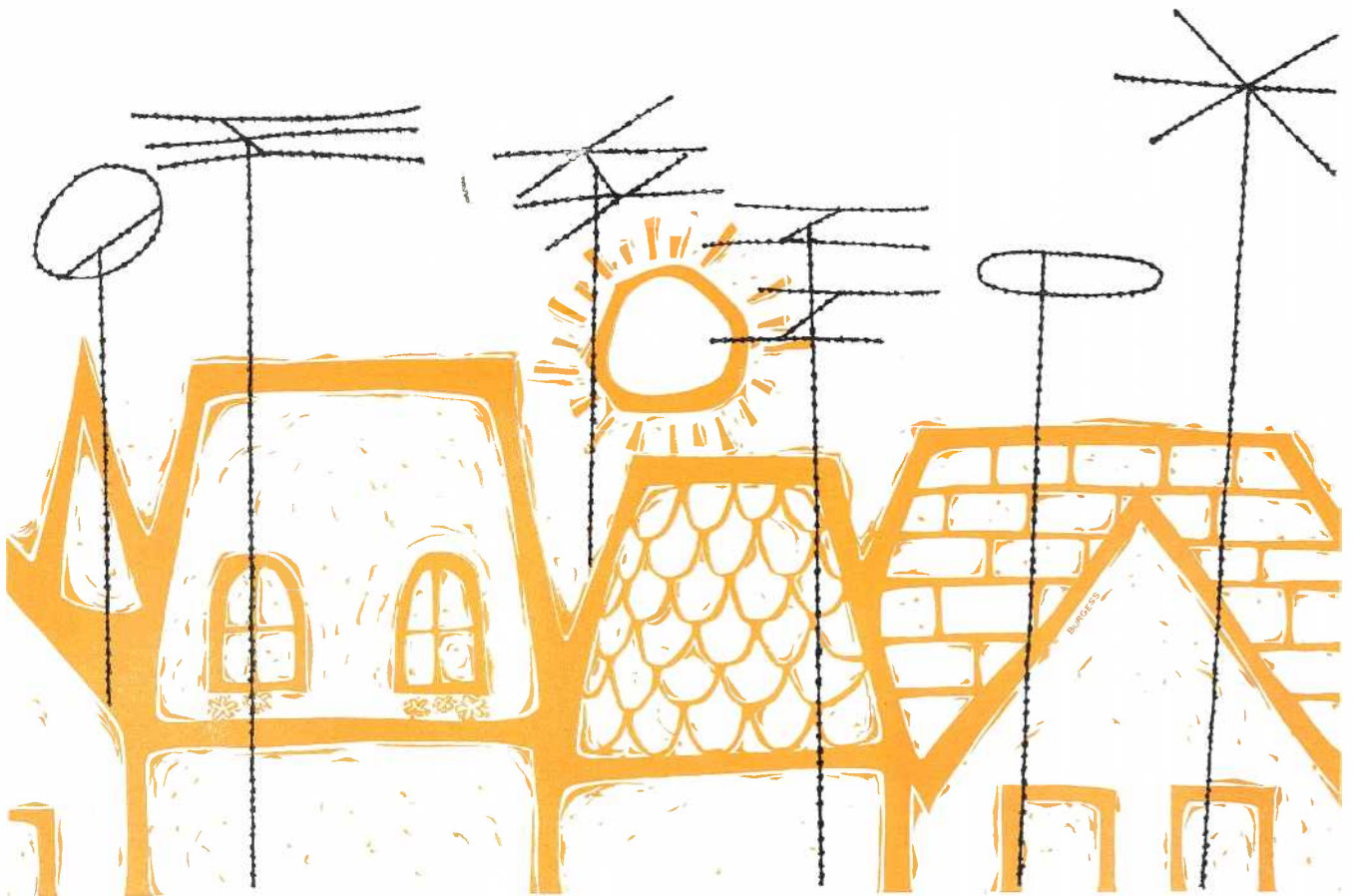
Send to home
 ADDRESS _____

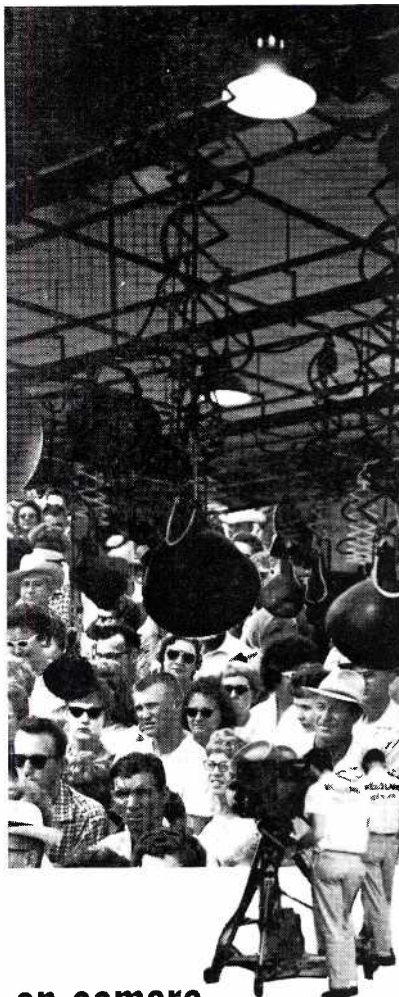
Mail to Television Magazine, 444 Madison Ave., New York, N. Y. 10022

COVERAGE

Television is the only efficient way to reach the important Florida/Georgia regional market, and WJXT in Jacksonville is the only television station to cover the total area!

WJXT 
JACKSONVILLE, FLA.
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A POST-NEWSWEEK STATION





on camera —
his majesty, the
American citizen

And he gets royal treatment. KELO-LAND TV's 19 hours a week of local, live programming are geared not simply as "public service," but as top-caliber production. To accomplish this goal, KELO-LAND TV employs 4 portable videotape units, an 11-vehicle motorized fleet, full time correspondents in major centers, and 132 stringers throughout KELO-LAND's nearly 75,000 square miles.



JOE FLOYD, President
Evans Nord, Exec. Vice-Pres. & Gen. Mgr.
Larry Bentson, Vice-President
General Offices: Sioux Falls, S.D.
Represented nationally by H-R

STORER *continued*

Storer TV string, wjw-tv Cleveland and wtti-tv Milwaukee, were added by purchase in 1954 and 1958, respectively. Its present holdings include companion radio stations to its TV's in Detroit, Cleveland and Toledo, plus radio stations wnx New York, winc Philadelphia, wags Miami and kcbs Los Angeles.

Storer Broadcasting had its roots in the Fort Industry Oil Co. of Toledo, which Storer Sr. founded with other members of his family. It operated service stations in Cleveland and Toledo. Looking at a local radio station as an advertising medium for his oil business in 1928 he grew enamored enough of radio to buy a Toledo station, WTAL. It later was given the call letters WSPD, which also served as shorthand for the brand name of the company's gasoline, Speedene.

But the interests of the broadcaster have not been confined to station operation. Storer has been a sports minded company. At one time it owned the triple A class Miami Marlins. In 1963 it sold off a minor interest in the Detroit Lions football team in anticipation of acquiring another National Football League franchise. It made a firm offer to buy the Philadelphia Eagles in October 1963 but the deal was never completed.

In the same year Storer was taking a deliberate step into a business toward which many other broadcasters were adopting attitudes ranging from interested doubt to outright distrust and downright hate. It was community antenna television, a business feeding off the programming of broadcasters, sometimes helping them with further circulation, sometimes damaging them by diluting their audiences. The Storer stand on CATV would have to be called pragmatic. George Jr. looks at CATV this way: "Anything that brings in four, five, six bucks a month, ad infinitum, looks like a pretty good business to me."

The company made its initial move into CATV with a purchase of 80% interest in Southern California Cable Television Corp. serving Ojai and Thousand Oaks, Calif. Later extended into Meiner's Oaks, this wire complex has more than quadrupled its subscribing homes. These systems lost money in 1964, expect a modest profit this year and are looking for "significant" growth in 1966. The company has entered an agreement to buy another system in Victorville, Calif., with a reported 4,000-home potential, and has been awarded a franchise for a system in Fillmore, Calif., with a projected subscription of 2,300 homes.

The company also has been in the newspaper business. In 1948 it bought 50% of the outstanding stock of the Miami Beach Publishing Co., publishers

of a daily newspaper. Storer acquired the other 50% the following year, consolidated this holding with the Riviera Publishing Co. of Coral Gables, Fla., and called the combination the Florida Sun Publishing Co. In 1950 this group disposed of its paper in Coral Gables and became the sole owner of Florida Sun Publishing, publishers of the *Florida Sun* in Miami. Later known as the *Miami Beach Daily Sun*, the property was disposed of in 1962 at a reported loss of \$256,247.

Storer's activities within the broadcasting business itself have been extended twice within the past five years. In 1961, a house representative—Storer Television Sales—was established. Its representation now includes one station outside the Storer group, wghr-tv Greensboro-High Point, N.C. The company also maintains a program packaging and syndication arm known as Storer Programs Inc. It was formed in 1962, has as its prize package "The Littlest Hobo," a series starring a German shepherd.

Storer Broadcasting is a family business gone public with the family still clearly in operating control. Chairman George Sr. has four sons in the company with him; George Jr., the president; Peter, president of Storer TV Sales; James, vice president and general manager of wjw Cleveland, and Robert, an account executive at WAGA-TV Atlanta.

The company operates under a "staff-line" organizational plan, the line being its various radio-TV properties. Local managements operate relatively autonomously within guidelines of overall company policy and under supervision of a home office staff in Miami. Specialists in the fields of engineering, programming, promotion, law and finance are retained in the home office for consultation.

Storer made its move to public ownership in 1953, offering 200,000 shares of common at \$14 per share. It has two kinds of capital stock, common and class B. The common shares are traded on the New York Stock Exchange. Class B is held basically by the Storer family. The two types have equal voting privileges but common shares yield 50 cents in dividends quarterly, twice the amount paid out on class B stock. The Storer family, through its class B holdings, some common shares and voting rights retained in a smattering of stock held in trust, maintains approximately 40% voting control of the company.

Just after the news last month that Storer would definitely take its option on Northeast the broadcaster revealed record operating earnings of \$1.95 per share for the first half of 1965, up 12% over last year's first half. Storer stock, trading between 41½ and 53 in 1965, did not move appreciably on news of the airline acquisition. Late last month it was trading around 51. END

Step up to Solid-State the Ameco way!

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way to go all-band, cable powered,
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65 Series AMPLIFIERS

New construction with the Ameco 65 Series amplifiers can now cost less.
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The Ameco 65 Series amplifiers are a significant step toward total solid-state cable television. Many CATV system operators have expressed their desire for new equipment which permits economical conversion of existing cable systems to solid-state. Ameco's 65 Series fulfills these requests for just such fully transistorized all-band capability. In addition, the new 65 Series has all the proven ability and dependability of Ameco solid-state.

The 65 Series equipment is designed for pole-mounting in existing Ameco AHT-1 and T2 housings as well as all older type housings. The savings to the operator are significant when considering the ease of installation.

The 65 Series also utilizes all the latest design features in solid-state research at Ameco. The Ameco 65 Series provides the operational capability of the Ameco 70 Series amplifiers and all the advantages of:

- Low operation cost
 - Low maintenance
 - High reliability
 - High cascading ability

For complete information, contact Ameco, Inc., P.O. Box 11326,
Phoenix, Arizona 85017 or phone (602) 252-6041.



ATM-65

The ATM-65 is Ameco's etched circuit, all-band trunk line amplifier with 30 db gain. It combines maximum output with low noise figure, as well as temperature compensation for constant performance at any ambient temperature.



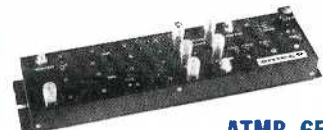
ATB-65

The ATB-65 is a low gain, high level bridging distribution amplifier, featuring an excellent match and extremely low insertion loss.



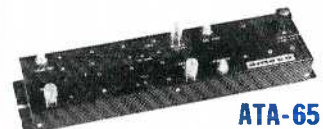
ATB-65-5

The ATB-65-5 is a 25db gain, high output bridger. It can handle the most difficult distribution problem. Manual gain and tilt controls permit perfect level and slope control.



ATMB-65

The ATMB-65 is a combination of the Ameco ATM-65 trunk amplifier and ATB-65 bridging amplifier. It allows the cable operator to provide a high output signal to four feeder lines.



ATA-65

The ATA-65 mainline amplifier is designed with a built-in AGC circuit to hold the significant levels constant on trunk lines. Spaced each third amplifier position, the AGC amplifier will compensate for changes of cable and amplifiers due to temperature variations.



ameco

P.O. Box 11326,
Phoenix, Arizona 85017

1966 YEARBOOK ISSUE 37th YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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PHOTO BY LOU ROBERT PAGE 3

4,537½ Square Feet of Broadcast Information!

You can't measure the true worth of authoritative facts about the TV and radio business by how much space it takes to present them or how many pounds they weigh.

If this were so, we could tell you that the 600 pages of broadcast information in the 1966 BROADCASTING YEARBOOK — scheduled for mid-December publication — will have a total area of 4,537½ square feet and tip the scales at almost 2½ pounds.

Quantity, however, is not the same thing as quality. All this bulk merely proves that television and radio today add up to a complicated business. It takes a lot of knowledge, a lot of digging, a lot of editing — and a lot of pages — to record the basic information which people who work in broadcasting must have daily at their finger tips.

BROADCASTING YEARBOOK is a one-book library of facts, conveniently tab-indexed for instant use. So wide is its range that this famous TV-radio encyclopedia — now going into its 35th annual edition — actually combines **51 separate and distinct directories** within a single volume.

THE FACILITIES OF TELEVISION

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DIRECTORY OF TV STATIONS IN THE U.S.

Listed in this directory are all television stations in the U.S. and its possessions and Canada. Information for each station is given in alphabetical order by call letters. The listing includes the station's name, location, city, county, frequency, power, channel, and other pertinent facts.

ALABAMA

Alabama	WTVA-TV (Ch. 3) — Montgomery
Alabama	WTVA-TV (Ch. 3) — Montgomery
Alabama	WTVA-TV (Ch. 3) — Montgomery
Alabama	WTVA-TV (Ch. 3) — Montgomery
Alabama	WTVA-TV (Ch. 3) — Montgomery
Alabama	WTVA-TV (Ch. 3) — Montgomery

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DIRECTORY OF AM AND FM RADIO STATIONS IN THE U.S.

Listed in this directory are all AM and FM radio stations in the U.S. and its possessions and Canada. Information for each station is given in alphabetical order by call letters. The listing includes the station's name, location, city, county, frequency, power, channel, and other pertinent facts.

ALABAMA

Alabama	WTVA-TV (Ch. 3) — Montgomery
Alabama	WTVA-TV (Ch. 3) — Montgomery
Alabama	WTVA-TV (Ch. 3) — Montgomery
Alabama	WTVA-TV (Ch. 3) — Montgomery
Alabama	WTVA-TV (Ch. 3) — Montgomery
Alabama	WTVA-TV (Ch. 3) — Montgomery

THE RADIO AND TELEVISION AUDIENCES

Radio and television audiences in 1965. Total radio audience: 165,111,000. Total television audience: 103,272,000. Information on the number of stations, transmitters, and receivers is also provided.

TREND OF RADIO AND TELEVISION OWNERSHIP

Year	Radio Receivers (Millions)	Transmitters (Millions)	Total Stations (Millions)
1965	165.1	1.8	1.8
1964	163.8	1.8	1.8
1963	162.5	1.8	1.8
1962	161.2	1.8	1.8
1961	159.9	1.8	1.8
1960	158.6	1.8	1.8

THE WEEKLY RADIO AND TV AUDIENCE

Radio	Television
1965	1965
1964	1964
1963	1963
1962	1962
1961	1961
1960	1960

WEEKEND SPOTS BASED

Radio	Television
1965	1965
1964	1964
1963	1963
1962	1962
1961	1961
1960	1960

ADDED BROADCAST TELEVISION

Year	Stations	Transmitters
1965	1965	1965
1964	1964	1964
1963	1963	1963
1962	1962	1962
1961	1961	1961
1960	1960	1960

Top 50 national spot radio markets

1965 MARKET			1964 MARKET			1963 MARKET		
Rank	Market	Spots	Rank	Market	Spots	Rank	Market	Spots
1	Chicago	4,500	1	Chicago	4,500	1	Chicago	4,500
2	New York	4,000	2	New York	4,000	2	New York	4,000
3	Los Angeles	3,500	3	Los Angeles	3,500	3	Los Angeles	3,500
4	Philadelphia	3,000	4	Philadelphia	3,000	4	Philadelphia	3,000
5	San Francisco	2,500	5	San Francisco	2,500	5	San Francisco	2,500

A look back at radio's finances over the past ten years

1965 FINANCIAL SUMMARY											
Market	Revenue	Operating	Net Income	Assets	Liabilities	Equity	Debt	Return	Ratio	Index	Change
Total	1,500,000	1,200,000	300,000	500,000	200,000	300,000	200,000	15%	1.0	100	0
1964	1,450,000	1,150,000	300,000	480,000	190,000	290,000	190,000	15%	1.0	100	0
1963	1,400,000	1,100,000	300,000	460,000	180,000	280,000	180,000	15%	1.0	100	0
1962	1,350,000	1,050,000	300,000	440,000	170,000	270,000	170,000	15%	1.0	100	0
1961	1,300,000	1,000,000	300,000	420,000	160,000	260,000	160,000	15%	1.0	100	0
1960	1,250,000	950,000	300,000	400,000	150,000	250,000	150,000	15%	1.0	100	0
1959	1,200,000	900,000	300,000	380,000	140,000	240,000	140,000	15%	1.0	100	0
1958	1,150,000	850,000	300,000	360,000	130,000	230,000	130,000	15%	1.0	100	0
1957	1,100,000	800,000	300,000	340,000	120,000	220,000	120,000	15%	1.0	100	0
1956	1,050,000	750,000	300,000	320,000	110,000	210,000	110,000	15%	1.0	100	0
1955	1,000,000	700,000	300,000	300,000	100,000	200,000	100,000	15%	1.0	100	0

BROADCAST EQUIPMENT DIRECTORY
 Applying for a Broadcast License
 Equipment Manufacturers, Exhibitors

PRODUCT GUIDE

For definitions of abbreviations see page C-16

MASSACHUSETTS • 1966-67

1966 Audio Equipment Substitutions

MASSACHUSETTS • 1966-67

NAB CODES AND PROGRAM SERVICES

Class A & Mainstream Stations
 Class B Stations
 Class C Stations
 Class D Stations
 Class E Stations
 Class F Stations
 Class G Stations
 Class H Stations
 Class I Stations
 Class J Stations
 Class K Stations
 Class L Stations
 Class M Stations
 Class N Stations
 Class O Stations
 Class P Stations
 Class Q Stations
 Class R Stations
 Class S Stations
 Class T Stations
 Class U Stations
 Class V Stations
 Class W Stations
 Class X Stations
 Class Y Stations
 Class Z Stations

MASSACHUSETTS • 1966-67

AGENCIES, REPS, NETWORKS, TRADE GROUPS, MISCELLANEOUS

Advertising Agencies
 Broadcast Networks
 Public Relations
 Trade Groups
 Miscellaneous

MASSACHUSETTS • 1966-67

Program Producers, Distributors, Production Services

MASSACHUSETTS • 1966-67

STATION APPLICATION PROCEDURE
 How to Apply for a Broadcast License (1974/75)

MASSACHUSETTS • 1966-67

TV programming live, live, video tape

MASSACHUSETTS • 1966-67

TELEVISION THE SALES
THE SALES—ESTIMATION—EMPLOYMENT

MASSACHUSETTS • 1966-67

BROADCASTING YEARBOOK gives primary coverage of every significant fact about the broadcast business. Arranged by five major index-tabbed sections, here are some of the contents you'll find in this "one-book library of television and radio":

- Section A—TELEVISION**
 - TV station directory
 - TV group owners
 - TV station sales
 - CATV directory
 - TV call letters
 - TV applications
 - Canadian TV
 - Experimental TV
- Section B—AM/FM RADIO**
 - AM/FM station directory
 - Radio call letters
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- Section E—AGENCIES/REPRESENTATIVES/NETWORKS**
 - Agency directory
 - Representatives
 - Network directories
 - FCC directory
 - Associations
 - Attorneys
 - Engineers

RESERVE YOUR SPACE TODAY FOR BEST POSITION IN THE 1966 BROADCASTING YEARBOOK

MAJOR AWARDS AND CITATIONS

MASSACHUSETTS • 1966-67

Broadcasting Yearbook

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington, D.C. 20036

New York • Chicago • Hollywood

FOCUS ON PEOPLE



LEONARD H. MARKS
Director
U. S. Information Agency

CARL T. ROWAN
Ex-Director
U. S. Information Agency



Leonard H. Marks, Washington lawyer who has specialized in the communications field, was named by his close friend President Johnson as director of the United States Information Agency. He succeeds **Carl T. Rowan**, who resigned for what he termed were "personal and family reasons." Marks graduated from the University of Pittsburgh Law School and taught there for four years. Starting in 1942, he served for four years as assistant to the general counsel of the FCC. In 1946, Marks and his chief at the agency, **Marcus Cohn**, founded the law firm of Cohn & Marks, dealing with communications cases. The Johnson family's KTBC-AM-TV Austin, Tex., was among its first clients. He was on the founding board of the Communications Satellite Corporation and currently is on its board of directors.



WILLIAM E. HOLDEN
Senior VP
Benton & Bowles

William E. Holden, executive vice president of Fuller & Smith & Ross, has joined Benton & Bowles Inc. as a senior VP and member of the board of directors. **William Craig**, Benton & Bowles vice president in charge of media management, also was elected to the board. Holden had been with F&S&R since 1961. From 1947 to 1961 he was with Doherty, Clifford, Steers & Shenfield as a board member and senior vice president. He also has been with American Home Products as assistant president of American Home Foods and VP of its affiliated products division, and with Standard Brands Inc. Craig succeeded **Lee Rich** last April in the agency's top media-programing spot.



ARTHUR E. DURAM
*Senior VP and
New York Office Manager*
Fuller & Smith & Ross

Filling the vacancy created by the resignation of **William E. Holden** (see above), **Arthur E. Duram**, senior VP of Fuller & Smith & Ross, has been appointed manager of the New York office. Duram was national sales manager of CBS-TV before joining F&S&R in 1952 to head corporate television services for all the company's offices. He was elected a director of the company in 1957 and appointed to the executive committee in 1961. Duram will continue as director of broadcast, assisted by **Edward H. Mahoney**, vice president, who has been named associate director of broadcast.



ARTHUR A. PORTER
*Senior VP-Director
of Media*
Campbell-Ewald Co.

Arthur A. Porter joined Campbell-Ewald Co. in mid-July as senior vice president-director of media. He moved over from Gift Stars Inc., New York, where he was executive vice president. Before joining Gift Stars, he held a variety of posts from 1955 to 1964 with J. Walter Thompson: director of media; vice president, account supervisor, and vice president, management supervisor. From 1945 to 1955 Porter served as director of research, media analyst, manager of the media department and vice president-director of media for Leo Burnett Co. From 1936 to 1945 he served with George Gallup Research enterprises, the last five years as managing director of Gallup Canadian Opinion Research.



BLAIR VEDDER JR.
*VP in Charge of Media
and Programing*
Needham, Harper &
Steers Inc.

Needham, Harper & Steers Inc. appointed **Blair Vedder Jr.** corporate vice president in charge of media and programing. He has been director of media and programing in the agency's Chicago division. At the same time, **Lawrence J. Hubbard** was named corporate vice president in charge of research and merchandising. Hubbard was director of marketing services for the agency's New York division. Both Vedder and Hubbard will be situated in New York and will report to **John R. Rockwell**, executive vice president in charge of marketing services.



RICHARD E. WELSH
*Director of TV-Radio
Programing*
Ketchum, MacLeod &
Grove Inc.

Richard E. Welsh has been promoted from manager of broadcast operations to director of TV-radio programing at Ketchum, MacLeod & Grove Inc. He replaces **E. J. Donaldson**, who resigned to become northeastern division manager at Warner Brothers. Welsh, who will continue to operate from the agency's New York office, has been with KM&G for three years. Prior to that, he was associated with Kudner Agency in television for 10 years and was in NBC's program department for three years. His promotion was part of an expansion of the agency's media and programing capabilities, which were reorganized recently, and includes appointment of four new all-media buyers: **R. David Bradshaw**, **John R. Bruno**, **William M. Gust** and **Robert Manown**.

First Choice in Detroit for Fall: WWJ-TV Programs with Proven Impact



LIVING

9-10 AM MONDAY-FRIDAY—Bright morning show features Carol Duvall, Ed Allen, and Lorene Babcock with entertainment, exercise, and advice.



GEORGE PIERROT

5-6 PM MONDAY-SATURDAY—Famous world-traveller hosts explorers, adventurers, globe-trotters. Fabulous trips to fascinating places. *COLOR.*



AT THE ZOO

7-7:30 PM SATURDAY—Light-hearted visits to Detroit Zoo catch animals and people unawares. Popular Sonny Eliot's witty comments, amusing monkeyshines.



BOZO THE CLOWN

4-5 PM MONDAY-FRIDAY; also 9:30-11 AM SUNDAY—Favorite TV fare of Detroit youngsters. Cartoons, games, stories, win attention. *COLOR.*

ALL THIS...PLUS NBC, TOO! Adding to the proven impact of WWJ-TV's local live features are the big-audience winners on NBC, the Full Color Network. Fifteen exciting new programs join what is already television's outstanding entertainment lineup—with practically all evening programs in color. Definitely, WWJ-TV is your *strongest buy in the Detroit market.*

WWJ-TV 4 DETROIT

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

FOCUS ON PEOPLE *continued*

W. ROBERT RICH
*Executive VP and
General Manager*
Seven Arts Television



DONALD KLAUBER
*Executive VP and
General Sales Manager*
Seven Arts Associated



THOMAS D. TANNENBAUM
VP-Programs
Seven Arts Television



RICHARD A. HARPER
Administrative VP
Seven Arts Productions



Four major appointments have been announced by Seven Arts. **W. Robert Rich**, vice president and general sales manager of Seven Arts Associated, was named executive VP and general manager of Seven Arts Television, new subsidiary of Seven Arts Production Ltd. The TV arm will develop programs for network presentation and syndication. Succeeding Rich as executive vice president and general sales manager at Seven Arts Associated is **Donald Klauber**, formerly vice president and national sales manager. Klauber came to Seven Arts in 1960 from his post as national and station sales manager for United Artists Associated. **Thomas D. Tannenbaum** was appointed vice president-programs for Seven Arts Television and will head the company's new West Coast office. Tannenbaum rejoins Seven Arts after a year as executive assistant to the president of Wolper Productions. **Richard A. Harper** has joined Seven Arts Production as administrative vice president, resigning his position as general sales manager of Samuel Goldwyn Productions to accept the new post. His headquarters will be at Seven Arts' New York office where he will work with **Eliot Hyman**, Seven Arts president, in the supervision of the company's domestic and international operations.

EDWARD P. SHURICK
Executive VP
H-R Television Inc.



Edward P. Shurick, formerly senior vice president in charge of station relations and forward planning, has been elected executive vice president of H-R Television Inc. The station representative company also elected two others as vice presidents: **Alfred P. Ritter**, eastern TV sales manager, and **William G. Hunefeld Jr.**, who joined H-R last month as Chicago TV sales manager. Shurick has been in broadcasting for nearly 32 years. He began his career at KLO Minneapolis as a sports announcer, moving into the sales and managerial side. Subsequently he was sales manager of the Inter-mountain Network, sales development manager of KMBC Kansas City, salesman and ultimately VP for station relations at CBS-TV, then in national spot representation with Free & Peters and Blair Television before joining H-R in January 1963.

LESLIE G. ARRIES JR.
President
WBC Productions Inc.
and WBC Program Sales



CHET COLLIER
VP
WBC Productions Inc.
and WBC Program Sales



Two subsidiaries of Westinghouse Broadcasting Co. figure in recent appointments. **Leslie G. Arries Jr.** has been named president of WBC Productions Inc. and WBC Program Sales Inc., and **Chet Collier** has been named vice president, WBC Productions and WBC Program Sales. **James Allen**, who had been executive vice president for the two subsidiaries, became vice president-sales for the parent company. Collier has served as executive producer of "The Merv Griffin Show" since its inception this spring.

HAROLD R. SUGERMAN
Executive VP
H&B American Corp.



LEON N. PAPERNOW
President
Community Cablecasting
Corp.



Top level changes at H&B American Corp. include election of **Harold R. Sugerman** as executive vice president in charge of all operations. He retains his previous posts as VP-finance, treasurer and a director and member of the executive committee. **Leon N. Papernow**, who had been VP-operations of H&B American and executive VP of its CATV and microwave subsidiaries, has resigned as an officer and director of the corporation. He announced formation of Community Cablecasting Corp. to engage in CATV and microwave common carrier ownership and management. **Charles Trimble** and **Robert Beaman** have been named vice presidents of H&B American, and **Edgar M. Masinter** has been elected to the board of directors.

LLOYD E. YODER
Retiring
General Manager
WMAQ-AM-FM-TV
Chicago



ROBERT LEMMON
General Manager
WMAQ-AM-FM-TV
Chicago



When **Lloyd E. Yoder** retires Sept. 1 as general manager of WMAQ-AM-FM-TV Chicago, his place will be taken by **Robert Lemmon**, now manager of WMAQ-TV. Yoder is retiring at 63 to attend to family business interests. He has been with NBC for 38 years, 28 of these spent managing NBC-owned stations. His tours of duty included San Francisco, Denver, Cleveland and Philadelphia before moving to Chicago in 1958. Lemmon joined NBC in 1957 as director of programs for what was then WRCV-TV Philadelphia. He transferred to Chicago as a general executive in 1958, becoming manager of WMAQ-TV a year later.

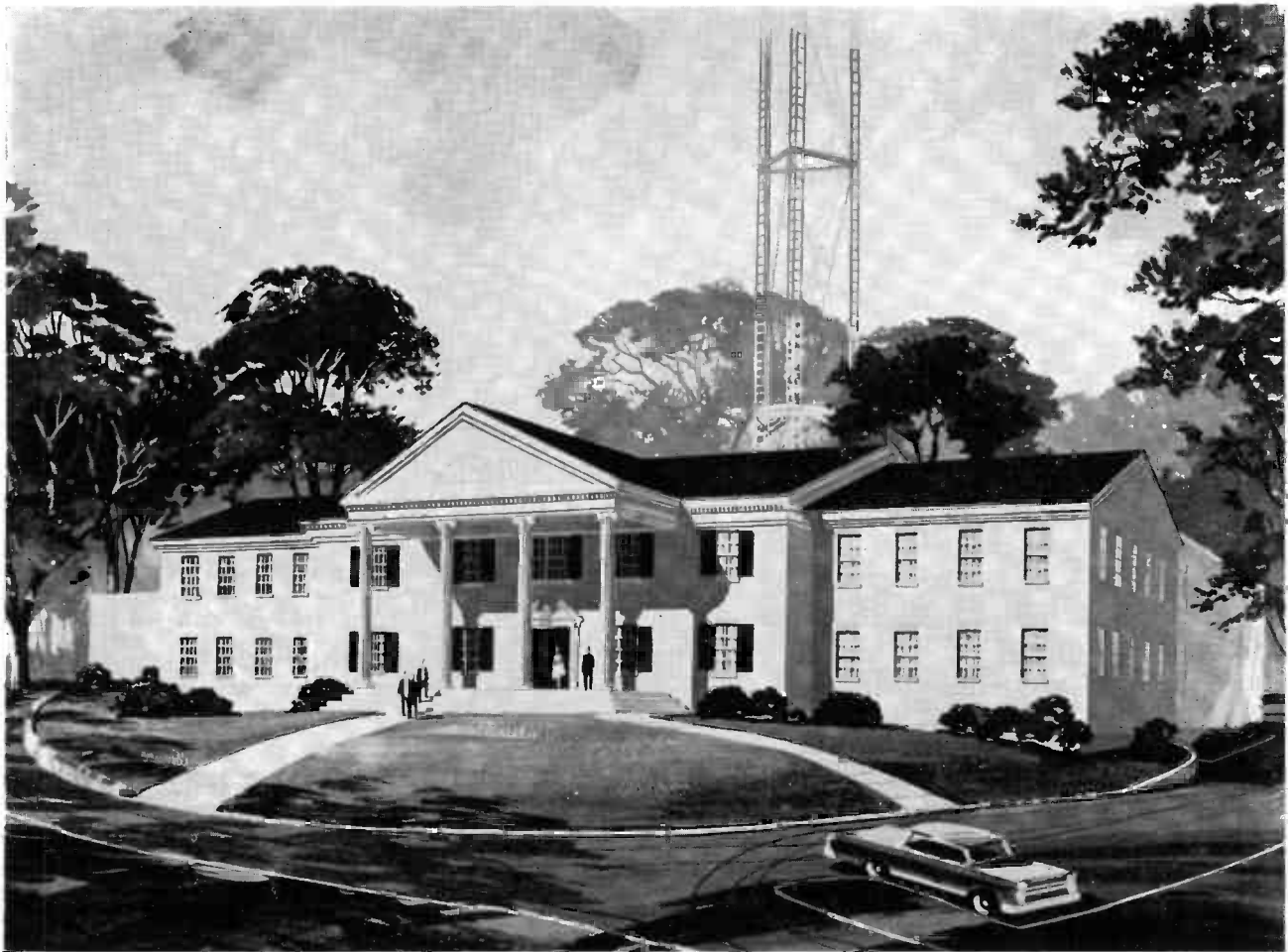
WHAT'S A SOUPY SALES?!



1. He's a floppy bow tie, a battered old top hat and usually a face full of pie. **2.** His half-hour TV show in New York attracts over a million viewers* each day from Monday through Friday . . . $\frac{1}{3}$ kids . . . $\frac{1}{3}$ teenagers . . . $\frac{1}{3}$ adults. **3.** His recent recording of "The Mouse" sold nearly 500,000 records almost overnight and became a national dance rage! **4.** His personal appearance at the N.Y. Paramount had his fans standing in line for half a day to catch his performance. **5.** Over 60 Soupy Sales items have already been licensed and are selling like mad. **6.** He's the most sought after personality for guest appearances on TV's top network shows! **7.** He's been front page news in leading New York newspapers and in national magazines such as Life, Parade and TV Guide. **8.** His second name is the first reason why his TV show is a solid sell-out with sponsors. **9.** *What's a Soupy Sales?* We can't put our finger on it . . . but we've got to hand it to him . . . he's a phenomenon! Want to start a panic in your city? 260 half-hours of *The Soupy Sales Show*, live-on-tape, are ready to go to work for you. Distributed exclusively through

SCREEN GEMS

*Ratings and Audience composition estimates are based on ARB reports and are subject to qualifications which will be supplied on request.



WAGA-TV begins its New Era as Georgia's Station of the Year!

Today . . . as work rushes forward on the new WAGA-TV administration building and studios, which will give WAGA-TV the most modern major TV facility in Dixie . . . the New Era has already begun!

Here, a renewed accent on local programming and public service has earned WAGA-TV the coveted **Georgia Association of Broadcasters "Station of The Year" Award for 1965!** It's reflected in WAGA-TV SPECIALS, such as "No Place on Earth"—a local documentary on the Okefenokee Swamp, which earned more prime evening rating points than Bing Crosby and Andy Williams **combined!**

WAGA-TV broadcasts Atlanta's only daily television editorial, a factor in the station's selection as the recipient of the first annual **School Bell Award from the Georgia Education Association.** In addition, WAGA-TV recently earned **First Place News Awards from Associated Press** for regularly scheduled comprehensive news, spot news coverage, documentary programs . . . plus individual awards for five WAGA-TV newsmen!

The New Era of leadership has begun. When you look to Atlanta . . . look to WAGA-TV!



Represented by Storer Television Sales, Inc.



SOURCE: ARB. COINCIDENTAL ANY AUDIENCE SIZE DATA USED HEREIN IS BASED ON SOURCE INDICATED, AND IS SUBJECT TO THE LIMITATIONS OF ITS ACCURACY INHERENT IN THE METHOD OF SURVEY USED, AND SHOULD BE CONSIDERED AS AN ESTIMATE.

PLAYBACK

Bern Kanner, VP in charge of media for Benton & Bowles, addressing an advanced advertising management seminar conducted by the Association of National Advertisers in Absecon, N. J., recently, applauded today's abundance of media research, but noted that it still doesn't answer all the questions of agency and client management. Said Kanner:

We cannot definitively demonstrate that a given amount of advertising dollars will produce a given amount of sales. This is where the media planner and strategist plays his most important role, along with that of the marketing strategist and copy writer. For he must seek to combine this wealth of media data with his own judgment and experience to produce the most effective media plans.

I am not advocating the use of media research, or numbers, alone in media planning. This is a danger which has developed in advertising—a business of extremes in terms of our embracing a new concept today and another tomorrow. Certainly, we must believe in the “scientific” approach to media selection for this is a sound method of perceiving advantages in media planning—and in view of the size of today's advertising investments, any advantage is important, no matter how small.

But the trap we fall into in the numbers game is a devotion to easy statistics—the use of the first or best number available to prove a point or justify a recommendation. Most research can be basically helpful but in this age of statistical accumulation it is often used improperly or disproportionate to its true utility. Take the term “reach and frequency.” How often have you seen plans recommended on the basis of greater reach and/or frequency without regard to *who* was being reached or whether the absolute level of frequency was adequate?

There's the story—I'm told it's true—about a new media plan being presented to an account executive. He felt that there was no need for a new plan because sales were good and everyone was happy. The media director told him the new plan had a reach of 85% and a frequency of 5.0 as compared to the current plan of 75% reach and 4.0 frequency—for the same amount of money. “Hey, that's a good number,” said the account executive, and the media director replied, “It should be—I just made it up.” Before you feel smug and say to yourself “I knew it, I knew it,” let me ask how often you too have been guilty of the same thing.

Well, we went a step further than reach and frequency and in came another easy statistic—the quintile distribution of frequency. But when you're shown quintile

breakdowns does anyone note that the small sample sizes on which the data is often based preclude its definitive use?

Another story—and I won't point a finger this time—about the individual who wanted demographic frequency distribution in a single Nielsen region. I pointed out that the total sample was 250, a program with a 20.0 rating was based on 50 people, a demographic rating based upon fewer than these and a quintile distribution that would be based on squirrels and chipmunks. At this point, I'd rather throw dice. Somehow numbers tend to assume a biblical status almost as if they too were handed down from the mountain.

The point is that all available research *should* play a role in media planning but only as part of a logical progression of thought which includes the important professional judgments which come with experience and observation.

In the opinion of most TV reviewers a month ago, a CBS-TV special called “It's What's Happening, Baby!” just shouldn't have happened. Jack Gould in the June 29 “New York Times” played it straight:

Murray Kaufman's rock 'n' roll special, “It's What's Happening, Baby!” was purportedly designed as swinging therapy and guidance for school drop-outs and unemployed youngsters. Through the lure of the big beat it was hoped that those with earning or learning problems will get in touch with the United States Office of Economic Opportunity and find a new chance for themselves.

The Columbia Broadcasting System and its stations donated 90 minutes of air time and the recording idols of the teen-age set contributed their performances. The intricacies of communicating with the younger generation being what they are, it can only be wished that the program's ostensible goal will be realized.

But the thought that the Office of Economic Opportunity had been trapped in a formidable promotional coup was hard to down. The show really gave no information on the office's objectives and Mr. Kaufman's plugs for the advantages of continuing education and job training were rendered so cursorily as to seem more than an afterthought. . . .

“It's What's Happening, Baby!” was 90 minutes of relentless rhythm rendered by a multitude of vocalists who can be separated one from another only by the initiated. Many were presented in far-out settings where they pantomimed the lyrics to their recorded laments.

For the stranger in paradise it was pos-

A MONTHLY MEASURE OF COMMENT AND CRITICISM ABOUT TV

sible that the man who calls himself “Murray the K” was the chief figure of interest. Mr. Kaufman is the master of the businessman's frug.

* * *

John Horn, in the “New York Herald Tribune,” favored the swinging dig:

Baby, I tell you like it is. This Murray the K makes the scene last night with 90 minutes of solid torrid. A lot of cats wail real loud and The K lays on the words. Like how the government is nuts about us. Like, Man, you gotta take care of No. 1. Like we're what's happening, baby.

No preach-teach, dig? Cool. Like music most of the time and teenie-weenie flapjaw. Like it is. Crazy.

Crazy? Uncle Sam done flipped his wig.

A rock 'n' roll show, leaving a throbbing head and a nervous twitch, “It's What's Happening, Baby!” directed low-key, almost incidental “commercials” for the U. S. Office of Economic Opportunity at out-of-school youth from 16 to 21, asking them to write for information about a “New Chance.”

Do kids need to be told to come in out of the rain? Or to be coaxed into wanting good food, clothes and to earn a living? Do they need a circus when they need bread? The time could better have been spent teaching them the putting away of childish things.

This fatuous, well-meant effort—minority programing with a vengeance—recalled a street scene witnessed long ago.

A doting mother, with a jar of fruit and a spoon, followed her son into a stickball game.

“Eat, darling, eat,” she pleaded. “You didn't finish your dinner.”

“Beat it, Ma, don't bother me,” he said. “I'm busy.”

David C. Stewart, president of Kenyon & Eckhardt, told a seminar of the Rocky Mountain Council of the American Association of Advertising Agencies recently that:

“In my opinion the day of the highly-stylized creative agency is drawing to a close. And dying, too, are yesterday's dated ideas about creativity for its own sake, or for the sake of being oddball and far out.”

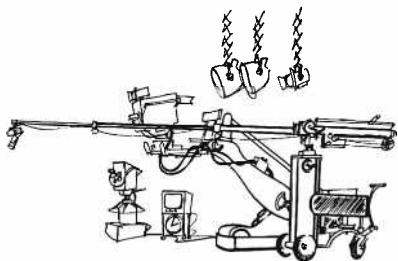
Stewart believes that “creative ideas and creative techniques which go into preparation of advertisements and commercials” are going to be stressed in the future to a degree and in a way which “will make anything the agency business has known before seem like child's play.”

But the “new” creativity, according to

SERVICES available to
local television stations

**AT THE LOWEST
POSSIBLE PRICE!**

**SCENIC DESIGN
GRAPHIC DESIGN
PROPS
REAR SCREEN SLIDES
COSTUME DESIGN**



TELE/SCENIC
productions®

48 West 48 Street, Room 1002
New York City, New York 10036

**Still running in Boise.
Renewed by KBOI-TV.**



©KFS

220 Popeye cartoons—in color



KING FEATURES SYNDICATE
235 E. 45th St., New York, NY 10017
MU 2-5600

PLAYBACK *continued*

Stewart, "is going to be tied, first of all, to the individual needs of the individual advertiser—not the creative fetishes of an individual agency.

And, concludes the K&E president, advertising effectiveness will be judged more realistically. "One of the great weaknesses of much of yesterday's marketing thinking, by both agencies and advertisers," he notes, "was the undue emphasis it placed on sales figures rather than on profit returns. Advertising, viewed in the light of profits, is not some vague, dreamy attempt to build an 'image' or win high broadcast ratings. It is one of several powerful forces . . . directed along dollars and cents lines."

Richard S. Salant, CBS VP and special assistant to the president, before a political affairs seminar in Louisville, Ky.:

I do not for a moment suggest that the length, or the agenda, of [presidential nominating] conventions be determined to suit the needs of television. That's between the parties and the public. But I would respectfully suggest that there is something unappetizing about stage-managing a convention to take advantage of the time zones throughout the country in which television coverage appears and that a filibuster designed to last beyond prime time in the East so that the real debate will come after Easterners' bedtime is not consistent with high public policy.

While I leave it to the party leaders to do what they will, or can, about conventions, I would suggest that conversely television editors and journalists must also now take a good, long, hard look at our practice of simultaneous three-network pre-gavel to post-gavel coverage. Are we really exercising our news judgment when we stay that long, looking for stories to fill the air while from the rostrum we are treated to a chorus of songs from Congressional wives; while resolutions are passed thanking the Golden Girls; while the boy orators orate; while the favorite sons, who everybody knows will withdraw, are nominated and seconded; while there are six seconding speeches; and while the same people turn up in the carefully rehearsed, carefully orchestrated, spontaneous demonstrations? Little wonder that in our resolve to stay from beginning to end, we sometimes descend to trivia where our newsmen interview each other and trade jokes or where in desperation we chase down stories on the floor which may not really be stories . . . And we are disturbed about whether we are really serving the public when, in most areas of the United States, viewers for those eight long nights can either look at the conventions or turn off their sets. . . .

What I am suggesting is that while the procedures and conduct of the conventions is essentially a matter for decision between political parties and the public, the question of meaningful and sensible television

coverage is essentially for the television journalists to resolve. If the convention managers insist on devising their agenda to cadge a maximum of simultaneous free time on the networks for their strings of half-hour commercials, rather than to get on with the serious business of choosing candidates and illuminating issues, that is their business. But there is nothing that says we must go along with them—and many things which say we should not.

Carl Ally, president of Carl Ally Inc., writing on the politician and advertising in *Fair Comment*, magazine of The Fair Campaign Practices Committee:

There doesn't seem to be a safe approach to taking a position on the use of television commercials during political campaigns, so why equivocate? As a voter, I resent them. As a citizen, they alarm me, and as the president and founder of an advertising agency, I do not believe advertising agencies should accept such assignments.

I applaud the use of any legitimate medium as a platform from which a candidate or party seeks to reach the constituency with his or its views on the issues. I applaud provided the party or candidate follows its own dictates as to the substance and method of presentation. I oppose the 20-second, 30-second or one-minute presentation on TV of what an advertising agency thinks will "sell" the candidate or party to the viewer.

In the world of commerce, where advertising has a proper and productive place, the consumer is in a position to evaluate products as well as the advertised claims made for the products, however brief and simple the message may be. In today's economy, a neat balance has been struck between the policy of "caveat emptor" and "caveat mercator," which insures that over a period of time society can properly discard what it doesn't want. And nobody gets hurt.

The best advertising, we have been told . . . just makes bad products fail quicker. So you buy a refrigerator and it's a bad deal, so you're stuck with it until you can replace it.

I am reluctant to look at a senator or governor that way. A bad choice means more than whether your "all day protection" lasts 24 hours or only 20 minutes. And that's an important distinction. [But] six-year and four-year terms of office should not be that vulnerable to smart agency people and candidates with large sums of money to invest. The process of continuous trial and error is simply not the same. If a candidate falls short of the image he's been given, there's more involved than simply switching brands next week.

In government, the realization that a situation is complex is often the main point to grasp. All too often the real use of the TV spot is to build a personality



Winning Combination

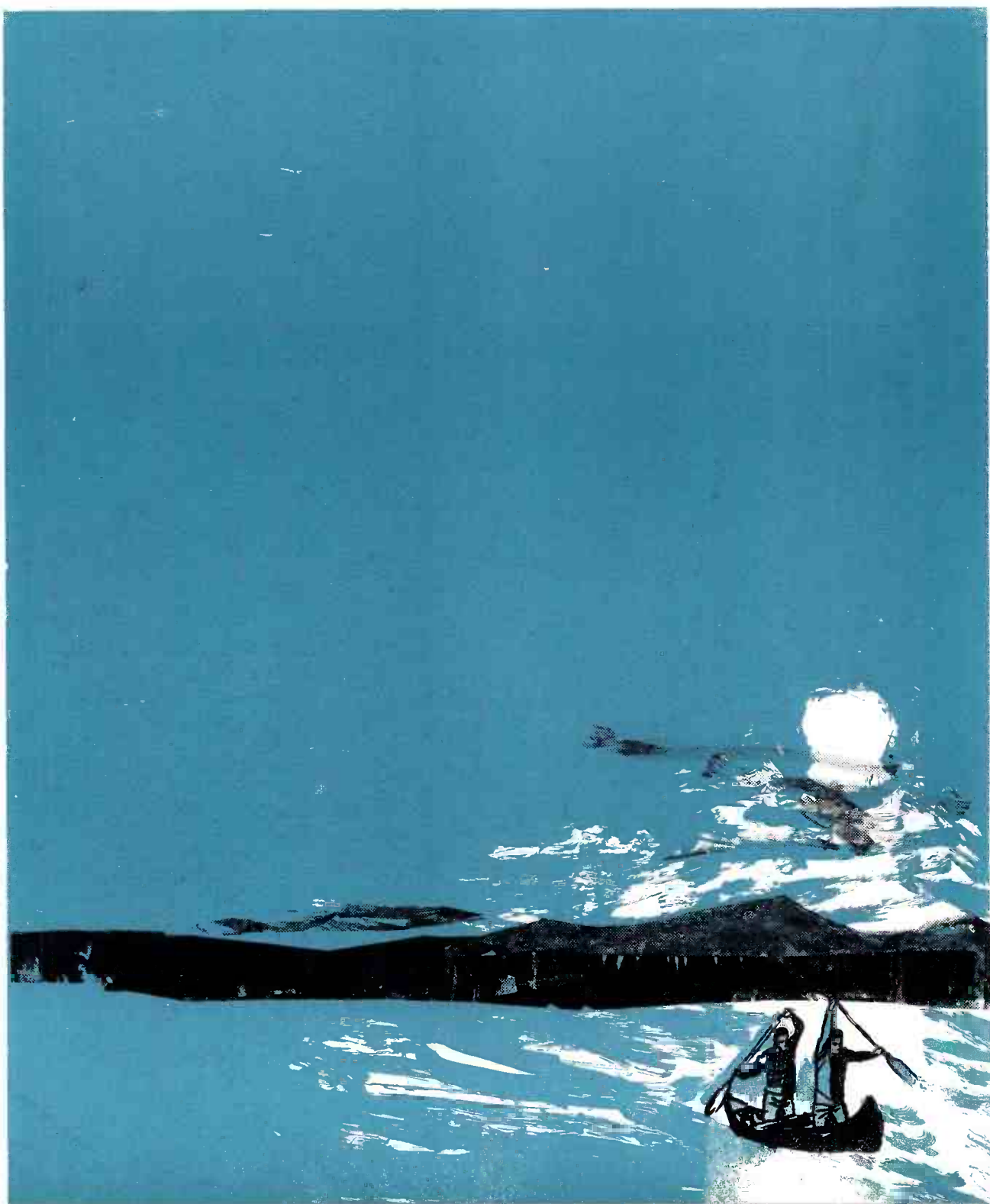


FOR THE PAST THREE YEARS WGN-TV news cameramen have won the Grand Award and other honors presented annually by the **Chicago Press Photographers Association**. The winners line up to be congratulated for consistent, outstanding performance in the coverage of Chicagoland news. From left: Ed Sullivan, Grand Award winner in 1962; Charles Ray, Grand Award winner in 1963; and Roger DeWert, who captured the coveted major trophy in 1964.

GARY PARK AND JIM RUDDLE, WGN-TV's news reporting team featured nightly on "Park-Ruddle News" (5:45 and 10), thank the men behind the news cameras who provide consistent award-winning coverage. Park and Ruddle, and the news cameramen, are all part of a 35-man news department dedicated to keeping the vast Chicagoland audience on top of the news. WGN-TV presents more award-winning news footage in Chicago than any other television station!

WGN
IS
CHICAGO
the most respected call letters in broadcasting

NBC Films is delighted (and excited) to announce the availability of the perfect program for your early evenings: **THE FOREST RANGERS.** First-run and first rate! A full-family show in full color! 104 half-hour adventure stories, beautifully produced in the vast Northwestern wilderness.



RRRRRRRRRRRRRRRRRRIP

Our readers tear us to pieces! It's not that we're misused, just much used.

Each issue of Television starts out clean as a whistle, handsome enough to frame. What happens after that is just exactly what our editors had in mind.

Articles are ripped from their hinges, annotated, sent along for media action. Pages are pulled apart, stapled to memos, routed for special perusal. One feature story is the basis for an advertising report. Another triggers a manufacturer's survey.

And it happens issue after issue.

Want your own issue to tear up? Call our circulation department.

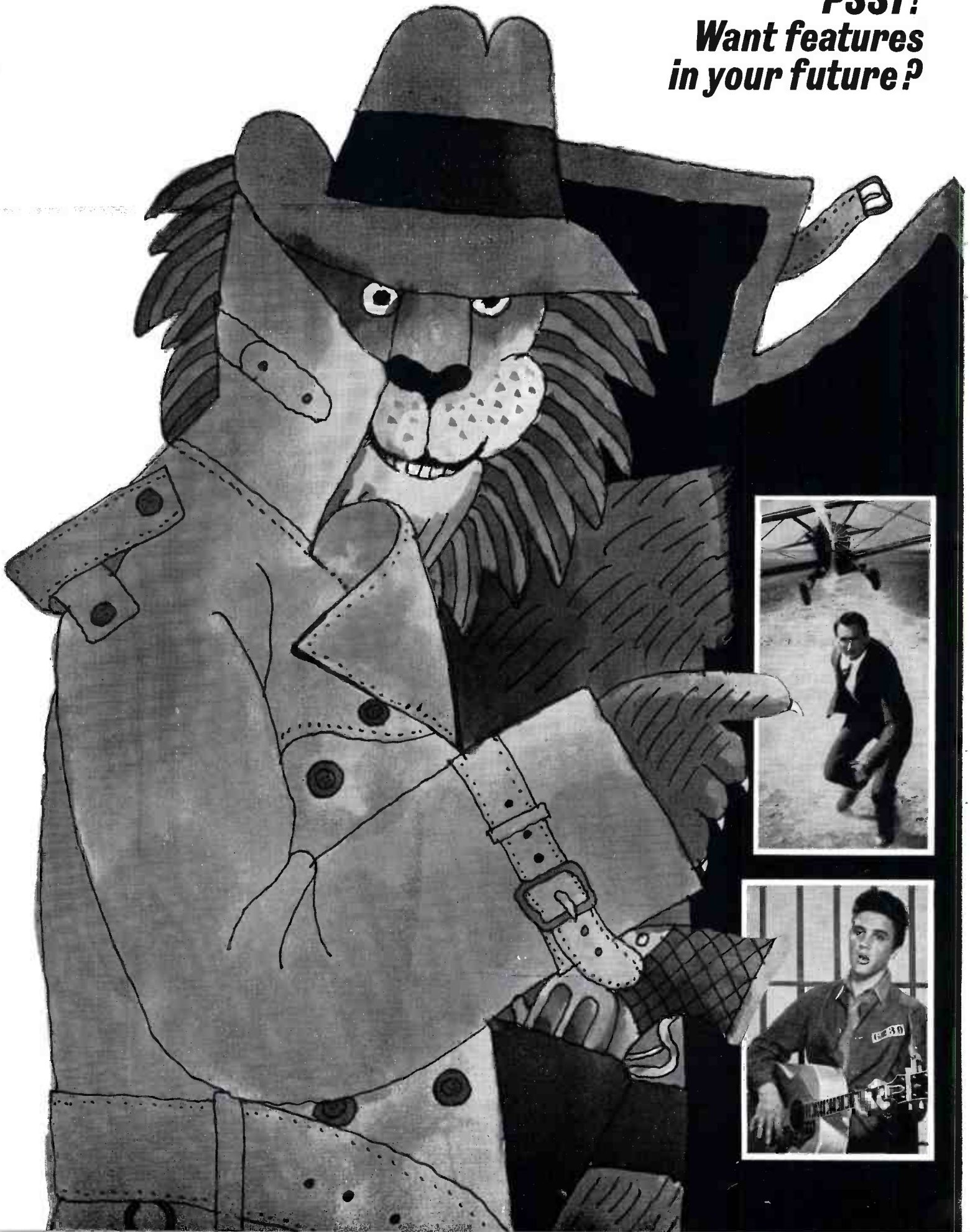
Want to tell your story in an active editorial environment? Call our sales department.

They both answer the phone at PLaza 3-9944.

TELEVISION

444 MADISON AVENUE, NEW YORK, N.Y., 10022

PSST!
Want features
in your future?



Actually, it's an open secret that MGM-TV still has the largest reservoir of feature films for future television exposure. (And many of the top pictures of recent years that first come to mind you'll find are MGM's.) Because the MGM-TV position is unique; because we believe in an orderly release; because the reservoir will not be drained dry, the TV market for first-run feature films will continue to be met and well serviced from the MGM library.



NEW YORK / CHICAGO / CULVER CITY / ATLANTA / TORONTO



To back

PLAYBACK *continued*

cult. "He's a good guy" may be the reason for some of the votes cast, but why aid and abet the practice?

In Boston last month, addressing the 61st annual meeting of the Advertising Federation of America, Federal Trade Commissioner Mary Gardiner Jones noted that the AFA's drive for "truth" in advertising, which eventually led to the establishment of Better Business Bureaus, is now 54 years old. It's time, she feels, for a new AFA crusade to put "taste" in advertising.

Miss Jones said that taste in advertising, just as truth in advertising, can be a call to advertisers to take stock of the consumer's much more sophisticated mentality, to "encourage, stimulate and even lead the increased aesthetic interests and sensitivity of the consumer, to appreciate the consumer's needs for creative outlets, new areas of self-expression, wider interests and a desire for individualism rather than conformity."

The standards Miss Jones would set: "To discard copy because it is trivial even though catchy; to put aside the hyperbole, however colorful; to provoke or uplift without annoying or patronizing; to inform without boring; to add beauty rather than garishness—these are the matters of taste which you should launch your crusade to promote."

The FTC commissioner also had words on the public's attitude toward advertising, and she reasoned that many people are closing their minds to ads because of unfounded claims.

"The legend of crying wolf," said Miss Jones, "is having its impact. Constructive, informative advertising of valid improvements in products either does not exist or is being lost in the shuffle of other extravagant claims, or is falling on the deaf ears of a consumer who has been conditioned to disbelieve all claims, whatever they may be.

"This," she continued, "is manifestly unfair both to the consumer and to the seller whose product has truly been improved."

Robert H. Butman, director of drama, Haverford College, Haverford, Pa., writing on the TV documentary and the responsibility of educators in the spring 1965 issue of Haverford College *Horizons*:

Thirteen years ago Butman "fumed and fussed" when a colleague was made to take a course in "Visual Aids to Education" in order to qualify for a teaching post. Since then, Butman says he has "learned a little about 'visual aids,' mainly television documentaries," which he has watched "increase in number, authority and value."

Yet he finds it "a 50-1 chance that one of my fellow teachers has seen, or even heard of, a show I want to discuss." That these shows should be so little known by teachers suggests to Butman "that it is not only the television industry that is a wasteland, but the teaching profession as well."

"I have a TV set, but I almost never look at it," seems to be the proper 'publish, or perish' response, although not having a set at all is still acceptable. But if I were to tell one of these colleagues that a film of Garrick in "Hamlet" had recently been discovered, or a film of Napoleon's daily life at St. Helena, or of the Easter Islanders dedicating one of their huge stone heads . . . would not any one of them give his Phi Beta Kappa key to see it?"

Within weeks of each other Butman watched on TV "The Battle of the Bulge," "The Nisei: Pride and Shame," "The Decision to Drop the Bomb," "The Strange Story of Rudolph Hess" and "The Man Who Murdered Anne Frank."

"These documentaries," writes Butman, "used only contemporary film, and it is of the necessity of saving such film that I wish to speak. Other documentaries, such as the brilliant show on the Louvre . . . do superb jobs of raising the past out of ancient architecture by dramatic photography, but nothing can touch the power of a film of a thing as it happens.

"I suggest that an educator has four responsibilities to TV and documentary films:

1. To know what is offered, so that he does not miss these opportunities.
2. To study how these documentaries can best be used in teaching, at every level. It seems to me that, in days when the quality of much teaching is considered inferior,

documentaries could be used in series to improve courses . . .

3. To bring pressure on the government to set up a limited copyright on documentaries, and to see that copies are indexed and stored in the Library of Congress.

4. To expand the Library of Congress film library so that unedited film of possible historic value may be acquired, indexed and stored. For example, I think all professionally shot news film should be kept, whether used in edited news films or not.

"It may seem unfair to dump another responsibility in the educator's lap, but I believe that it is a responsibility he will gladly accept once he sees what it is. Of all the documentaries made so far only a few are copyrighted, and the Library of Congress only gets copies of those if it makes a special request within three years of the copyright date.

"Westinghouse recently discarded a huge collection of film, not because they did not think it valuable, but because they could not afford to store it, and they could find no institution that would accept it. In private homes and in many company store rooms, invaluable historic film is crumbling, fading and disappearing forever. If something is not done, we will be responsible for something like the burning of the library at Alexandria.

"No one would suggest that all unedited film, or even more than a tiny percentage . . . should be saved; but that that percentage should be chosen from a wide field is clear. If we consider the future . . . say, 500 or 1,000 years from now, think what a national or universal collection of films would mean then . . . I believe that even within 100 years such a collection would rid histories forever from the vague wordy concoctions which historians are forced to summon up and entitle the 'spirit of the age.'

"No one can doubt that in the future a great deal of teaching will be done, at every level, with films, and with television. Its value is too great: How many words does it take to describe the appeal of F.D.R.'s fire-side chats? . . . it takes five minutes of film: how many lectures does it take to conjure up the atmosphere of England at the beginning of World War I? . . . it takes 15 minutes of film.

"Visual aids to education are new, but they are already in wide use. How often do we think of using them? What must we do to preserve the materials existing today for future use? How can we start a movement that will result in grants to scholars to make documentaries for purely educational use?

"And . . . the next time you feel like picking up a good book, please, oh please, pick up *TV Guide* instead."

An aside by Earl Wilson in his "Broadway" column in the "Washington Star":

Cynics at CBS now go home from their new dark-stoned skyscraper offices and tell their wives, "I had a bad day at Black Rock."

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405



Film couldn't. Scotch® Brand Video Tape did.

Kept her face soft and lovely for cosmetics spot!

KPRC-TV, Houston, will tell you: "SCOTCH" Video Tape cured "skin blemishes" in filmed TV commercials. With a demonstration that won OJ's Beauty Lotion over from film to tape. And the commercial production business over to KPRC!

Live picture quality was the big reason. Tape faithfully presents the full softness and delicacy of a woman's face—*every time*. Film, in contrast, just couldn't look live on tv, because quality gets lost in the optical-to-electronic translation. And with repeated showings, film tended to gather dirt, which appeared to be on the girl's skin, KPRC pointed out.

What's more, tape offers greater production convenience than film. You see what you've shot immediately. Most special effects are pushbutton fast. There's never a time-out for processing. Both time and money savings are usually part of the bargain.

KPRC is one of more than 200 stations actively participating in 3M's comprehensive program to help advertisers and agencies take full advantage of video tape. These stations offer helpful reference materials as well as production service. Call your local stations for details. Or write 3M Magnetic Products, Dept. MCS-85, St. Paul, Minn. 55119.



Magnetic Products Division **3M**
COMPANY

"SCOTCH" AND THE PLAID DESIGN ARE REG. TMS OF 3M CO. © 1965, 3M CO.

people
+
money
=
a major market

ORLANDO
DAYTONA BEACH
CAPE KENNEDY

the Mid-Florida Urban Complex
has MORE of both

WESH-TV
FLORIDA'S CHANNEL **2**

FLORIDA'S No. 3 MARKET

REPRESENTED BY THE KATZ AGENCY, INC./NBC

LETTERS

SATELLITE VS. HOMETOWN TV

I have just finished reading the July issue of TELEVISION MAGAZINE. Your editorial on the last page discussed the possibility that communications satellites might one day be capable of bringing directly into the homes of the entire nation the programs of our three national television networks and implied that, as a consequence, there might be little need for conventional broadcast television stations.

The striking advertisement on your back cover published by the Corinthian stations, without intending to, forcefully answered the point implied in your editorial. It featured an illustration of the debris which had once been the home of the Bohkne family of North Central Indiana, left as a result of a tornado which swept through their property. The copy pointed out that 15 minutes before the tornado struck, on April 11, unaware of the approaching storm, the family had been watching *Lassie* on wish-TV Indianapolis. The station's rapid localized tornado warning gave Mr. Bohkne time to get his wife, baby, young son and daughter into shelter. In a moment their home was completely demolished—but the Bohknes survived.

If only television programming of national appeal were available and were provided only through direct home reception from a national satellite, the Bohknes probably would have lost their lives as well as their home.

By coincidence, Corinthian effectively and conclusively answered the question raised by the editorial. Localized community and area service by responsible broadcasters can never be replaced by a national satellite which, of necessity, would be limited to programs of national interest. Local and area service, an important responsibility of the television broadcasters, is vital. It made the difference between life and death for the Bohknes. LESTER W. LINDOW *Executive Director, Maximum Service Telecasters Inc., Washington, D. C.*

THE MEDIA COMPETITION

The 1964 expenditures by the Top 50 national advertisers [TvM, July 1965] reflect a lack of effective new business development on the part of both network and spot television.

Television's share of the 7-media spending by the nation's largest advertisers dropped from 65.7% in 1963 to 59.5% in 1964. Of 300 million new advertising dollars appropriated by the Top 50 last year, television got only 28.9%.

Last year 38 of the Top 50 decreased the percentage of their ad budgets devoted to television, while a year earlier 32 had increased it.

While spot television was selling against network, and vice versa—while stations and their representatives were preoccupied with bettering each other's cost-per-thousand—while piggybacks permitted advertisers to plug two products for the price of one commercial—competing media with efficient new sales concepts effectively presented and promoted were pocketing seven out of every ten new advertising dollars flowing from the Top 50, including television's supposedly best customers. ROBERT G. PATY *Sales Promotion Specialist, Bronxville, N. Y.*

WRITERS ON WRITERS

Not only were Bill [Link] and I delighted to be included ["The Television Writer," TvM, May 1965], but we also thought you did a well-balanced, thoroughly researched job. It's far and away the best discussion of TV writers and their problems that I've read. DICK LEVINSON *Hollywood, Calif.*

I admired the tone of the article and envy you your powers of organization. The balance between the general and the particular was beautiful. Furthermore, in the material you used from our interview you were marvelously accurate. JOHN MCGREEVEY *North Hollywood, Calif.*

We officially and formally thank you for the lovely words which you set down on our behalf. The story is wonderful as is your writing. We think you treated the subject most intelligently. SAM DENOFF & BILL PERSKY *Calvada Productions, Hollywood, Calif.*

CORRECTION

In the July issue's report on "Television and the Big Spenders" TvM cited figures for farm publications as having come from Publishers Information Bureau. The credit should have gone to Farm Publication Reports Inc., whose figures were used in the main. PIB data was used to supplement the FPR data in some cases.

If you lived in San Francisco...



...you'd be sold on KRON-TV

**satisfied clients
give Blackburn's
service high "ratings"**

Latest surveys show that much of our business—which is arming prospective buyers and sellers with the facts and insight they need to do business in a highly specialized field—comes by way of recommendations from previous clients. Join those who have relied on Blackburn, the reliable broker.

**BLACKBURN
& COMPANY, INC.**

Radio • TV • Newspaper Brokers

WASHINGTON, D. C.: RCA Building, FE 3-9270
CHICAGO: 333 N. Michigan Avenue, FI 6-6460
ATLANTA: Momy Building, 873-5626
BEVERLY HILLS: Bank of America Bldg., CR 4-8151

SPECIAL

SPECIAL

SPECIAL

SPECIAL



SPECIAL

SPECIAL

90-Minute TV Sports Special Available in Color or B&W Starting September 3rd.



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506 HARVARD ST.
BROOKLINE, MASS.
AC/617 RE 4-3120

**FOCUS ON
TELEVISION**

This issue, as the reader has been informed several times before reaching this page, is TvM's fifth annual "special" on local TV programing. Little more need be said on the subject in this space; the pages which follow speak amply for themselves.

It may be of passing interest to the statistically minded that the issue presents 376 pictures of local program efforts drawn from over 200 stations from coast-to-coast. If that's a heap of pictures, it's also a heap of programing — and it represents only a fraction of the material we had to draw from.

The issue itself is the result of over four months research by TvM editors, with invaluable assistance from station managements and program and promotion departments across the land. For which our thanks.

While the August issue is

now brand-new in the reader's hands, it's already old-hat with us. As this is read our printers already are setting type for the September TvM. It will be the second largest issue, in terms of circulation, in the magazine's history (the largest was our January 1961 number, the first under management of Broadcasting Publications Inc.), and will mark the beginning of a new high in guaranteed distribution. It will carry more individual stories than any preceding issue. It will introduce a number of new editorial concepts which have come from (1) our editors' experience and (2) a major readership study conducted among TvM subscribers this summer.

The book will not, at first glance, appear decidedly different from issues of the past. But it will be different. We think the reader will be able to discern in it a further inching upward in our editorial progress.



On a September morn, Kaiser Broadcasting will change the media picture in Philadelphia.

WKBS TV48 goes on the air September first, with greater coverage than any other Philadelphia Area independent... plus color. Obviously, Philadelphia's major independent station from the start.

Represented by Broadcast Communications Group, Inc.

KAISER
BROADCASTING / **WKBS**

Kaiser Broadcasting, first in the growth media.

WKBS TV48 Philadelphia Area, WKBD TV50 Detroit, KMTW TV52 Los Angeles Area, KHJK TV44 and KFOG FM104.5 San Francisco.



This is Corinthian College. It gives scholarships every year.

It has five campuses, one in each of the Corinthian markets. On the Houston campus this summer, Joseph Dominick, Jr. (far right) is learning television news first hand from experienced "faculty" members of the KHOU-TV news department.

During the school year Dominick is an outstanding student majoring in broadcasting at the University of Illinois. This summer he's spending six weeks in Houston intensively studying every phase of commercial broadcasting.

Each year, three such opportunities are provided by the

- 📺 SACRAMENTO, KXTV
- 📺 HOUSTON, KHOU-TV
- 📺 INDIANAPOLIS, WISH-TV
- 📺 FORT WAYNE, WANE AM-TV
- 📺 TULSA, KOTV

Corinthian Summer Scholarship program for the best of those who are working toward a career in broadcasting. The Joseph Dominicks will help provide the leadership for American broadcasting tomorrow.

Yes, we are proud of Corinthian College. It may not be as well known as Harvard or as big as Ohio State, but it's selective (only three students per year), free (\$400 scholarship and all expenses for all students) and has the lowest student-teacher ratio in the country (better than 1:70). Represented by H-R

CORINTHIAN



RESPONSIBILITY IN BROADCASTING

TELEVISION

**FIFTH ANNUAL
SPECIAL REPORT**

THE MANY WORLDS OF LOCAL TV

Television is a many-faceted instrument.

*It is world-wide. It is, on occasion,
even out of this world. It is regional.*

And, most certainly, it is local.

That's what this issue is all about.

THE MANY WORLDS OF LOCAL TV

BY ALBERT R. KROEGER

THE world of local TV in 1965, after several years of accelerated effort, has seemingly paused to get its breath, to check its mileage, to look over track conditions. The race up to this point has been fast, but the pace was never figured to be maintained indefinitely.

Since Newton Minow got the nation's TV stations revved up over local programing back in 1962, urging if not threatening them into more efforts "in the public interest"—and adding bite to the Federal Communications Commission bark with local programing hearings in Chicago and Omaha—local program activity has grown tremendously.

This growth, as surveyed annually by TvM, is now showing its first signs of slowdown. A slight but perceptible drop in local program activity, this year and over the 1964-65 season, is apparent.

It can be argued that pressure initially did the trick in stepping up local program originations. The end of the network option time practice in September 1963 gave added impetus to local prime-time effort. Children's programing, public affairs specials and newscast hours all rose significantly. And once the stations began performing heavier locally, most of them kept at it, even when the pressure died.

There has been no concerted pull-back from these efforts. If anything, local program quality has improved. Added professionalism and force has grown, notably with the establishment two years ago of the National Association of Television Program Executives, which has given local program men a national platform for expression and exchange of ideas.

What apparently happened to local programing during 1964-65 is a matter of re-examination, the end of a shake-down cruise and a return to the yards for refitting. The stations have had time to judge the merits and appeal of the shows they launched two and three seasons ago. What was the track record on ratings and sales to sponsors? Was content holding up? Could the afternoon cartoon period be better filled by one of those teen-age dance parties now in vogue?

The answers to questions like these obviously have put many local shows on the block for chopping. And in local programing's expansion, oddly enough, were the seeds of eventual contraction. Some stations have developed programs of such high popularity—KCOR Los Angeles' *Lloyd Thaxton Show* and KYW-TV Cleveland's (now Philadelphia) *Mike Douglas Show*, as two examples—that they have been put into syndication. With every market sale of one of these shows, a locally-produced show may be getting the axe.

A further force for contraction has been the practice of group broadcasters to put shows produced by one or another of their stations on sister stations in the group, as well as into general syndication. Such groups as Westinghouse, Storer and Triangle have spearheaded these efforts through their program sales divisions. Television Affiliates Corporation (TAC), a subsidiary of Trans-Lux Corporation and one of the first to circulate locally-produced documentary programing among member stations, is yet another "local program" supplier.

And a few broadcast organizations—Metropolitan Broadcasting Television, for one—have been going to independent producers (Robert Herridge in Metropolitan's case), for programs to show on their owned-and-operated stations.

No one can say that these various program supply practices are hurting local programing. On the contrary, the majority of these shows have a higher budget and superior production quality than the average local program. The only thing

that appears to be suffering is the overall volume of local product.

Broadcasters were told to do something for themselves. They did and many of them hit on a profitable way of doing it.

In the overall picture of local programming during the last year, one fact is inescapable—the surge of local news. News has always been the strong point in local production, and out of it in 1962 and 1963 came an increased accent on public affairs programming, the hour and half-hour documentaries that probed the world around the station.

The local programming explosion coincided with the explosion in network news, and for the local station, news was a natural programming avenue to follow. When CBS-TV and NBC-TV went to a half-hour of early evening network news in September 1963, many of their affiliates marched along, expanded their own 15-minute newscasts to a half-hour and formed nightly hour news blocks.

THE STATISTICS ON LOCAL NEWS

What has happened seems to be clear. For 53% of the stations in this year's TvM local programming survey, news ranked as the highest-rated local program type; news showed the largest increase in locally produced hours 1964-65 over 1963-64 and also the biggest increase in total station hours on the air.

In a TvM survey report on local news last February, 56.3% of the 167 stations responding had 30-minute or longer local news programs tied to network news in their early evening schedule. Of 74 stations reporting their annual news department budgets, 46% had budgets over \$100,000; 24% had budgets over \$200,000. Of 135 stations noting their financial standing on news, 59.3% were operating in the black; 21.5% were breaking even. And of 152 stations reporting their sponsorship status, 98 stations, 64.5%, were from 90% to 100% sold out.

Local news has proved something most stations can do well and do relatively easily—and it can pull ratings and sponsor dollars. It's been the runaway leader in local programming and it's still running, presumably at the expense of other local program forms.

From the start of their increased local TV efforts the nation's TV stations knew the facts—their programs would suffer in comparison with the worlds of non-local TV, network and syndicated offerings. Cultural programming, debates, etc., however uplifting, do not increase audience. Political scientist Leo Rosten once said the words that fit the situation:

"When the public is free to choose among various products," said Rosten, "it chooses—again and again and again—the frivolous as against the serious, escape against reality, the lurid as against the tragic, the trivial as against the significant."

Stations are still tackling the serious and the significant, the plays and the symphonies and the educational programs, the so-called "public interest" fare. But in their re-examination of local TV, their exit from "experiment" and entrance into what their viewers have shown the most interest in, they are reshaping their local worlds into more workable universes.

While public affairs specials are greatly favored by most stations over entertainment specials, it may be significant that music and music-variety shows, of all locally produced programming in 1964-65 with the exception of news, showed the greatest program category gain. This may be a reflection of the national rock 'n' roll fever, the proliferation of

teen-age dance and country and western music shows, but this kind of programming is difficult to produce and stations in the past have gone light on it. Its increase certainly stems from its commercial value, but it also denotes an energy and a willingness on the part of local TV to tackle the difficult and the creatively challenging.

Local TV is a challenge. Its task is to distinguish between community tastes and audience tastes and concoct a merger of the two. That merger, after several seasons of preliminary study, now seems to be going into effect.

These observations are derived from TvM's fifth annual questionnaire survey on local programming, conducted this summer. Questions were mailed to all U.S. TV stations operating prior to April 1, 1965 (satellites were not included). The stations were asked to report on a week corresponding to the week used in the four previous years—in this instance the week of May 2 through May 8, 1965. Usable replies were received from 232 stations (vs. 235 last year), close to 45% of the total TV stations queried.

The survey represents a typical cross section of U.S. TV stations. Of the 232 respondents, 46 were ABC-TV primary affiliates, 59 were CBS-TV primaries, 52 were NBC-TV primaries, 51 had dual affiliation, 12 were independent and another 12 were network o&o stations. Eighteen of these stations—7.7% of the survey—were UHF operations.

Stations were asked to break down their total hours on the air during the survey week into network hours, syndicated hours, local feature film and local live. In addition, specific breakdowns of the syndicated and local hours were requested. Questions about sports originations, editorializing and special programming over the course of the 1964-65 season also were asked as well as future programming plans.

Table 1 shows the breakdown of network, syndicated, feature film and locally produced hours in percentages of total operating hours for the week, both 1964 and 1965. In aggregate the 232 respondent stations this year were on the air a total of 28,592 hours the sample week. Last year's 235 stations aired a total of 29,082 hours.

Table 1
PERCENTAGE OF TOTAL
OPERATING HOURS

	1964	1965
Network hours	54.3%	58.0%
Syndicated hours	13.4%	12.4%
Feature films	13.7%	12.9%
Locally produced	15.5%	14.7%

(Base—235 stations reporting in 1964; total hours 29,082
232 stations reporting in 1965; total hours 28,592)

While stations have given more than half of their operating hours to network programs down through the years, in the 1965 survey week network hit 58% of total hours and reflected a 4% gain over 1964, the biggest jump in any program category. Syndicated, feature and locally produced hours all were off about 1% from 1964, and their loss seemed to feed the gain in network hours. (The ratio of network hours to total broadcast time would have registered even higher if the 12 non-network affiliated stations who participated in the survey had not been included in the overall computation.)

During the survey week, May 2-8, 10 stations logged under 100 hours on the air. A new major market UHF station aired only 56 hours while at the top end of the scale

To page 102



We know we're being watched.

Ten million pairs of eyes in Southern California can see what we're doing. All it takes is a flick of a switch to Channel 4.

People turn to KNBC for the clear picture of our sprawling, booming community. They look to us for the complete story on the problems and issues that are of great concern to every Southland citizen. They care and we care. That's why we present hundreds of programs every year that serve the interests of a special public:

News and information programs that bring the important issues out in the open. These include debates and discussions on human relations. And inhuman relations. Special programs that deal with mental health, juvenile delinquency, water shortage, and traffic congestion.

We are proud to present programs that are as clear and convincing and interesting as we can make them.

In recognition of our efforts,

we have received many awards. Among the 24 we have won so far in '65 are: The United States Conference of Mayors Broadcast Pioneers award for the greatest service to a local community; the National Conference of Christians and Jews award; and 3 Emmys for public service programs.

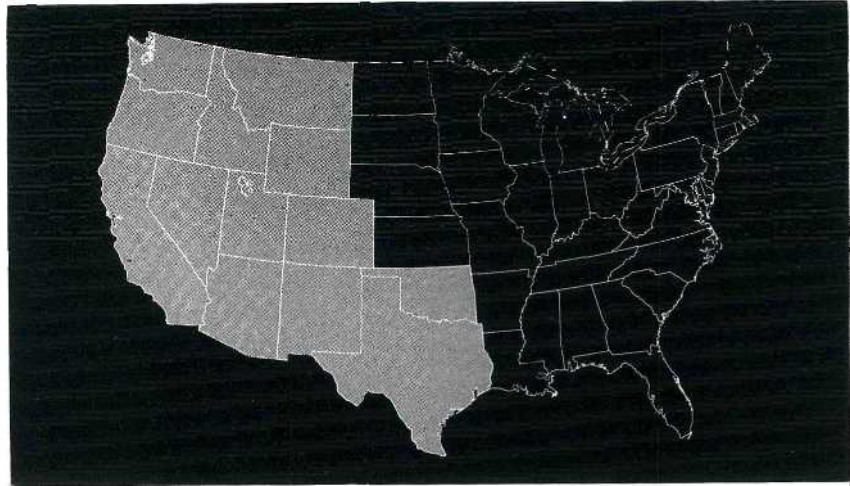
We are honored.

KNBC  **4**
OWNED

Los Angeles' community-minded station

THE MANY WORLDS OF LOCAL TV

WEST



STATIONS REPORTING*

Arizona

KOLD-TV Tucson
 KOOL-TV Phoenix
 KPHO-TV Phoenix
 KTAR-TV Phoenix

California

KABC-TV Los Angeles
 KCOP-TV Los Angeles
 KCRA-TV Sacramento
 KERO-TV Bakersfield
 KFMB-TV San Diego
 KFRE-TV Fresno
 KGO-TV San Francisco
 KHJ-TV Los Angeles
 KJEO-TV Fresno
 KLYD-TV Bakersfield
 KMEX-TV Los Angeles
 KNBC Los Angeles
 KNXT Los Angeles
 KOGO-TV San Diego
 KPIX San Francisco
 KRON-TV San Francisco
 KSBW-TV Salinas
 KTLA Los Angeles
 KTTV Los Angeles
 KTVU San Francisco
 KXTV Sacramento

Colorado

KLZ-TV Denver
 KREX-TV Grand Junction

Idaho

KID-TV Idaho Falls
 KIFI-TV Idaho Falls
 KTVB Boise

Montana

KOOK-TV Billings

Nevada

KOLO-TV Reno

New Mexico

KOB-TV Albuquerque

Oklahoma

KOCO-TV Oklahoma City
 KOTV Tulsa
 KVOO-TV Tulsa
 KWTV Oklahoma City
 WKY-TV Oklahoma City

Oregon

KEZI-TV Eugene
 KGW-TV Portland
 KOIN-TV Portland
 KOTI-TV Klamath Falls
 KVAL-TV Eugene

Texas

KFDA-TV Amarillo
 KFDX-TV Wichita Falls

KGNC-TV Amarillo
 KHOU-TV Houston
 KMID-TV Midland
 KONO-TV San Antonio
 KOSA-TV Odessa
 KPRC-TV Houston
 KRBC-TV Abilene
 KRGV-TV Weslaco
 KRLD-TV Dallas
 KTRE-TV Lufkin
 KTRK-TV Houston
 KVII-TV Amarillo
 WBAP-TV Fort Worth
 WFAA-TV Dallas
 WOAI-TV San Antonio

Utah

KCPX-TV Salt Lake City
 KSL-TV Salt Lake City

Washington

KHQ-TV Spokane
 KIMA-TV Yakima
 KING-TV Seattle
 KIRO-TV Seattle
 KOMO-TV Seattle
 KREM-TV Spokane
 KTNT-TV Tacoma
 KTVW Seattle
 KXLY-TV Spokane

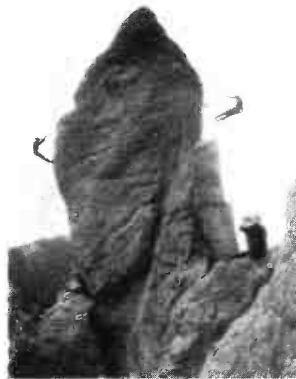
Wyoming

KTWO-TV Casper

*Stations reporting include those stations that responded with completed questionnaire, or pictures, or both.

**THE WORLD
AROUND US**

KOMO-TV SEATTLE



KLZ-TV DENVER



KPIX SAN FRANCISCO



KABC-TV LOS ANGELES



KOGO-TV SAN DIEGO



KHQ-TV SPOKANE

KOMO-TV Seattle took a 500-mile trip through Alaska on its documentary "Ferryland to the North."

KLZ-TV Denver explored mountain climbing techniques at U.S. Army Mountain School in Fort Carson, Colo.

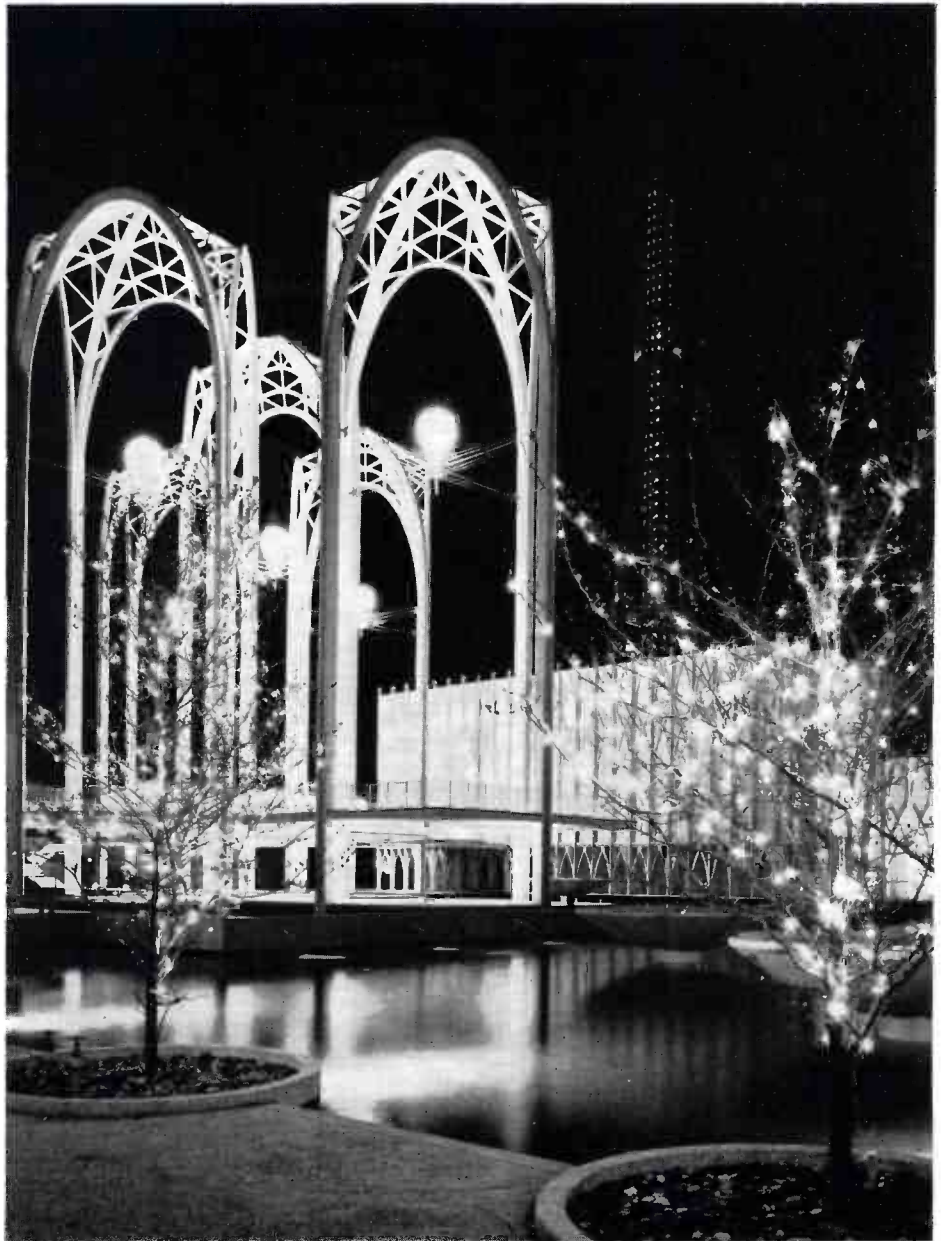
KPIX San Francisco traced re-discovery, after 200 years, of burial place of founder of San Francisco Bay on "KPIX Reports: Mother of Destiny."

KABC-TV Los Angeles explored "The Street—Sunset Boulevard."

KOGO-TV San Diego made famous old local hotel the central figure in "Lady Who Lives by the Sea."

KHQ-TV Spokane toured Lower Grand Coulee country for its documentary, "Big Snow."

KIRO-TV Seattle visited the Pacific Science Center to laud the knowledge found "Beneath These Arches."



THE WORLD OF PEOPLE

KPRC-TV Houston interviewed Duke and Duchess of Windsor. Ex-king was in Houston for medical treatment.

KTVU San Francisco I Want to Know host Mel Venter talked with Phyllis Diller.

KGO-TV San Francisco has ex-stripper Gypsy Rose Lee doing weekly woman's forum show.

KPIX San Francisco had talented Dick Van Dyke on Jack's Place, a daily hour program hosted by Jack Hanson.



KPRC-TV HOUSTON



KTVU SAN FRANCISCO



KGO-TV SAN FRANCISCO



KPIX SAN FRANCISCO

KXLY-TV SPOKANE



KIRO-TV SEATTLE



KOTV TULSA



THE WORLD OF PAGEANTRY

KXLY-TV Spokane telecast Armed Forces march-past, part of Spokane's annual Lilac Festival Parade.

KIRO-TV Seattle covered an unusual event, a yacht parade. It traditionally opens the Pacific Northwest's boating season.

KOTV Tulsa carried the finals of the "Fairest of the Fair" beauty contest, part of the Tulsa State Fair activity.

WBAP-TV Fort Worth had an hour special on the 69th annual Southwestern Exposition and Fat Stock Show parade in downtown Fort Worth, the largest western parade in the U.S.

KGNC-TV Amarillo carried the annual Christmas Parade, also filmed it for showing to city officials who were interested in analyzing and improving the event for the coming year.

KCOP-TV Los Angeles presented "The Miss Los Angeles Pageant," forerunner of the big Miss California contest.

WBAP-TV FORT WORTH



KGNC-TV AMARILLO



KCOP-TV LOS ANGELES





KTLA LOS ANGELES

THE WORLD OF MUSIC AND DANCE

KTLA Los Angeles carried the Bolshoi Ballet in two 90-minute programs under its Special of the Week series.

KRLD-TV Dallas telecast a performance by the Guadalajara Ballet. The group chartered a bus from Mexico to make the appearance.

KRGV-TV Weslaco tapes 13 to 18 high school band concerts a year, runs them as 20-minute shows.

KABC-TV Los Angeles ran a "Young America in Music" special hosted by new singing sensation John Gary last fall.

KNBC Los Angeles salutes the nation every July 4th with its "Happy Birthday U.S.A." special.

KFDX-TV Wichita Falls ran its "Cinderella Ballet" with locally done music and choreography.

KHOU-TV Houston had the Red Raider Go-Go Dancers of Texas Tech performing on its Talent '65 series.

KSL-TV Denver drew on the Mormon Tabernacle Choir for its "Music and the Spoken Word."

KPIX San Francisco featured the world's top classical guitarist on KPIX Reports: "Andres Segovia Masters Class."

KGO-TV San Francisco had the San Francisco Ballet's "Nutcracker" on TV for the first time in a New Year's presentation.

KRLD-TV DALLAS



KFDX-TV WICHITA FALLS



KPIX SAN FRANCISCO



KRGV-TV WESLACO



KABC-TV LOS ANGELES



KHOU-TV HOUSTON



KNBC LOS ANGELES



KSL-TV DENVER

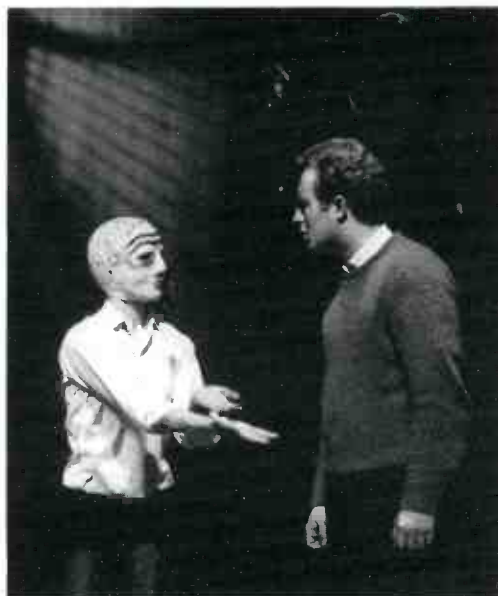


KGO-TV SAN FRANCISCO





KGO-TV SAN FRANCISCO
KNBC LOS ANGELES



KXTV SACRAMENTO
KHJ-TV LOS ANGELES

THE WORLD OF STAGECRAFT

KGO-TV San Francisco's "The Young Sound of Music" had excerpts from local high school musical shows.

KXTV Sacramento produced "Everyman" with Sacramento City College.

KNBC Los Angeles featured Hans Conried in "Happy Birthday, Will," Shakespeare's 400th anniversary show.

KHJ-TV Los Angeles featured Nina Shipman and Abbigail Shelton in "The Lovers," an Insights show.

KOOK-TV Billings put on George Bernard Shaw's "Candida."

KLZ-TV Denver broadcast William Saroyan's "Hello Out There."

KNXT Los Angeles produced "Letter From an Only Child."



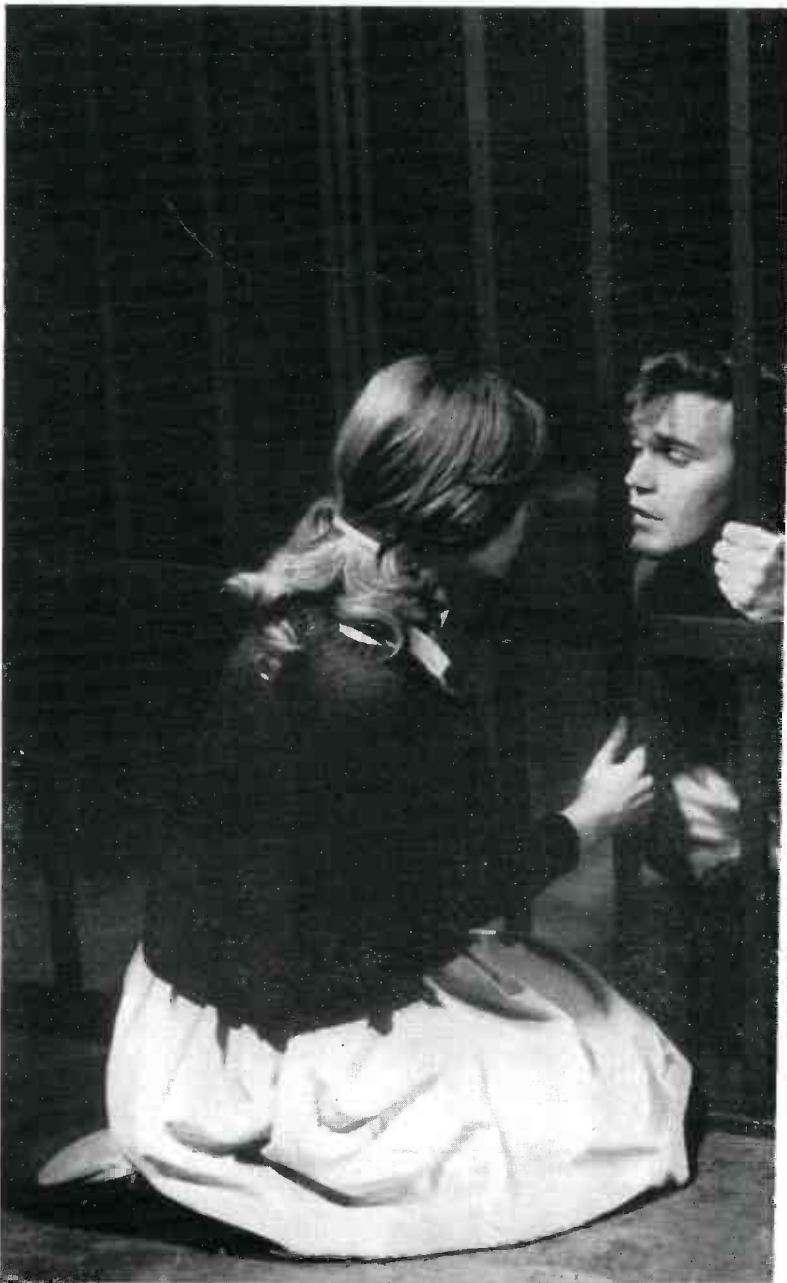
KNXT LOS ANGELES



KOOK-TV BILLINGS



KLZ-TV DENVER





PRESIDENT
Maryland 62%

JOHNSON (D)
✓29,275,730

GOLDWATER (R)
18,017,120

PRESIDENT
California 37%

JOHNSON (D)
1,653,157

GOLDWATER (R)
1,156,859

THE WORLD OF NEWS



KPRC-TV HOUSTON



KPIX SAN FRANCISCO



WBAF-TV FORT WORTH



WKY-TV OKLAHOMA CITY

KNXT Los Angeles had newscaster Jerry Dumphy on last November's national election returns. The scene was a familiar one in hundreds of TV stations.

KPRC-TV Houston's newsfilm men were on the scene in southern Louisiana last fall when Hurricane Hilda roared in on the Gulf Coast.

KPIX San Francisco had an exclusive interview with accused Soviet spy James Allen Mintkengough.

WBAF-TV Fort Worth was on hand for the historic unveiling last October of the controversial TFX fighter plane, now called the F-111.

WKY-TV Oklahoma City had its cameras in the state legislature for coverage of the impeachment of State Supreme Court Justice N. B. Johnson.



KTTV LOS ANGELES



KLZ-TV DENVER



KHOU-TV HOUSTON



KTLA LOS ANGELES

KXTV SACRAMENTO



THE WORLD OF SPORTS

KTTV Los Angeles' Surf City is a Sunday night color show highlighting surfing activities in Southern California, Hawaii and Australia.

KLZ-TV Denver focused attention on Frontier Days activities in Cheyenne, Wyo., with "Cheyenne Rodeo."

KHOU-TV Houston brought its viewers three-day remote coverage of the \$85,000 Houston Golf Classic.

KTLA Los Angeles is a steady visitor at Hollywood Park, airs the Hollywood Park Preview Race.

KXTV Sacramento taped the annual football game between Sacramento and McClatchy high schools, broadcast it an hour after conclusion so the telecast would not hurt attendance.



KOGO-TV SAN DIEGO

THE WORLD OF PROBLEMS

KOGO-TV San Diego: "Last Chance to Live," drug addiction cure.

KJEO-TV Fresno: "The Barrier," architecture for the handicapped.

KRON-TV San Francisco: "Homosexual."

KIMA-TV Yakima: "The Mountain," freedom and the individual.

WFAA-TV Dallas: "Rearing Children of Goodwill," prison insights.

KNXT Los Angeles: "Crisis in the Fields," farm labor.

KPRC-TV Houston: "Guns are for Killing," mail-order arms.



WFAA-TV DALLAS



KNXT LOS ANGELES



KPRC-TV HOUSTON



KJEO-TV FRESNO



KRON-TV SAN FRANCISCO



KIMA-TV YAKIMA

KV00-TV TULSA



KPRC-TV HOUSTON



KOSA-TV ODESSA

KPHO-TV PHOENIX



THE WORLD OF CHILDREN

KTRK-TV HOUSTON



KV00-TV Tulsa woos the kids with Professor Dingle and Oom-a-gog the robot.

KPRC-TV Houston plays make-believe on Marijane's Magicastle.

KPHO-TV Phoenix has Bonanza's "Little Joe" (Mike Landon) as a guest on It's Wallace?

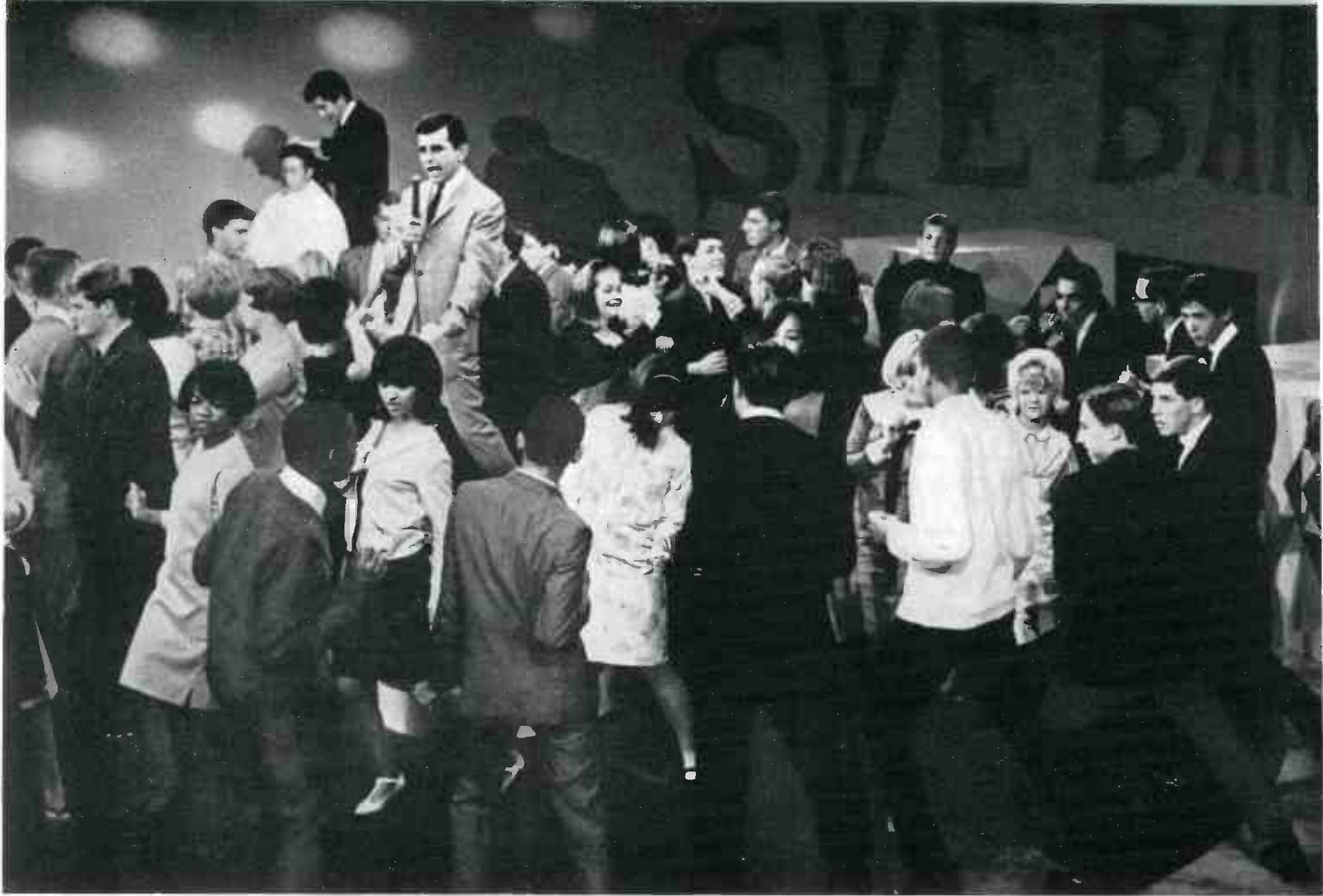
KTRK-TV Houston captures young imaginations on Kitirik's Karrousel.

KOSA-TV Odessa's Admiral Foghorn puts to sea in the High n Dry.

KTTV Los Angeles has 3' 9" Billy Barty as children's host.

KTTV LOS ANGELES





KTLA LOS ANGELES

KGO-TV SAN FRANCISCO



KHJ-TV LOS ANGELES



KSL-TV SALT LAKE CITY



KCOP-TV LOS ANGELES



THE WORLD OF TEENS

KTLA Los Angeles winds the kids up for an hour six days a week and lets them run, run, run on Shebang. Host of the dance show is Casey Kasem.

KGO-TV San Francisco had Shirley Temple as hostess for two-hour, prime-time musical "Shirley Temple Presents Young America on Stage." Bay Area teens were featured in song and dance.

KHJ-TV Los Angeles had Jackie & Gayle on segment of its syndicated Hollywood A Go Go program.

KSL-TV Salt Lake City uses talent from area high schools for its weekly Hi Shoppe show.

KCOP-TV Los Angeles has its popular Lloyd Thaxton Show, a daily feature, in national syndication. Over 80 other stations are now carrying it.

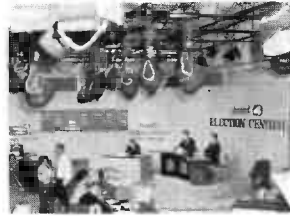
THE WORLD OF INFORMATION

KWTV Oklahoma City interviewed early aviator Burrell Tibbs.

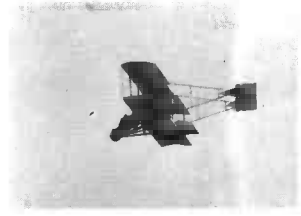


KWTV OKLAHOMA CITY

WOAI-TV San Antonio set up an all-electronic election return reporting system.



WOAI-TV SAN ANTONIO



KREM-TV SPOKANE

KREM-TV Spokane took a searching look at aviation's history.

KXTV Sacramento filmed patient equipped with a new heart valve.

KIRO-TV Seattle sought the views of Supreme Court Justice William O. Douglas.



KIRO-TV SEATTLE

KNXT Los Angeles staged a live Salinger-Murphy political debate.



KNXT LOS ANGELES

KGW-TV Portland, Ore., garnered opinions of State Department's William J. Jordan.



KGW-TV PORTLAND, ORE.

KCRA-TV Sacramento asked panel "Can You Legislate Morals?"

KING-TV Seattle went on location at Everett Junior College for community college documentary.



KCRA-TV SACRAMENTO

KERO-TV Bakersfield focused on Edward's Air Force base pilot.



KING-TV SEATTLE

KNBC Los Angeles pointed cameras at limousine back seat for talk with Senators Tower and Dodd.



KERO-TV BAKERSFIELD

KMID-TV Midland got the word on capability of T-37 jet trainer.

KLZ-TV Denver assembled executives for review of national economy and look at the future.

KMID-TV MIDLAND





KXTV SACRAMENTO



KNBC LOS ANGELES
KLZ-TV DENVER



THE WORLD OF MISCELLANY

KFMB-TV San Diego weighed in a python at the San Diego Zoo for a Zoorama segment.

KOLD-TV Tucson got friendly with a six-months-old mountain lion, Leoncita, for its Desert Trails series.

KIRO-TV Seattle called in group of CBS-TV stars for its March of Dimes Telerama.

KXLY-TV Spokane devoted 18 hours of continuous broadcast time to get the community behind the 1965 March of Dimes.

KRGV-TV Westaco built research laboratory set as showcase for its science fiction-adventure program called simply X.

KHOU-TV Houston paused in front of Joanne King's Christmas hearth to hear her tell her son how Houston observes the season.



KFMB-TV SAN DIEGO



KOLD-TV TUCSON



KIRO-TV SEATTLE



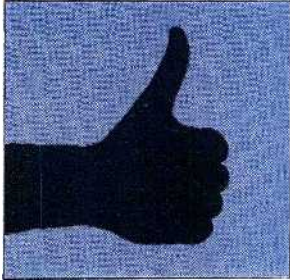
KXLY-TV SPOKANE



KRGV-TV WESLACO

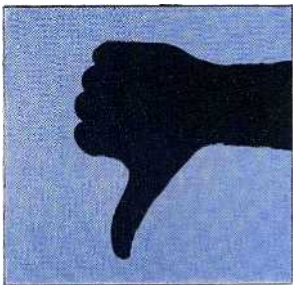


We're for:



Court-approved wiretapping
Liberal birth control policies
Electronic vote tabulating
Stricter gun control laws
Sex education in the schools

We're against:



Discrimination in housing
Retaining government employees
who take the 5th Amendment
Legalized gambling
Politics in the judiciary
Useless public demonstrations

We've said so, loud and clear, in our broadcast editorials. We speak out for what we believe is in the best interests of the people of Chicago.

Some people agree with our editorials. Some don't. They tell us about it, either way.

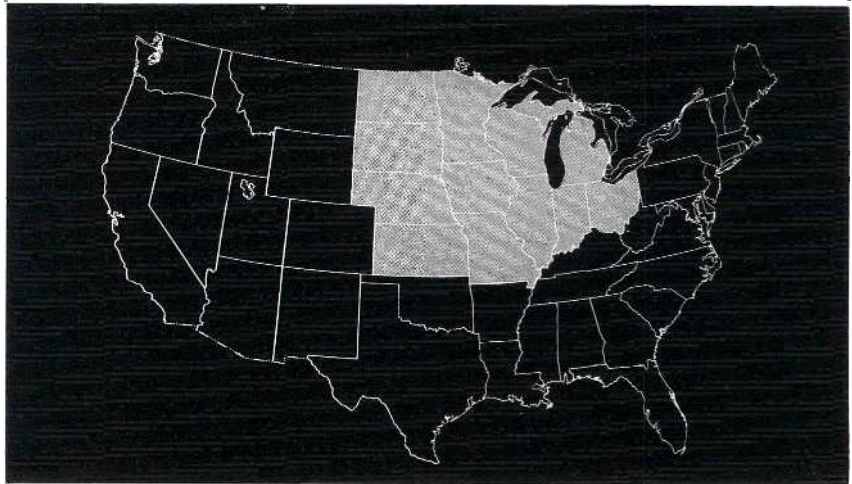
We broadcast editorials five days a week, twice each day. And we make the same broadcast time available for reply by those who disagree with our editorial standpoint.

We believe it's our duty to make people think hard about issues which affect all of us in the Chicago area, and to encourage action on important problems. As community leaders, we can do no less.

WBBM-TV CHANNEL 2, CHICAGO—CBS OWNED

THE MANY WORLDS OF LOCAL TV

MIDWEST



STATIONS REPORTING*

Illinois

WBBM-TV Chicago
 WBKB Chicago
 WCIA Champaign
 WCIU-TV Chicago
 WGEM-TV Quincy
 WGN-TV Chicago
 WMAQ-TV Chicago
 WMBD-TV Peoria
 WREX-TV Rockford

Indiana

WANE-TV Fort Wayne
 WFRM-TV Indianapolis
 WFIE-TV Evansville
 WISH-TV Indianapolis
 WLWI Indianapolis
 WNDU-TV South Bend
 WPTA Fort Wayne
 WSBT-TV South Bend
 WSJV South Bend
 WTHI-TV Terre Haute
 WTVW Evansville

Iowa

KRNT-TV Des Moines
 KTVO Ottumwa
 KVTV Sioux City
 WHO-TV Des Moines
 WMT-TV Cedar Rapids
 WOI-TV Ames

Kansas

KAKE-TV Wichita
 KARD-TV Wichita

KTVH Wichita
 WIBW-TV Topeka

Michigan

WILX-TV Lansing
 WJBK-TV Detroit
 WJIM-TV Lansing
 WJRT Flint
 WKBD-TV Detroit
 WKZO-TV Kalamazoo
 WMT-TV Cedar Rapids
 WNEM-TV Saginaw
 WOOD-TV Grand Rapids
 WWJ-TV Detroit
 WWTW Cadillac
 WXYZ-TV Detroit
 WZZM-TV Grand Rapids

Minnesota

KMSP-TV Minneapolis
 KSTP-TV Minneapolis
 WCCO-TV Minneapolis

Missouri

KCMO-TV Kansas City
 KFQE-TV St. Joseph
 KHQA-TV Hannibal
 KMBC-TV Kansas City
 KMOX-TV St. Louis
 KODE-TV Joplin
 KOMC-TV Columbia
 KSD-TV St. Louis
 KTTS-TV Springfield
 KYTV Springfield

Nebraska

KHAS-TV Hastings
 KOLN-TV Lincoln
 KMTV Omaha
 WOW-TV Omaha

North Dakota

KXMB-TV Bismarck

Ohio

KYW-TV Cleveland
 WBNS-TV Columbus
 WCPO-TV Cincinnati
 WEWS Cleveland
 WHIO-TV Dayton
 WKBN Youngstown
 WKRC-TV Cincinnati
 WLWC Columbus
 WLWD Dayton
 WLWT Cincinnati
 WSPD-TV Toledo
 WSTV-TV Steubenville
 WTOL-TV Toledo
 WTVN-TV Columbus

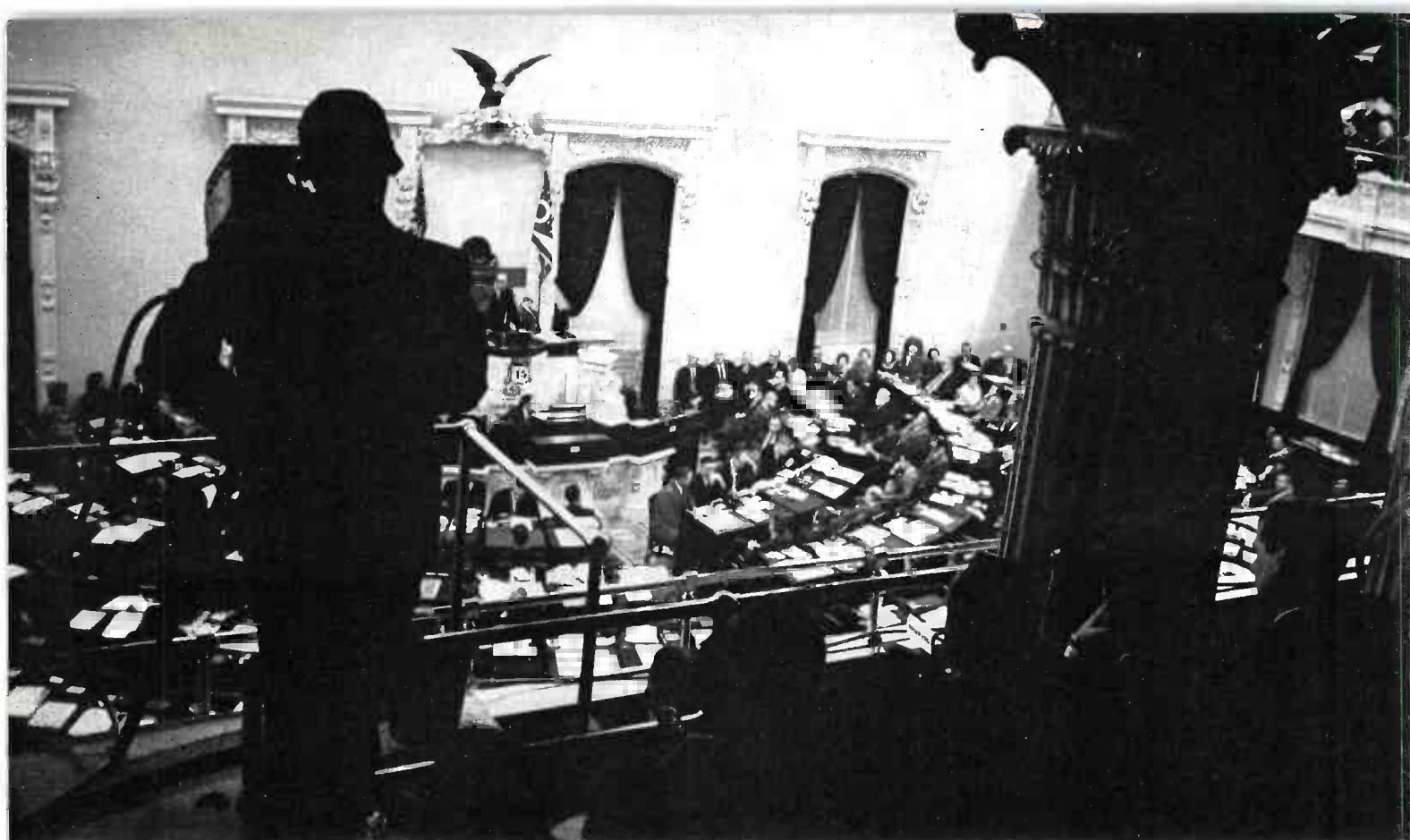
South Dakota

KS00-TV Sioux Falls

Wisconsin

WISN-TV Milwaukee
 WITI-TV Milwaukee
 WLUK-TV Green Bay
 WTMJ-TV Milwaukee
 WUHF-TV Milwaukee

*Stations reporting include those stations that responded with completed questionnaire, or pictures, or both.



THE WORLD AROUND US

WTVN-TV Columbus carried the first live coverage of the Ohio Legislature in action.

WBBM-TV Chicago offered Judge James Parsons' views on "I See Chicago."

WNEM-TV Saginaw presented "Japan, The Old and the New."

KMOX-TV St. Louis featured Vincent Price in an art special.

WCPO-TV Cincinnati viewed nearby markets in three filmed shows.

KCMO-TV Kansas City explored "The Wide Missouri" countryside.

KMTV Omaha sent newsman John Hlavacek on round-the-world trip.

KMOX-TV ST. LOUIS



WBBM-TV CHICAGO



WCPO-TV CINCINNATI



WNEM-TV SAGINAW



KCMO-TV KANSAS CITY



KMTV OMAHA



THE WORLD OF NEWS

KMTV Omaha was on the scene covering the Selma, Ala., sympathy march.

WFBM-TV Indianapolis provided coverage of tornado damage.

KSTP-TV Minneapolis reported on spring flood conditions.

WWJ-TV Detroit interviewed labor leaders Douglas Frazer and Walter P. Reuther.

WSJV South Bend showed aerial films of the destruction caused by tornadoes.

WTOL-TV Toledo did a special on "the worst fire in 20 years."

WCCO-TV Minneapolis followed President Johnson's tour of flood sites.



KMTV OMAHA



WFBM-TV INDIANAPOLIS



KSTP-TV MINNEAPOLIS



WWJ-TV DETROIT



WSJV SOUTH BEND



WTOL-TV TOLEDO

WCCO-TV MINNEAPOLIS



THE WORLD OF MUSIC AND DANCE

KMOX-TV St. Louis featured folk music by the Beers Family on one of its Montage shows.

KYW-TV Cleveland had Cleveland Symphony and Dayton Civic Ballet for "Nutcracker" special.

WSPD-TV Toledo did a study of the Toledo Orchestra's Serge Fournier called "The Conductor."

WTOL-TV Toledo's performing arts special "Some Like it Cool, Some Like it Hot" showcased local talent.

WTMJ-TV Milwaukee gathers visiting and local entertainers for The Zeb Billings' Music Room.

KOLN-TV Lincoln features dance and listening music on its prime-time Dick Wickman Show.

WSJV-TV South Bend used Elkhart High School talent on its "Christmas Choir Concert."

KRNT-TV Des Moines telecast highlights of the All-State High School Music Festival Concert.

WNEM-TV Saginaw featured Swedish chorale on its Take 5 program.



KMOX-TV ST. LOUIS

KYW-TV CLEVELAND



WTOL-TV TOLEDO



WNDU-TV SOUTH BEND



WTMJ-TV MILWAUKEE



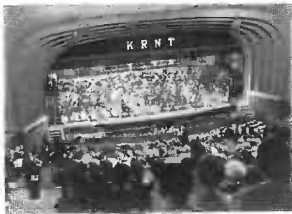
KOLN-TV LINCOLN



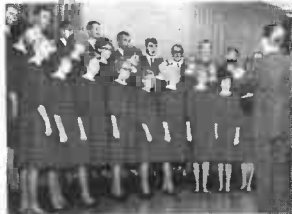
WSJV SOUTH BEND



KRNT-TV DES MOINES



WNEM-TV SAGINAW



WMAQ-TV CHICAGO



WBBM-TV CHICAGO



KMOX-TV ST. LOUIS



WXYZ-TV DETROIT



KYW-TV CLEVELAND



THE WORLD OF STAGECRAFT

WNDU-TV South Bend ran two-hour Notre Dame Theatre production of "King Lear."

WMAQ-TV Chicago had excerpts from opera "La Boheme."

WBBM-TV Chicago had youngsters from local church on Repertoire Workshop musical "Little Angels."

KMOX-TV St. Louis' Repertoire Workshop aired "A Midsummer Morn's Awakening."

WXYZ-TV Detroit had puppet show interpretation for "Opera in Focus—La Boheme."

KYW-TV Cleveland carried Shakespearean plays on its Panorama series.

WSBT-TV South Bend featured local players in its "Prince and the Pauper."



WANE-TV FORT WAYNE
WGN-TV CHICAGO

WBBM-TV CHICAGO

WOI-TV AMES



KMOX-TV ST. LOUIS



KTVH WICHITA



THE WORLD OF INFORMATION

WANE-TV Fort Wayne interviewed convicts on "The Wasted Years."

WGN-TV Chicago's The Blue Light series profiled "The Policewoman."

WBMM-TV Chicago studied air traffic control.

WOI-TV Ames programs Status 6 as an aid to the handicapped.

KMOX-TV St. Louis went in strong for election coverage.

KTVH Wichita covered guerrilla exercises for "Ambush" program.

WLUK-TV Green Bay discussed the John Birch Society on "Viewpoint."

WOOD-TV Grand Rapids studied Muslims in "X is a Name."

WITI-TV Milwaukee talked about TV with the FCC's Ken Cox.

WKRC-TV Cincinnati explained how the U.S. chooses its president.

WISN-TV Milwaukee interviewed a sheriff on Hi Neighbor.

WBNS-TV Columbus gives good driving pointers on Traffic Court.

WKZO-TV Kalamazoo tried "Educating Women for a Changing World."

WMAQ-TV Chicago interviewed Charles Percy on election night.

WLWT Cincinnati showed a medical wonder on "Caesarean Section."

WTOL-TV Toledo took viewers onto the "Test Track."

WWJ-TV Detroit's Feature Story explored city's heating system.

WJBK-TV Detroit's editorials are done by VP-GM Larry Carino.

WTVW Evansville went to campus on "Evansville College, Your School."

KSTP-TV Minneapolis profiled Minnesota Senator Mondale.

WWJ-TV DETROIT



WLUK-TV GREEN BAY



WOOD-TV GRAND RAPIDS



WITI-TV MILWAUKEE



WKRC-TV CINCINNATI



WISN-TV MILWAUKEE



WBNS-TV COLUMBUS



WKZO-TV KALAMAZOO

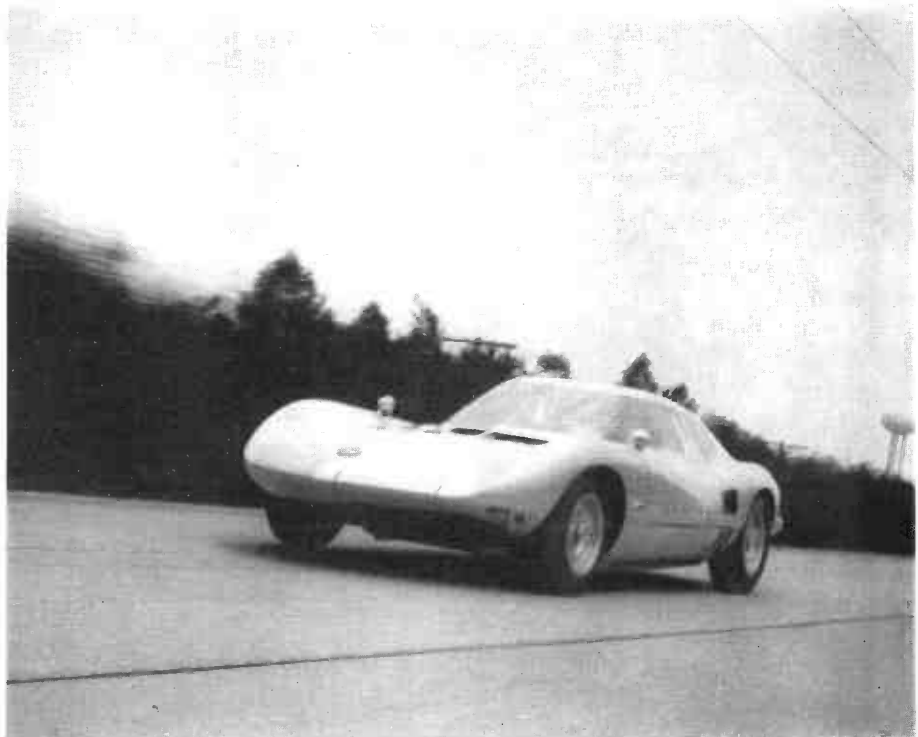


WMAQ-TV CHICAGO



WLWT CINCINNATI

WTOL-TV TOLEDO



WJBK-TV DETROIT

WTVW EVANSVILLE

KSTP-TV MINNEAPOLIS



THE WORLD OF SPORTS

WBKB Chicago's Midwest Sports Special covered motorcycle race.

WLWI Indianapolis covered "The Greatest Spectacle in Racing," the Indianapolis 500.

WJBK-TV Detroit interviewed winner of Horton Smith Memorial Golf Tournament, annual coverage event.

WKBD-TV Detroit carries Detroit Red Wing hockey games.

WTOL-TV Toledo did "Sideline" special on local football coach.

KSD-TV St. Louis carries road games of St. Louis Cardinals.

WISH-TV Indianapolis filmed "500" Festival golf highlights.

WFBM-TV Indianapolis has annual high school basketball tournament.

WSPD-TV Toledo had spring training special on the Toledo Mud Hens.



WBKB CHICAGO

THE WORLD OF CHILDREN

WGN-TV Chicago features Anita Klever on Treetop House.

WBNS-TV Columbus runs Luci's Toyshop with Lucille Gasaway.

WJRT Flint gives an hour a day to Rae Deane and Friends.

KYW-TV Cleveland sent Barnaby and Woodrow out for a special, "The Age of Steam."

WJIM-TV Lansing made "Learn to Swim" a segment of Romper Room.

WKBN-TV Youngstown's Romper Room teacher is Miss Rosemary.



WGN-TV CHICAGO



WBNS-TV COLUMBUS



WJRT FLINT



WJIM-TV LANSING



WKBN-TV YOUNGSTOWN



KYW-TV CLEVELAND



WLWI INDIANAPOLIS



WJBK-TV DETROIT



WKBD-TV DETROIT



WTOL-TV TOLEDO



WISH-TV INDIANAPOLIS



WFBM-TV INDIANAPOLIS



KSD-TV ST. LOUIS



WSPD-TV TOLEDO

THE WORLD OF TEENS

WLWD Dayton featured the Meadowdale high school Cobras on its Teen Scene show.

WISN-TV Milwaukee rocks with a show called Sumthin Else.

WMAQ-TV Chicago produces Between Teens discussion show.

WWJ-TV Detroit dramatizes teen problems on Juvenile Court.

WMT-TV Cedar Rapids ran "13 x 13" special, featured 13 college coeds in song, dance and skits.

WHO-TV Des Moines gets the teens dancing on Discotheque.

WCIU Chicago has Jan Gabriel as host on Up Tempo, a live show.



WLWD DAYTON



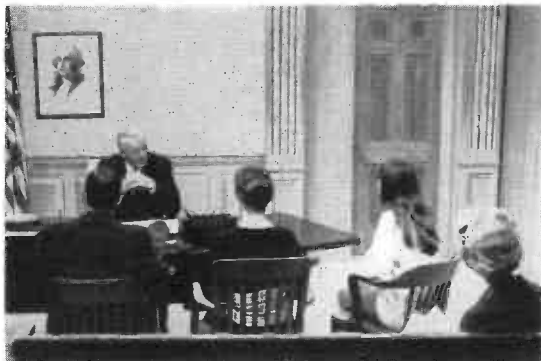
WISN-TV MILWAUKEE



WMAQ-TV CHICAGO



WHO-TV DES MOINES



WWJ-TV DETROIT



WMT-TV CEDAR RAPIDS



WCIU CHICAGO

THE WORLD OF PROBLEMS

WBNS-TV Columbus, Ohio, entered penitentiary gates for look at progress in prison reform.

WKRC-TV Cincinnati discovered that poverty is not remote.

WOOD-TV Grand Rapids met with state hospital department heads to plan "Roses Have Thorns."

WFBM-TV Indianapolis examined the problem of slum housing.

WSTV-TV Steubenville documented the effect of air pollution on the Upper Ohio Valley.

WXYZ-TV Detroit probed drop-out problem among Negroes.

WGN-TV Chicago went after the story of narcotics enforcement in its "Merchants of Menace."

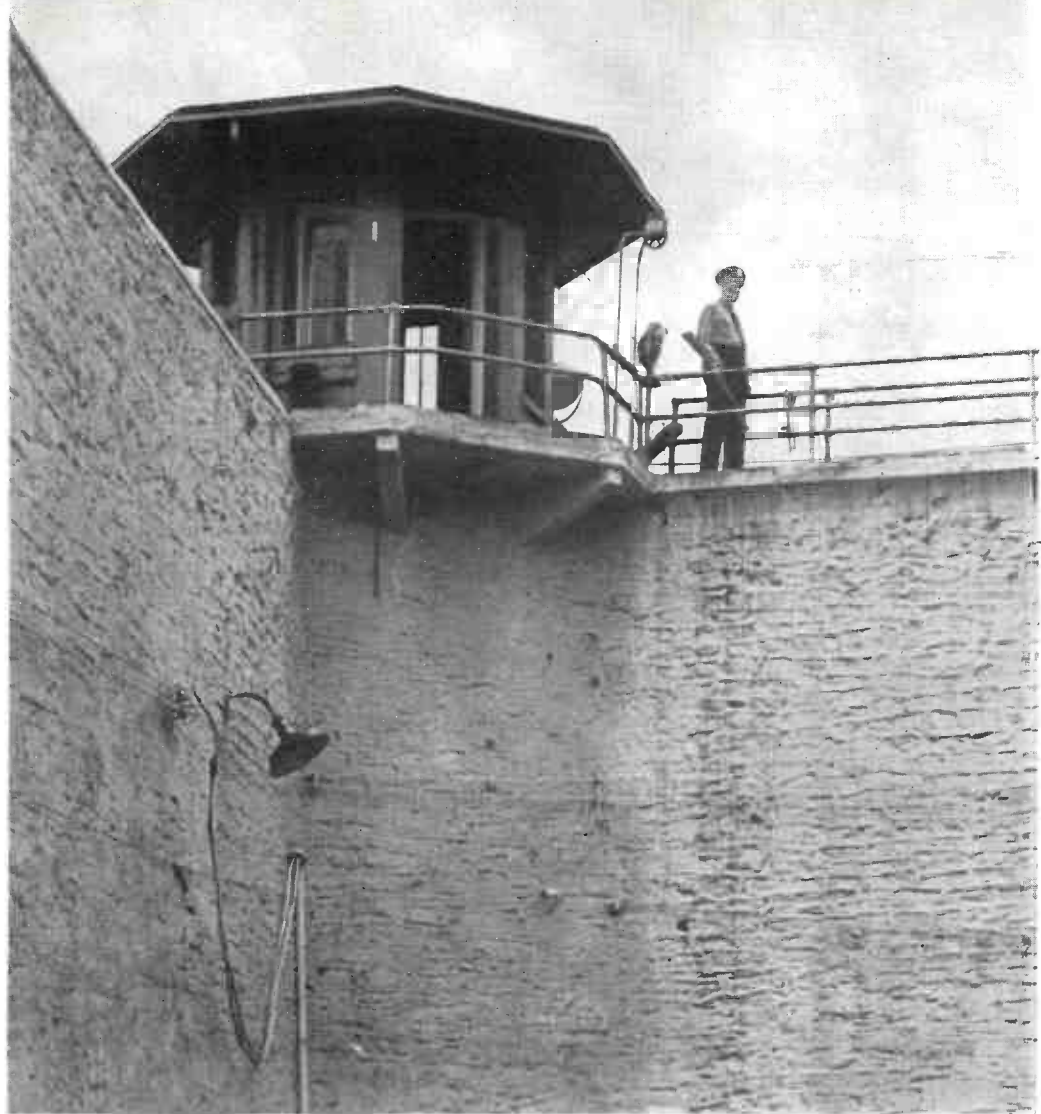
WLWT Cincinnati zeroed in on fight against drug addiction.

KSD-TV St. Louis studied inadequate vocational-technical educational facilities in schools.

WMAQ-TV Chicago found examples for "Too Old at 40" documentary.

WKBN-TV Youngstown tackled story of smut and the teenager.

WOW-TV Omaha turned its cameras on retraining of adults whose skills have become obsolete.



WBNS-TV COLUMBUS, OHIO

WKRC-TV CINCINNATI



WOOD-TV GRAND RAPIDS



WFBM-TV INDIANAPOLIS



WSTV-TV STEUBENVILLE



WXYZ-TV DETROIT



KSD-TV ST. LOUIS



WMAQ-TV CHICAGO



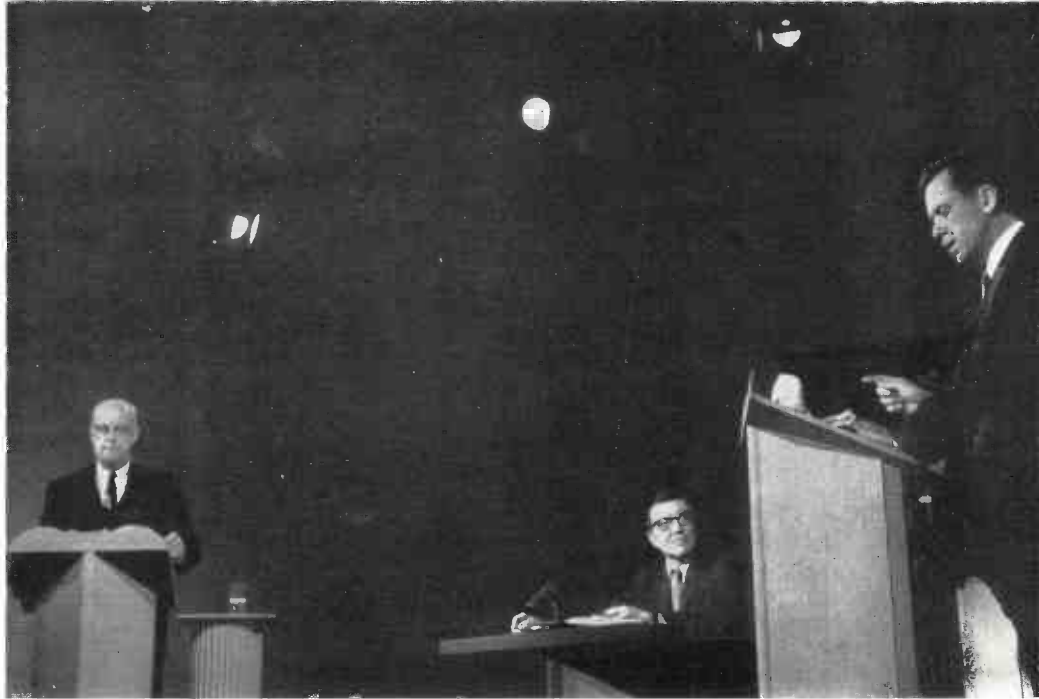
WKBN-TV YOUNGSTOWN





KTTS-TV SPRINGFIELD, MO.

KMOX-TV ST. LOUIS



THE WORLD OF POLITICS

KTTS-TV Springfield, Mo., invited a panel of League of Women Voters members to sit in the studio and quiz 13 councilmanic candidates on civic issues two days before the city elections.

KMOX-TV St. Louis brought together two candidates for governor of Missouri, Ethan Shepley and Warren E. Hearnes, to debate the issues as they saw them.

WOW-TV Omaha quizzed Nebraska's gubernatorial candidates in a special, prime-time confrontation arranged and televised by the station as part of its Decision '64 series.

WBBM-TV Chicago offered voters an opportunity to hear the views of gubernatorial candidate Charles Percy.

WTMJ-TV Milwaukee presented a voters guide in which two candidates for the state supreme court were questioned.

WGN-TV CHICAGO



WLWT CINCINNATI



WOW-TV OMAHA



WOW-TV OMAHA



WBBM-TV CHICAGO



WTMJ-TV MILWAUKEE





WKBN-TV YOUNGSTOWN
WLWC COLUMBUS



WWTW CADILLAC



KYW-TV CLEVELAND



WMAQ-TV CHICAGO



THE WORLD OF RELIGION

WKBN-TV Youngstown moved close in to picture this ritual.

WLWC Columbus, Ohio, documented the life of the novitiate.

KYW-TV Cleveland captured the reverence of Good Friday.

WWTW Cadillac asked a priest to explain liturgy changes.

WMAQ-TV Chicago features Studs Terkel as "The Eternal Quest" host.

THE WORLD OF PEOPLE

WEWS Cleveland queried Dr. Benjamin Spock on "Paige Palmer Show" about effects of smut on kids.

WBMM-TV Chicago had some questions for Judy Garland.

WITI-TV Milwaukee played host to astronaut Donald Slayton and his cousin The Easter Seal Girl.

WHIO-TV Dayton talked scuttlebutt with men from air force base.

WBKB Chicago stays up late to offer "Kup" and guests.



WEWS CLEVELAND



WBMM-TV CHICAGO



WITI-TV MILWAUKEE



WHIO-TV DAYTON



WBKB CHICAGO

KYTV SPRINGFIELD MO.



WLWI INDIANAPOLIS

WWJ-TV DETROIT



KSD-TV ST. LOUIS

WLWT CINCINNATI



WTMJ-TV MILWAUKEE



WGN-TV CHICAGO

THE WORLD OF MISCELLANY

KYTV Springfield, Mo., traveled into the Ozarks' outdoors to find this chipmunk and friend.

WWJ-TV Detroit posed models in front of a kiosk for a look at fashions from Paris.

WLWT Cincinnati presents Paul Dixon with a variety of guests including this Hawaiian dancer.

WLWI Indianapolis handed bouquet to the 500 Festival Queen via station news director Tom Atkins.

WTMJ-TV Milwaukee gives a chance to talented amateur performers with its weekly showcase.

KYW-TV Cleveland had Mike Douglas in a cowboy getup yakking with comedian George Gobel.

KSD-TV St. Louis telecast exclusively the Veiled Prophet Ball, top social event.

WGN-TV Chicago provided an audience for An Evening With ... Dennis Day, Irish tenor.

WTVN-TV Columbus, Ohio, moved inside the state penitentiary for inmates' Christmas show.

KMOX-TV St. Louis focused on these students from a Junior College art class.



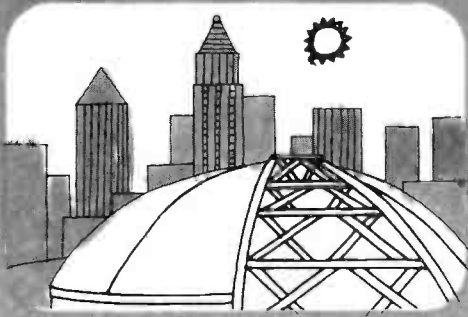
WTVN-TV COLUMBUS



KMOX-TV ST. LOUIS

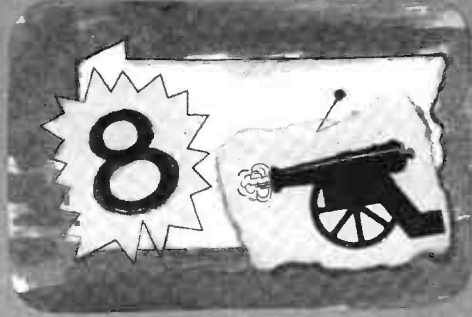


1



Can you identify this city?

2



Clue: It's the hub of the nation's Eighth Market -- and booming!

3



(SFX: BOOM)
Residential construction up 12% in '69!

4



(SFX: BOOM) *Retail sales up 8%*

5



Want to reach the families who are building and buying?

6



Clue: Take the "homes-reached" station! Take TAE.
Swell. But you forgot to mention PITTSBURGH!

THE MANY WORLDS OF LOCAL TV

NORTHEAST



STATIONS REPORTING*

Connecticut

WNHC-TV New Haven
WTIC-TV Hartford

Maine

WABI-TV Bangor
WCSH-TV Portland
WGAN-TV Portland
WLBZ-TV Bangor
WMTW-TV Poland Spring

Massachusetts

WBZ-TV Boston
WHDH-TV Boston
WHYN-TV Springfield
WNAC-TV Boston
WTEV New Bedford
WWLP Springfield

New Hampshire

WMUR-TV Manchester

New York

WABC-TV New York
WAST Albany
WBEN-TV Buffalo
WCBS-TV New York
WCNY-TV Watertown
WGR-TV Buffalo
WHEC-TV Rochester
WHEN-TV Syracuse
WINR-TV Binghamton
WKBW-TV Buffalo
WKTV Utica
WNBC-TV New York
WNBF-TV Binghamton
WNEW-TV New York
WNYS-TV Syracuse
WOKR Rochester
WOR-TV New York
WPIX-TV New York
WRGB Schenectady

WSYR-TV Syracuse
WTEN Albany

Pennsylvania

KDKA-TV Pittsburgh
WCAU-TV Philadelphia
WFPG-TV Altoona
WPIL-TV Philadelphia
WIIC-TV Pittsburgh
WLYH-TV Lebanon
WNEP-TV Scranton
WRCV-TV Philadelphia
WTAE Pittsburgh

Rhode Island

WJAR-TV Providence
WPRO-TV Providence

Vermont

WCAX-TV Burlington

*Stations reporting include those stations that responded with completed questionnaire, or pictures, or both.



WNBC-TV NEW YORK

WNEW-TV NEW YORK



WHYN-TV SPRINGFIELD



THE WORLD AROUND US



WTEV NEW BEDFORD



WPIX-TV NEW YORK



WHDH-TV BOSTON



KDKA-TV PITTSBURGH
WCAU-TV PHILADELPHIA

WNBC-TV New York told of the world's largest port in documentary narrated by actor Robert Ryan.

WNEW-TV New York went to Portugal to shoot 13-hours of film for its prize-winning children's program, Wonderama.

WHYN-TV Springfield gave Defense Secretary McNamara a chance to explain why he closed down the Springfield Armory.

WTEV New Bedford observed the 50th anniversary of the Cape Cod canal with half-hour show.

WPIX-TV New York covered the "Steuben's Day" parade up Fifth Avenue.

WHDH-TV Boston, for the first time ever on TV, presented live sessions of the state senate in action.

KDKA-TV Pittsburgh took cameras to top of the Gateway Center building to inspect the ice breakup along the Allegheny River.

WCAU-TV Philadelphia told "The Miners Story," using Hollywood's Jack Palance to narrate.





WCBS-TV NEW YORK
WCAX-TV BURLINGTON

WTEN ALBANY

WRCV-TV PHILADELPHIA



WNHC-TV NEW HAVEN



WIBC PITTSBURGH



WCAU-TV PHILADELPHIA



WNBC-TV NEW YORK



THE WORLD OF PROBLEMS

WCBS-TV New York examined the drug addiction problem on hour-long "The Losers" special.

WCAX-TV Burlington looked "Inside Windsor Prison" in the Focus 3 documentary series.

WTEN Albany focused on the problem of teen-age drinking in a half-hour documentary.

WRCV-TV Philadelphia checked the operation of state-owned liquor stores on the Montage series.

WNHC-TV New Haven studied trucking problems on a specially-produced program.

WIBC Pittsburgh took an hour-long look at local mental health facilities on "Trouble in Mind."

WCAU-TV Philadelphia delved into human relationships in "The Detached American."

WNBC-TV New York reported on housing conditions in Harlem on New York Illustrated.



WCBS-TV NEW YORK

THE WORLD OF PEOPLE

WCBS-TV New York visited photographer Edward Steichen and wife.

WNBC-TV New York invited Sammy Davis Jr. to Open Mind.

WKBW-TV Buffalo listened to Virginia Graham, among others, in weekly discussion series.

WABC-TV New York questioned Alex Quaison-Sackey, president of the UN General Assembly.

WSYR-TV Syracuse answered the question "Is there a Virginia?" with lady who wrote the letter.

WBZ-TV Boston presented portrait of Cardinal Cushing's life.

WRCV-TV Philadelphia sent producer-hostess Marciarose to Jacques Lipchitz's studio.

WHDH-TV Boston brought together Adlai Stevenson for the U.S. and Sir Anthony Eden of Britain for a world affairs discussion show.

WOR-TV New York traveled down memory lane with Walter Matthau, star of "The Odd Couple."

WNAC-TV Boston carried message of Dr. Martin Luther King to Massachusetts Legislature.

WBZ-TV BOSTON



WRCV-TV PHILADELPHIA



WHDH-TV BOSTON



WNAC-TV BOSTON



WOR-TV NEW YORK





WNBC-TV NEW YORK



WKBW-TV BUFFALO



WABC-TV NEW YORK



WSYR-TV SYRACUSE



THE WORLD OF SPORTS

WIIC-TV Pittsburgh focused on the nation's top wrestlers.

WRCV-TV Philadelphia caught Princeton basketball star Bill Bradley in action.

WMTW-TV Poland Spring talked with contender Sonny Liston.

WRGB Schenectady eyes harness racing thrills from Saratoga.

WCBS-TV New York took a look at Casey Stengel and the Mets.



WIIC PITTSBURGH

WRCV-TV PHILADELPHIA



WMTW-TV POLAND SPRING



WRGB SCHENECTADY



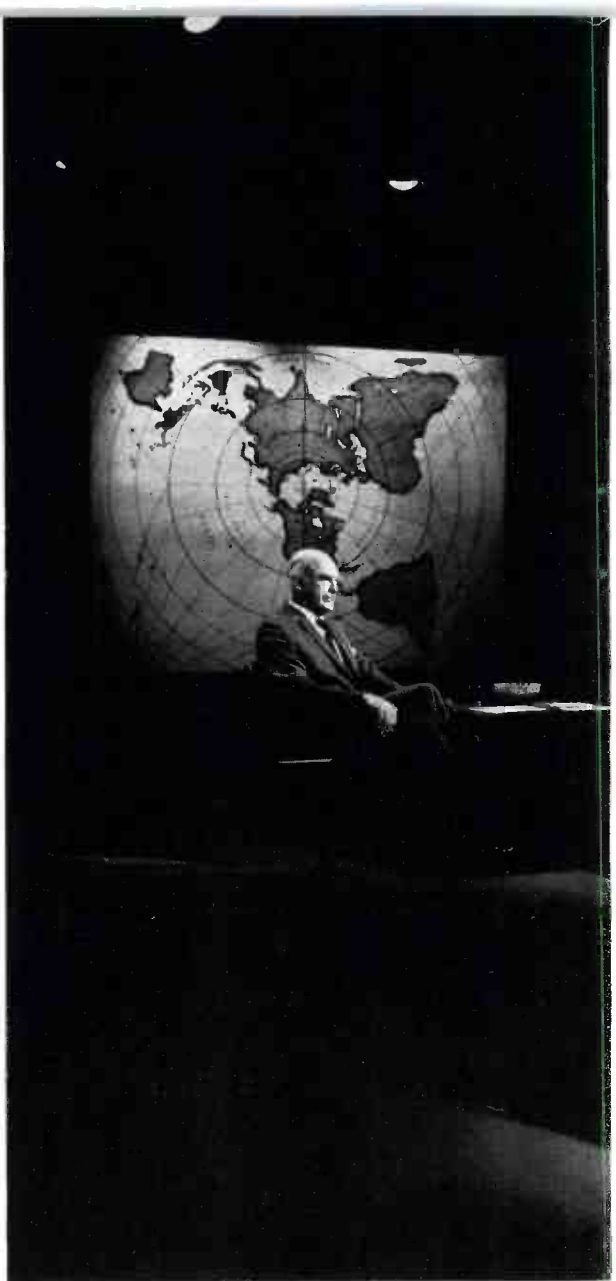
WCBS-TV NEW YORK





KDKA-TV PITTSBURGH

WPRO-TV PROVIDENCE



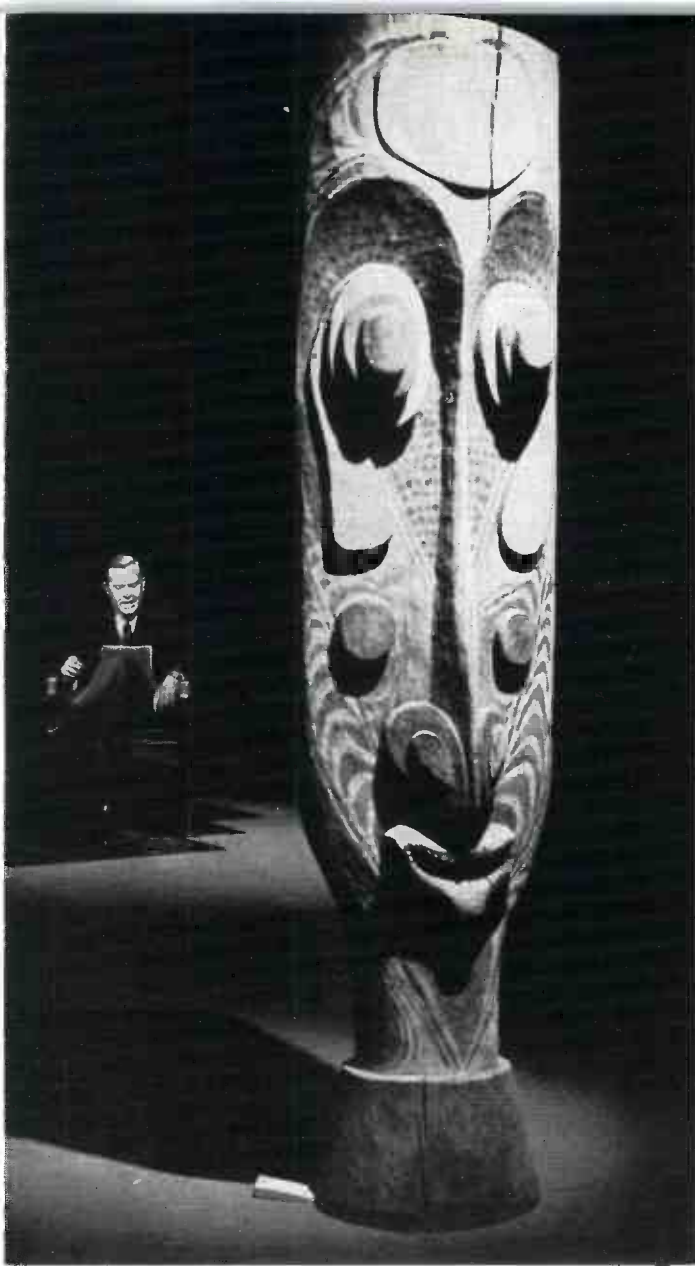
WABC-TV NEW YORK

WGAN-TV PORTLAND



WNEW-TV NEW YORK





WCBS-TV NEW YORK

THE WORLD OF INFORMATION

KDKA-TV Pittsburgh did four-part "Flight for Peace" series on today's role of U.S. Air Force.

WABC-TV New York started its own travel-adventure series, Passport 7. Host is Bob Maxwell.

WPRO-TV Providence showed Ku Klux Klan ceremony on "Extremists: Left and Right."

WNEW-TV New York took a look at a noted American author in "William Faulkner's Mississippi."

WGAN-TV Portland spent a day with a local fire department to produce "24 Hours."

WCBS-TV New York carried Eye on New York program called "The Driving Instinct."

WCNY-TV Watertown covered Army maneuvers at Camp Drum, N. Y., for a Scope program, "A Tip of the Hat."

WNBC-TV New York interviewed Connecticut Governor John Dempsey for Your Governor Reports.

WMUR-TV Manchester presented a show on the history of the Portsmouth, N. H., Naval Shipyard.

WHDH-TV Boston newsman Jack Hynes anchored local election coverage.

WAST Albany visited a NASA seminar on space science.

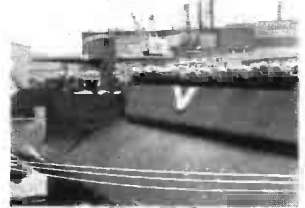
WTEN Albany explored planning on new urban renewal project.



WCNY-TV WATERTOWN



WNBC-TV NEW YORK



WMUR-TV MANCHESTER



WHDH-TV BOSTON



WAST ALBANY



WTEN ALBANY

WBZ-TV BOSTON



WCAU-TV PHILADELPHIA

WHYN-TV SPRINGFIELD



THE WORLD OF CHILDREN

WBZ-TV Boston presents Bob Emery in his Big Brother morning show.

WCAU-TV Philadelphia is all for books on Love to Read series.

WHYN-TV Springfield allows its Bozo the Clown—Milt Corey—to visit with bedridden children.

WHEN-TV Syracuse stresses physical fitness on One O'Clock Scholar.

WCBS-TV New York showed what happens to poor children when introduced to live theater on Eye on New York series.

KDKA-TV Pittsburgh features Don Riggs as Bwana Don every Saturday morning.

WAST Albany filmed art students for its "So Eager" program.

WHEN-TV SYRACUSE



WCBS-TV NEW YORK



KDKA-TV PITTSBURGH



WAST ALBANY





WRGB SCHENECTADY

THE WORLD OF TEENS

WRGB Schenectady has high school students competing for honors on its Little Red Schoolhouse.

WRCV-TV Philadelphia used rock 'n roll music as topic for discussion on Beat Scene series.

WCBS-TV New York featured students from foreign lands on Saturday series, Young Worlds '65.

WTAE Pittsburgh took winners of its Jr. High Quiz program for a three-day tour of Washington.

WABC-TV New York presented teen-age favorite Bobby Vinton in "Careerathon."

WRCV-TV PHILADELPHIA



WCBS-TV NEW YORK



WTAE PITTSBURGH



WABC-TV NEW YORK





WRCV-TV PHILADELPHIA

THE WORLD OF RELIGION

WRCV-TV Philadelphia featured this Jewish theatrical group in Faith of Israel series.

WNBC-TV New York got together Father James Lloyd and Jackie Gleason in religious discussion.

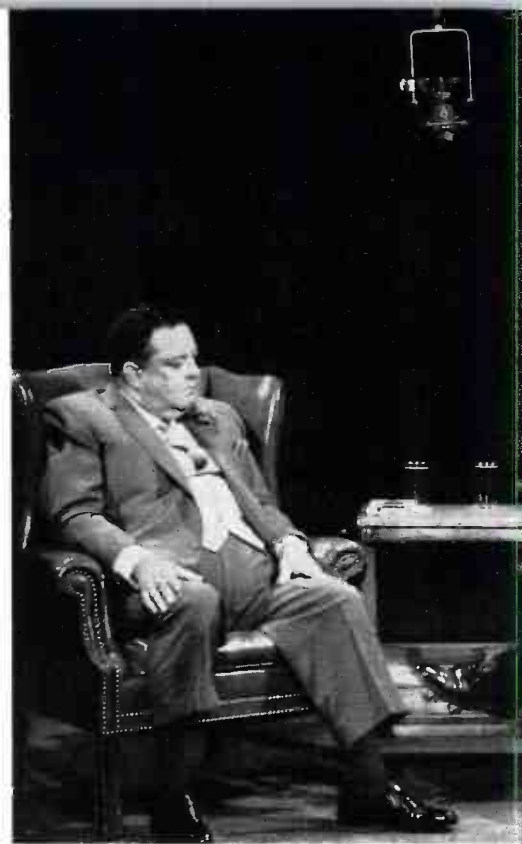
WWLP Springfield offered a panel made up of clergymen of several persuasions.

WTEV New Bedford showed Sister Janet Marie teaching the eight children of her Little Flock.

WIC Pittsburgh filmed a visit of Bishop J. J. Wright at the Ecumenical Council.

WHEN-TV Syracuse covered ordinations to the priesthood.

WBEN-TV Buffalo brought together Negro lay persons and educators for discussion.



WNBC-TV NEW YORK

WWLP SPRINGFIELD



THE WORLD OF POLITICS

WWLP Springfield scanned the state convention.

WOR-TV New York focused on Robert Kennedy's race.

WABC-TV New York asked questions of candidate Kenneth B. Keating.

WMTW-TV Poland Spring staged a debate.

WFIL-TV Philadelphia held a mock election.

WTIC Hartford caught the President.

WOR-TV NEW YORK



WABC-TV NEW YORK



WMTW-TV POLAND SPRING

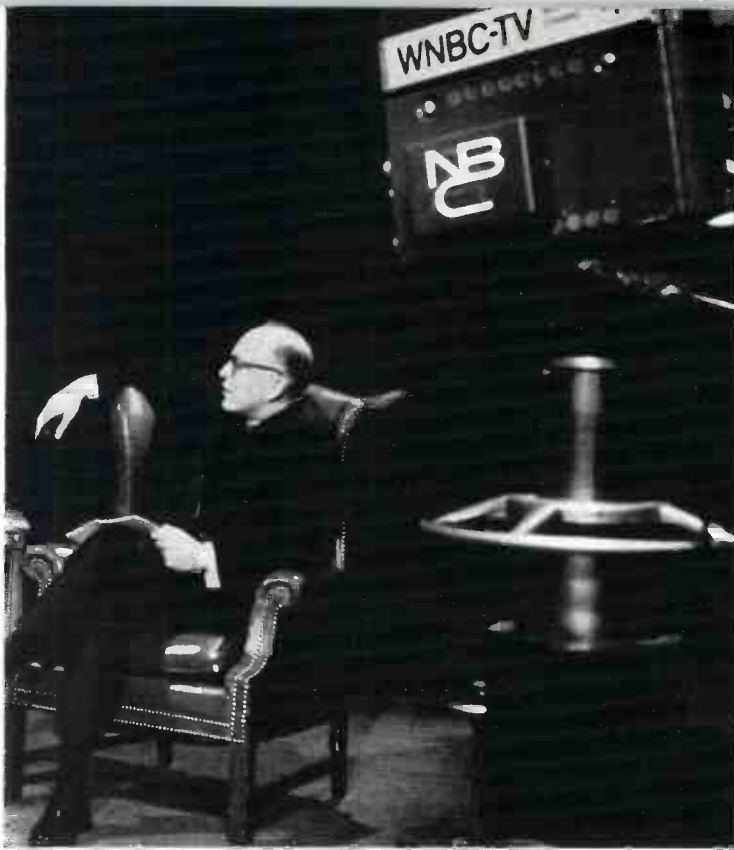


WFIL-TV PHILADELPHIA



WTIC-TV HARTFORD





WWLP SPRINGFIELD



WTEV NEW BEDFORD



WIBC PITTSBURGH



WHEN-TV SYRACUSE



WBEN-TV BUFFALO

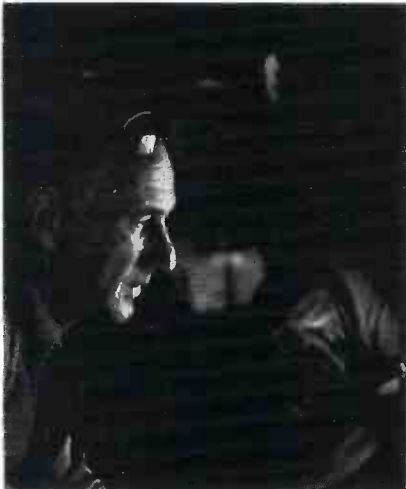
WNBC-TV NEW YORK



WCBS-TV NEW YORK



WGAN-TV PORTLAND



WNEF-TV BINGHAMTON



WKTV UTICA



THE WORLD OF NEWS

WNBC-TV New York sent Gabe Pressman for Harry Truman's comments for its 1 a.m. news.

WCBS-TV New York was on hand to film coverage of the Malcolm X assassination.

WGAN-TV Portland, Me., got it first hand from Chuck Sanford in Vietnam and Santo Domingo.

WNEF-TV Binghamton was on the spot at a rally pointing up the city's reaction to Selma.

WKTV Utica followed futile resuscitation attempts on a man pulled from the river.

THE WORLD OF MUSIC AND DANCE

WCBS-TV provided video stage for *Lainie Kazan, Barbra Streisand's standby, in Repertoire Workshop review.*

WHEN-TV Syracuse followed *Cazenovia College student in dance techniques demonstration.*

WBZ-TV Boston videotaped an adaptation of *Handel's "Messiah" at Boston Museum of Fine Arts.*

WKBW-TV Buffalo offered seats up front for "crew cut" concert of *jazz versions of classics.*

WKTV Utica featured the *Windgate Singers, who do folk numbers, with local college students.*

WNBC-TV New York presented *Itzhak Perlman, Israeli violinist, in a half-hour recital.*

WABC-TV New York lined up an array of talent for its "Salute to *Sammy Davis Jr.*"

WHDH-TV Boston surveyed *Japanese art forms in conjunction with World Affairs Council project.*

WCAU-TV Philadelphia captured sound of the *Philadelphia Orchestra and Roberta Peters.*



WCBS-TV NEW YORK



WHEN-TV SYRACUSE



WBZ-TV BOSTON



WKBW-TV BUFFALO



WKTV UTICA



WNBC-TV NEW YORK



WABC-TV NEW YORK



WHDH-TV BOSTON

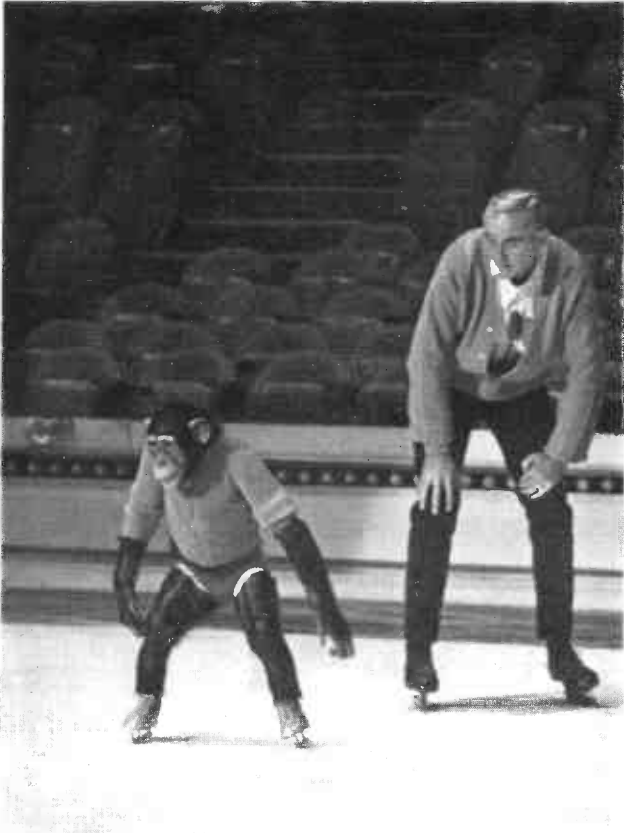


WCAU-TV PHILADELPHIA



WOKR ROCHESTER

KDKA-TV PITTSBURGH



WCAU-TV PHILADELPHIA



WFBG-TV ALTOONA



WTAE PITTSBURGH



WNYS-TV SYRACUSE



WOR-TV NEW YORK

WCBS-TV NEW YORK

THE WORLD OF MISCELLANY

WOKR Rochester looked the field over for its "Miss Rochester Pageant."

KDKA-TV Pittsburgh went out on ice for close-up of Sparky for the Sterling Yates Show.

WFBG-TV Altoona takes farm, home and garden news seriously, as this segment on meat shows.

WTAE Pittsburgh spent 19 hours on Telethon for the benefit of Pittsburgh Variety Club.

WNYS-TV Syracuse scanned girls who took part in the "Miss Syracuse Pageant."

WOR-TV New York visits kitchen of Fedora Bontempi to learn hows of Continental Cooking.

WCSH-TV Portland, Me., dealt with contemporary art scene in Maine in an hour special.

WCAU-TV Philadelphia debuted Margaret Truman with music on Ten Around Town.

WCBS-TV New York tackled Bertolt Brecht when Alice Beardsley and Alex Primrose re-staged a scene from his "A Man's a Man."



WCSH-TV PORTLAND, ME.





certain people are always popular in Nashville!

The most looked-at public affairs programming in Nashville! That's 5 . . .
WLAC-TV . . . with a great array of local programs.

Like . . . Ruth Talley, the popular hostess for "SPELLDOWN", who has welcomed 300 young people from 140 public schools to her highly rated, award-winning program.

Bill Jay, whose outstanding work on "CONTROVERSY" has produced programs dealing with all sides of major local issues like "Keep It or Kill It" — Section 14B of the Taft-Hartley Law.

Rick Moore who compiles "WLAC-TV REPORTS" on outstanding local news events like "Sewart to Santo Domingo," a program showing the part played by Tennesseans in the civil strife in the Dominican Republic, and filmed on location in that island nation.

And, of course, while the old gentleman with the white whiskers isn't actually in 5's Public Affairs lineup, many viewers think he is . . . the way *WLAC-TV* delivers the *extra community services* in covering 504,500 homes in the *Nation's 33rd Market** in Southern Kentucky, Middle Tennessee and Northern Alabama.

*ARB Market Digest, 1964

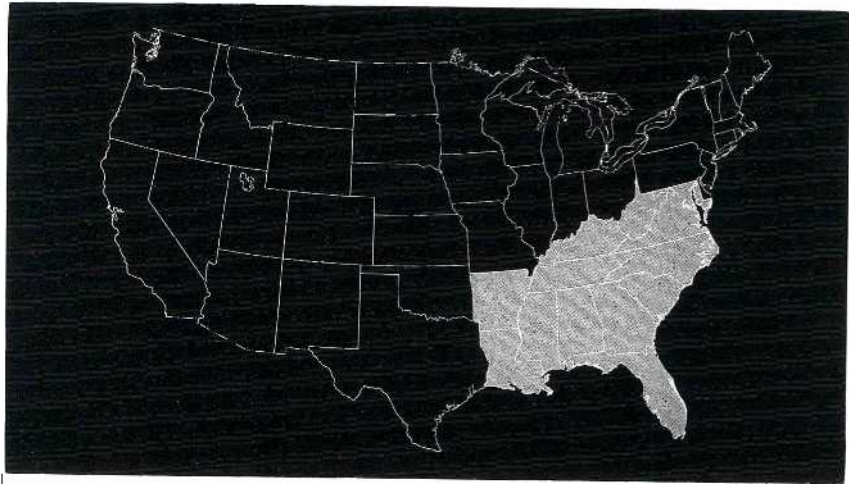
NASHVILLE'S NO. 1 STATION

WLAC-TV

5

THE MANY WORLDS OF LOCAL TV

SOUTH



STATIONS REPORTING*

Alabama

WALA-TV Mobile
 WBRC-TV Birmingham
 WSFA-TV Montgomery

Arkansas

KAIT-TV Jonesboro
 KARK-TV Little Rock
 KTHV Little Rock

District of Columbia

WMAL-TV Washington
 WRC-TV Washington
 WTOP-TV Washington
 WTTG Washington

Florida

WCKT Miami
 WCTV Tallahassee
 WESH-TV Orlando
 WFGA-TV Jacksonville
 WFLA-TV Tampa
 WFTV Orlando
 WJHG-TV Panama City
 WJXT Jacksonville
 WLBW-TV Miami
 WPTV West Palm Beach
 WTVJ Miami
 WTVT Tampa

Georgia

WAGA-TV Atlanta
 WALB-TV Albany
 WJBF Augusta
 WMAZ-TV Macon
 WRBL-TV Columbus

WRDW-TV Augusta
 WSB-TV Atlanta
 WTVM Columbus

Kentucky

WAVE-TV Louisville
 WHAS-TV Louisville
 WLKY-TV Louisville

Louisiana

KNOE-TV Monroe
 KSLA-TV Shreveport
 KTAL-TV Shreveport
 WAFB-TV Baton Rouge
 WBRZ Baton Rouge
 WDSU-TV New Orleans
 WWL-TV New Orleans

Maryland

WBAL-TV Baltimore
 WJZ-TV Baltimore
 WMAR-TV Baltimore

Mississippi

WDAM-TV Hattiesburg
 WJTV Jackson
 WLOX-TV Biloxi

North Carolina

WBTV Charlotte
 WFMY-TV Greensboro
 WGHP-TV Highpoint
 WITN-TV Washington
 WLOS-TV Asheville
 WNCT Greenville
 WSJS-TV Winston-Salem

WSOC-TV Charlotte
 WTVD Durham

South Carolina

WBTW Florence
 WCSC-TV Charleston
 WFBC-TV Greenville
 WIS-TV Columbia
 WNOK-TV Columbia

Tennessee

WDEF-TV Chattanooga
 WDXI-TV Jackson
 WHBQ-TV Memphis
 WLAC-TV Nashville
 WMCT Memphis
 WSIX-TV Nashville
 WSM-TV Nashville

Virginia

WAVY-TV Norfolk
 WCYB-TV Bristol
 WDBJ-TV Roanoke
 WRVA-TV Richmond
 WSWA-TV Harrisonburg
 WTAR-TV Norfolk
 WVEC-TV Norfolk

West Virginia

WB0Y-TV Clarksburg
 WCHS-TV Charleston
 WDTV Fairmont
 WHIS-TV Bluefield
 WHTN-TV Huntington
 WOAY-TV Oak Hill
 WSAZ-TV Huntington
 WTRF-TV Wheeling

*Stations reporting include those stations that responded with completed questionnaire, or pictures, or both.

THE WORLD OF POLITICS

WWL-TV New Orleans pressed in with the crowd to see presidential candidate Barry Goldwater.

WLAC-TV Nashville greeted Senator-elect Ross Bass and wife.

WIS-TV Columbia covered a Goldwater rally in October.

WFTV Orlando provided remote live coverage for a morning visit by Lyndon B. Johnson.

KTAL-TV Shreveport was at the airport to present candidate Goldwater's visit.



WWL-TV NEW ORLEANS

WMAL-TV WASHINGTON



THE WORLD OF PEOPLE

WMAL-TV Washington questioned Republican Senator Dirksen on its "Close Up" program.

WAGA-TV Atlanta interviewed golf great Bobby Jones on his 63rd birthday.

WLBW-TV Miami quizzed former Cuban president Carlos Prío (left) on its Spanish-language news show, Pan Americana.

KTHV Little Rock presented state leader Orval Faubus on "The Governor Answers the People."

WDAM-TV Hattiesburg displayed Corinne Tsopei, "Miss Universe," on its Dave Waite Show.

WLBW-TV MIAMI



KTHV LITTLE ROCK



WDAM-TV HATTIESBURG



WRC-TV Washington played host to FCC chairman Henry on the Today with Inga morning show.

WDBJ-TV Roanoke offered "Assignment Seven: A Conversation with Shivaun O'Casey."

KNOE-TV Monroe talked to jazz great Al Hirt on the variety show, McCall Comes Calling.

WDBJ-TV ROANOKE





WLAC-TV NASHVILLE



WIS-TV COLUMBIA



WFTV ORLANDO



KTAL-TV SHREVEPORT

WAGA-TV ATLANTA



WRC-TV WASHINGTON



KNOE-TV MONROE



WCSC-TV CHARLESTON, S. C.



THE WORLD OF PAGEANTRY

WCSC Charleston, S. C., sees a queen crowned as the wind-up of a month-long pageant to find Miss South Carolina.

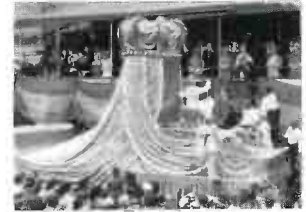
WDSU-TV New Orleans went out on Mardi Gras day to telecast the doings from remote locations.

WSB-TV Atlanta took its cameras and mikes into the streets to cover the July 4th parade.

WCHS-TV Charleston, W. Va., televised Banadarama, an extravaganza of marching bands.

WCHS-TV CHARLESTON, W. VA.

WDSU-TV NEW ORLEANS



WSB-TV ATLANTA





WJZ-TV BALTIMORE
WIS-TV COLUMBIA



WDEF-TV CHATTANOOGA



WSFA-TV MONTGOMERY



WBAL-TV BALTIMORE



WTAR-TV NORFOLK



WTVT TAMPA





WTOP-TV WASHINGTON



THE WORLD OF MUSIC AND DANCE

WJZ-TV Baltimore featured the Baltimore Symphony in four specials on American music.

WDEF-TV Chattanooga made choral music the theme of two prime-time Christmas specials.

WBAL-TV Baltimore has its own carolers and University of Maryland Madrigal Singers on Christmas concert shows.

WSFA-TV Montgomery had appearances of the Tuskegee Institute choir.

WTAR-TV Norfolk trained local drama students for their own production of a special "The Sheep."

WTVT Tampa showed Maestro Alfredo Antonini, conductor of the Tampa Philharmonic, at work in "Dress Rehearsal."

WIS-TV Columbia produced the Nutcracker ballet as a prime-time children's Christmas special.

WTOP-TV Washington used the National Gallery of Art as setting for National Gallery Orchestra.

THE WORLD OF GROWING UP

WSIX-TV Nashville has schools compete on Classroom Quizbusters.

WJXT Jacksonville presented "The Willful Princess" as Christmas show on its live children's drama series Dig This.

WBTV Charlotte's Castle in the Clouds is co-hosted by Princess Alyce and Jester Jim.

WDXI-TV Jackson, Tenn., runs Top Ten Dance Party every Saturday.

WCYB-TV Bristol has high school teams competing for prize money on Classroom Kwiz.

WCSC-TV Charleston, S.C., children's show star Happy Rain brings the circus to television.



WSIX-TV NASHVILLE

WBTV CHARLOTTE



WCYB-TV BRISTOL



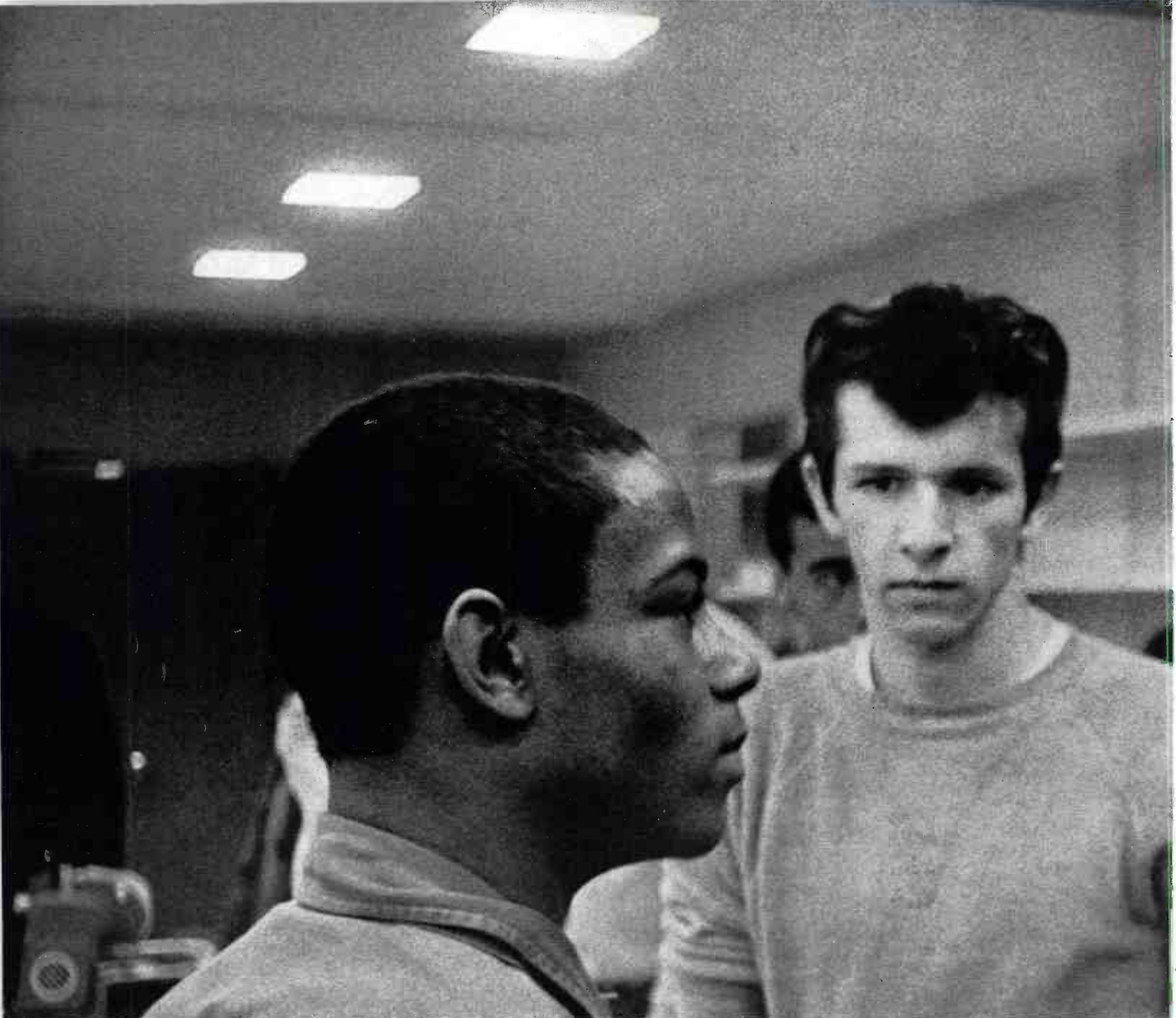
WJXT JACKSONVILLE

WDXI-TV JACKSON



WCSC-TV CHARLESTON





WRC-TV WASHINGTON

WBTV CHARLOTTE



WFMY-TV GREENSBORO



WNCT GREENVILLE



WDBJ-TV ROANOKE



WFLA-TV TAMPA



WMAR-TV BALTIMORE



WSAZ-TV HUNTINGTON





WBAL-TV BALTIMORE



WIS-TV COLUMBIA



WJZ-TV BALTIMORE



THE WORLD OF INFORMATION

WRC-TV Washington filmed President Johnson with Job Corpsmen.

WBAL-TV Baltimore put together series on participation of Maryland companies in Gemini project.

WIS-TV Columbia profiled laser inventor Dr. Charles Townes.

WJZ-TV Baltimore showed intern assisting in delicate operation.

WSOC-TV Charlotte televised first dental operation in state in closed-circuit program.

WBTV Charlotte gave forum to the head of Truth About Cuba.

WFMY-TV Greensboro explored complexity of the Polaris fleet.

WNCT Greenville lensed Marines at airbase during operations Steel Pike and Quick Kick III.

WDBJ-TV Roanoke went on location at Appomattox, scene of General Lee's surrender.

WTVT Tampa exposed a Florida real estate racket.

WTTG Washington sought views of Dean Rusk and others on "The Making of a Diplomat."

WFLA-TV Tampa produced two films on highway safety problems.

WMAR-TV Baltimore paid tribute to National Guard division.

WSAZ-TV Huntington examined the rehabilitation system at West Virginia Penitentiary.

WTRF-TV Wheeling shot a special on the newly opened Franklin Mine of Consolidated Coal Co.

WCSC Charleston mounted a big board during last November's elections to record returns.

WTVT TAMPA



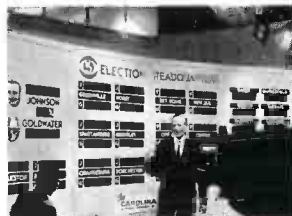
WTRF-TV WHEELING



WTTG WASHINGTON



WCSC CHARLESTON



WSOC-TV CHARLOTTE

THE WORLD AROUND US

WAGA-TV Atlanta's "No Place on Earth" examined south Georgia's primitive wilderness, the vast Okefinokee swamp.

WITN-TV, Washington covered Armed Forces Day ceremonies at Cherry Point, N.C., Marine air base.

WSB-TV Atlanta showed city's new sports stadium and saluted the coming of professional baseball to town with a special "Home of the Braves."

WDSU-TV New Orleans took viewers inside a plant where NASA is assembling Saturn rocket boosters in "Our Man at Michoud."

WTVJ Miami produced "Port of No Return," a three-part study of the country's major seaports. WTVJ campaigned for a Miami seaport authority.

WMAL-TV Washington filmed documentary about the historic Chesapeake and Ohio canal.

WFTV Orlando had live remote of the ceremonies honoring astronaut John Young in his home town.

WVEC-TV Norfolk televised opening of the Chesapeake Bay Bridge Tunnel.

WTVT Tampa sent newsmen to El Salvador for its "School-to-School" series on the Peace Corps.

WTOP-TV Washington taped and telecast President Johnson's "Inaugural Concert."

WMAR-TV Baltimore examined proposals to open Colonial Annapolis to high-rise building on "The Changing Face of Annapolis."



WAGA-TV ATLANTA

WITN-TV WASHINGTON, N.C.



WMAL-TV WASHINGTON



WSB-TV ATLANTA



WFTV ORLANDO



WDSU-TV NEW ORLEANS



WVEC-TV NORFOLK



WTVJ MIAMI





WTVT TAMPA



WTOP-TV WASHINGTON



WMAR-TV BALTIMORE



WIS-TV COLUMBIA

THE WORLD OF SPORTS

WIS-TV Columbia went to Camden, S.C., for a live remote of the Carolina Cup Race.

WHAS-TV Louisville interviewed Frank Catrone, trainer of Lucky Debonaire, winner of the 1965 Kentucky Derby, on "Derby Fever."

WESH-TV Orlando covered the Daytona Firecracker 400 stock car race, filmed the wrecks as well as the winners.

WSFA-TV Montgomery originated the 1964 Blue-Gray Football classic for a 15-station, six-state network.



WHAS-TV LOUISVILLE



WESH-TV ORLANDO



WSFA-TV MONTGOMERY

THE WORLD OF PROBLEMS

WJXT Jacksonville probed the pros and cons of capital punishment in "The Death Penalty."

WTTG Washington took a sober look at a growing menace in "VD: The Silent Epidemic."

WIS-TV Columbia examined the present and future medical needs of South Carolina in "Who Cares for the Sick?"

WMAR-TV Baltimore used first-person accounts to report on "Marriage: The Teenage Gamble."

WTVM Columbus showed how people feel about the local mixed drinks bill in "Conspiracy of Consent."

WTOP-TV Washington reported on the Amidon Elementary School on its WTOP Reports series.

KTAL-TV Shreveport acquainted viewers with the Red River Authority on Focus on the Issue.

WTVD Durham did a dramatization of the problem of death on the highways.

WMCT Memphis discussed current critical problems in the cotton industry on the documentary, "Crisis in Cotton."



WJXT JACKSONVILLE



WTTG WASHINGTON



WIS-TV COLUMBIA



WMAR-TV BALTIMORE



WTVM COLUMBUS



WTOP-TV WASHINGTON



KTAL-TV SHREVEPORT



WTVD DURHAM

WMCT MEMPHIS





WJTV JACKSON



WIS-TV COLUMBIA

WWL-TV NEW ORLEANS



WJXT JACKSONVILLE



WDSU-TV NEW ORLEANS



WVEC-TV NORFOLK



WALB-TV ALBANY

THE WORLD OF NEWS

WJTV Jackson covered Governor Paul Johnson's testimony before the Civil Rights Commission in Mississippi.

WJXT Jacksonville provided special coverage of President Johnson's survey of damage done by Hurricane Dora.

WIS-TV Columbia carried a news special on the inauguration of Governor Robert McNair.

WDSU-TV New Orleans did on-the-scene reports from places hit by the winds and rains of Hurricane Hilda.

WVEC-TV Norfolk handled local pool coverage of the funeral of General Douglas MacArthur. The telecast was picked up by all three TV networks.

WALB-TV Albany flew a crew to Selma for a feature report on civil rights strife taking place in that community.

WWL-TV New Orleans telecast the arraignment of law officers in connection with the murders of three civil rights workers.



THE WORLD OF RELIGION

WRC-TV Washington shows the Jewish Community Hour two Sunday mornings each month.

WFBC-TV Greenville is where Dr. L. D. Johnson of the First Baptist Church conducts the Pastor's Study twice weekly.

WMAL-TV Washington has had theological educator Rev. Dr. Edward W. Bauman teaching Bible telecourses since 1958.

KTAL-TV Shreveport presented a special 30-minute program demonstrating a Roman Catholic Mass delivered entirely in English.

WFGA-TV Jacksonville shows Religion is Relevant in cooperation with the local ministerial alliance each Sunday.

WWL-TV New Orleans won a Catholic broadcasters' award for its documentary film "A Priest Forever."



WRC-TV WASHINGTON

WFBC-TV GREENVILLE



WMAL-TV WASHINGTON



KTAL-TV SHREVEPORT



WFGA-TV JACKSONVILLE



WWL-TV NEW ORLEANS





WWL-TV NEW ORLEANS
WMCT MEMPHIS



WAVY-TV NORFOLK



WSVA-TV HARRISONBURG



WFMY-TV GREENSBORO



WCKT MIAMI
WRC-TV WASHINGTON

THE WORLD OF MISCELLANY

WWL-TV New Orleans invited Eva Gabor to kick off its Thursday Premiere of weekly movies.

WAVY-TV Norfolk talked about England's famous yellow Rolls Royce on its Topic series.

WSVA-TV Harrisonburg provided laughs and gave away prizes on the Pyramid Quiz program.

WFMY-TV Greensboro reported on "Ghosts I Have Known," a tongue-in-cheek look at North Carolina's folklore.

WCKT Miami saluted the birthday of a local community in "Coral Gables: The Flapper at 40," a color program on the Outlook series.

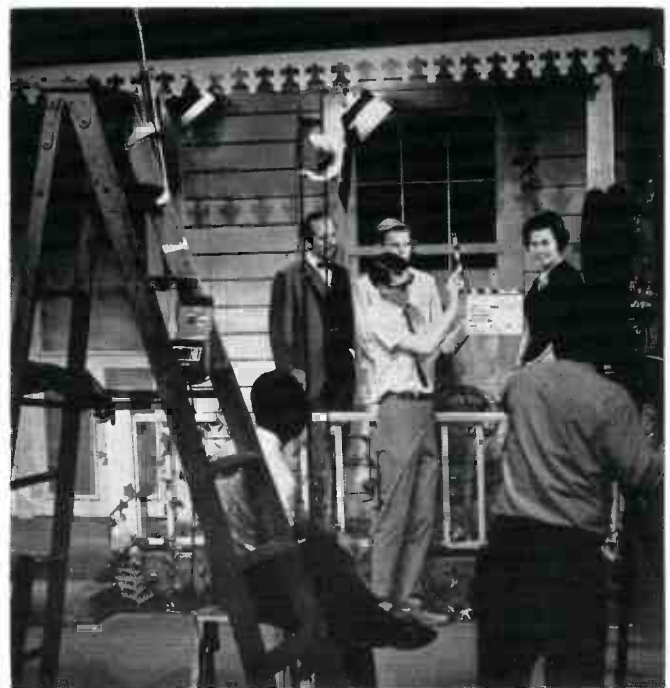
WMCT Memphis asks viewers to spend Today with Peg, a fashion program with an international flavor.

WRC-TV Washington carried Eugene O'Neill's "Ah, Wilderness," produced by Catholic University.

WBAL-TV Baltimore was where schoolteacher Mary Louise Kemp was picked "Queen of Hearts" during the One O'Clock Show.



WBAL-TV BALTIMORE



THE MANY WORLDS OF LOCAL TV from page 47

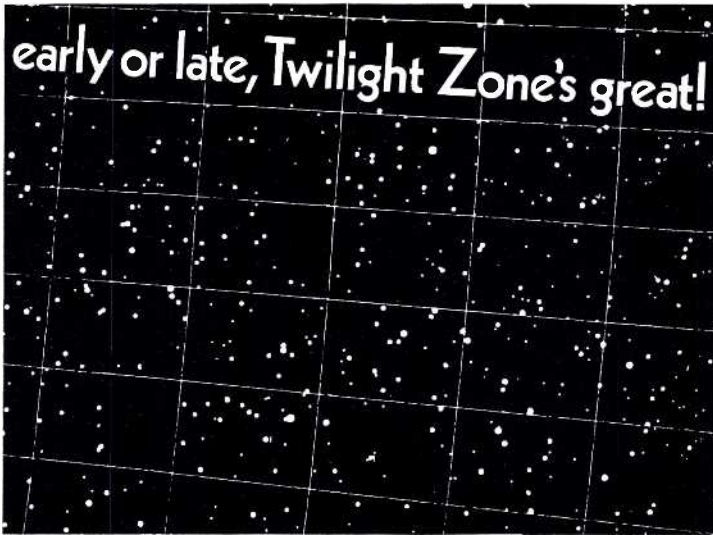
a CBS affiliate in Georgia aired 164 hours. The majority of the stations, 85.8%, were on the air from 110 to 140 hours. Only 15 stations operated beyond 141 hours.

The networks clearly increased their already strong hold on station time this year. Seven stations took over 100 hours of network feed, with one southern NBC affiliate registering 124 hours during the survey week. And whereas 13 network affiliates in last year's survey carried fewer than 50 hours of network programming, only five stations carried fewer than 50 hours this year. From 70 to 80 hours were taken by 39% of the surveyed network stations, the largest grouping.

The end of the binding option time regulation, while it has encouraged stations to preempt an occasional or even a regular prime-time network offering, has had no noticeable effect on network hours. If anything, there are more.

Syndicated hours, which fell off slightly in the 1964 TvM survey, went down further this year. Only one station said it carried no syndicated product, but 24 stations carried fewer than five hours. Last year 12 stations claimed fewer than five hours. In 1964, 22 of 235 respondent stations carried more than 30 hours of syndicated programs a week. This year only 11 stations were over 30 hours on syndication. One explanation given by syndicators for their tough sell today is the drying up of available early evening time. The expanded network news programs, matched by expanding local news, have really hurt.

While one New York independent ran 68 hours of syndicated programming during the survey week (last year a California independent had the high of 71:45 hours), from 10 to 20 syndicated hours was the popular range with 102 stations, 44% of the respondents. In a breakdown of the kind of syndicated fare used—off-network hours vs. made-for-syndication hours—the lead went to made-for-syndication (first runs, re-runs, etc.) 57.4% to 42.5%, a shift from last year when off-network product was leaned on by a four-to-three margin. It was further found in the



Stations are buying it for early evening... late night... late-afternoon stripping. When it replaced a first-run series on CBS in May, bucking first-run Bonanza, the New York audience zoomed 87% in a single week! Whatever the time, whatever the competition, TWILIGHT ZONE delivers! Contact us. CBS FILMS

*New York Arbitron, May 9-May 16. Subject to qualifications which CBS Films will supply on request.

Table 2

	1962	1963	1964	1965
Number of stations reporting fewer than five hours of local originations	3	3	7	4
Number of stations reporting more than 30 hours of local originations	6	22	23	22
Number of stations reporting more than 50 hours of local originations	0	4	3	2
Highest number of locally produced hours represented by a station	60	65:15	76:35	64

current survey that 49 of the 232 responding stations carried no off-network shows at all and, in balance, that 50 of the 232 carried no made-for-syndication fare.

Feature film usage, up last year over 1963, held most of its gains in 1965, tailing off only slightly from 1964. In 1963 18 stations ran more than 30 hours of movies, while 38 stations ran fewer than five hours. In the 1965 survey week, 24 stations ran more than 30 hours, 35 stations ran five hours or fewer. Measured against 1964, the 1965 feature picture is mixed. While 21 stations carried more than 21 hours of feature film last year, 66 stations carried more than 20 hours this year. Still, against only three stations carrying no movies at all in 1964, 11 stations claimed no movies this year.

Between 10 and 20 hours of movie fare a week was the popular range with 36.2% of the feature film-using stations. As in past years, the heaviest movie users were the Los Angeles independents. Three of them weighed in tallies of 82, 65:30 and 65 hours, off slightly from last year.

Overall, syndicated and feature film programming accounted for 25.3% of the total operating hours of 232 stations during the 1965 survey week. The 1964 235-station mark was 27.1%. Locally produced programs accounted for only 14.7% of the total broadcast hours. In 1964 the local program score was 15.5%, slight progress over 1963 and, as noted about this year, a retreat.

Table 2 compares this year's local findings with figures from the three previous survey years. The picture here is on a par with 1964 and in some areas equal to 1963—no great advances, no big declines.

WTVJ Miami recorded 64 hours of local originations this year, the survey high. WBBM-TV Chicago was a close second with 59 hours. Six stations noted no local activity outside of newscasts and sports. In the big middle ground of local program activity, 14.6% of the responding stations claimed from 5 to 10 hours of local originations, 50.3% claimed between 10 and 20 hours and 22.8% claimed between 20 and 30 hours.

As they were last year, stations in the current survey were asked to break down their local hours to indicate just how they are being allocated. Table 3 shows the percentage of total station hours on the air allotted to various local activities and also shows the percentages of use in relation to total local broadcast hours. Both sets of data are compared with the 1964 boxscore.

The most notable change in local program activity is



The combined News Departments of the
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WEWS-(TV) CLEVELAND • WPTV PALM BEACH • WNOX KNOXVILLE**

REPRESENTED NATIONALLY BY BLAIR TELEVISION

THE MANY WORLDS OF LOCAL TV *continued*

the increased accent on news, up 14% over its 1964 level. Children's programing, the largest chunk of locally produced time last year, fell from dominance and lost ground in its own right. The broad category of variety-panel-music programing, however, showed a healthy surge, perhaps at the expense of children's shows. Stations are not abandoning the tots, but many of them are probably going harder after the teens with music formats.

Religious programs, an early Sunday morning entry for the most part, and women's service shows, never a strong local entry, were a minor part of schedules and comparable in hours to 1964. Sports originations and farm programing bring up the low end of station hours.

The surge in news has as its root the wide station belief that this kind of programing is the most prestigious, the biggest image builder and, certainly, its ability to draw sponsors is not overlooked. In 1963 only four stations programed more than 10 hours of news a week. Last year only seven stations gave news more than 10 hours. In the current survey, 25 stations had over 10 hours of news, and nine of them went beyond 15 hours.

While most of the local news leaders are in the major markets, many of the small and middle markets are getting the news fever, and five to ten hours of news a week is now standard with 155 of the 232 surveyed stations, 66.8%. This compares with 51 stations, 22.1%, programing five hours or less of news a week. KCMO-TV Kansas City and WTAE Pittsburgh tied with the high of 19 hours each.

Children's programing, a sufferer in the 1965 survey, showed its decline in the high-low hour extremes. Forty stations claimed no children's fare at all vs. 24 stations showing none last year. And only nine stations ran over 15 hours of children's programing this year compared with 24 stations in 1964.

The majority of the stations programing for the tots, 110 of them, had five hours or less of kiddie fare during

Table 3

Locally produced activity	% of total locally produced hours		% of total station hours on the air	
	1964	1965	1964	1965
News	24.9%	39.5%	3.9%	5.8%
Children's programs	29.3	26.3	4.5	3.9
Variety-panel-music	10.2	15.8	1.6	2.3
Religious	7.4	7.9	1.1	1.1
Women's service	7.5	7.1	1.2	1.0
Sports originations	—	5.5	—	.81
Farm	—	4.8	—	.70

the survey week. Fifty-one stations ran between five and ten hours, 22 others 10 to 15 hours. As usual, it was the independent stations who led in children's programing. KTTV Los Angeles ran 28 hours, KTVU San Francisco-Oakland registered 25 hours.

While variety-panel-music programing showed a strong increase, the parts are better examined separately. On the weak end of the combined category, variety and/or music was carried by only 137 stations, 59% of the respondents. Panel or discussion shows were programed by 175 stations, 75.4% of the survey.

The majority of the stations doing variety-music programing, 116 of them, broadcast five hours or under (the average was one to two hours). Fifteen stations aired six to 10 hours, six stations aired over 11 hours. Top performer: WLWT Cincinnati with 19:30 hours.

Panel-discussion programing, either of a light or serious nature, was generally of shorter hour duration per station than variety-music—128 stations ran two hours or under of this fare, 29 stations put in between two and four hours, 18 stations over four hours. WNCN Greenville, N.C., was top with 10:30 hours, WBKB, Chicago's ABC-TV o&o, a close second with 10 hours.

Where the increases in variety-panel-music have come from specifically is hard to determine. In previous years the TvM survey recorded the three program types as one unit. This year stations were asked to break out variety-music and panel-discussion separately. But the growth in this "entertainment" area is indisputable: 91 stations last year carried nothing in the combined category. Only 29 stations lacked variety-panel-music activity this year.

Women's service shows, a depressed activity last year, continued their backslide. In 1963 75 stations carried no programs of this description. The figure hit 92 stations last year, 102 this year. Only five stations carried more than five hours of women's service. WTEN Albany, N.Y., was champion with 25 hours, 15 hours more than the next nearest stations. Of the 130 stations with women's shows, 125 of them programed five hours or less a week. Most were in the 2:30 hour range.

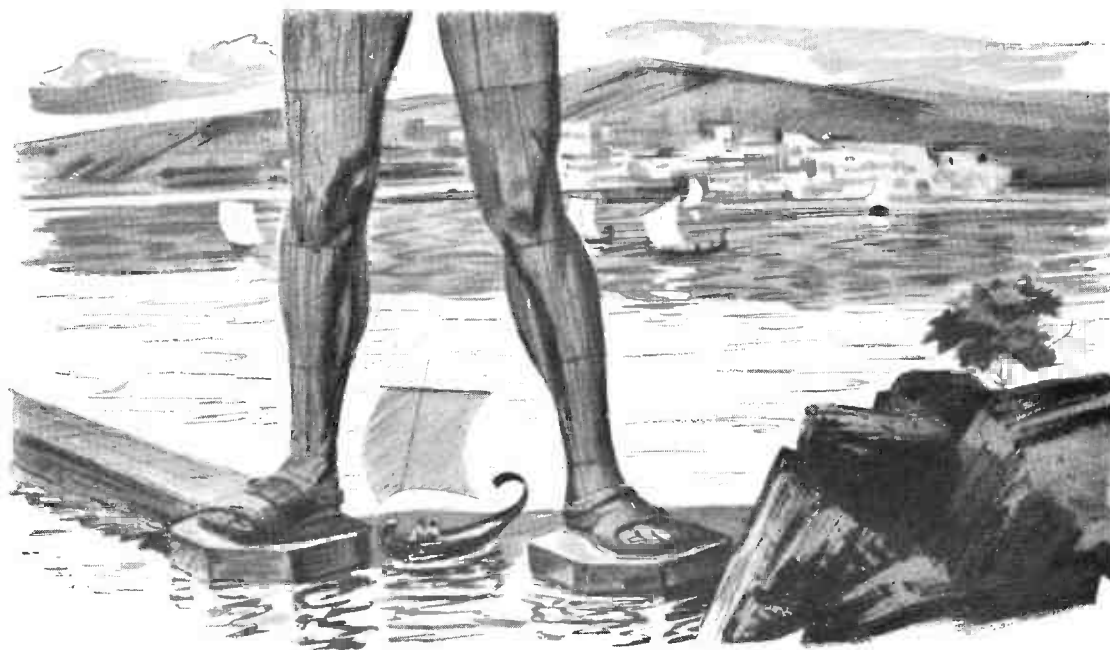
Nearly 87% of the surveyed stations are running local religious programing, 31 stations are not, vs. 35 last year, and the category is up slightly. In 1962's survey 43 stations completely bypassed local religious telecasts. This program activity, of course, is specialized and limited essentially to one day a week. Nevertheless, 39 stations in the new survey broadcast between two and four hours and eight stations were over four hours. A Washington state outlet recorded seven hours. The bulk of the stations doing religious programs, 76.6%, were two hours or under.

Two "new" program categories were added to the current survey, farm programing and sports origination. It was



Day or night, afternoon or evening, TWILIGHT ZONE delivers. In three-channel Oklahoma City, where it ran on a delayed basis (Saturdays at 5:30 pm), the program doubled the station's rating for the period, boosting it to an all-time high, and delivering a huge 64% audience share. Program rated 75% higher than all competition combined. TWILIGHT ZONE can do as well for you! CBS FILMS

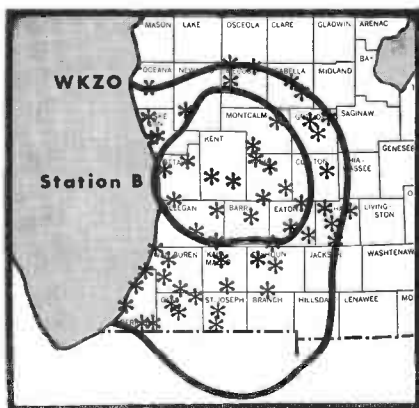
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Southwestern Michigan A&P and Kroger store cities within stations' primary coverage areas



In Kalamazoo and Greater Western Michigan, WKZO Radio looms far larger than the next station in coverage of grocery outlets — and of customers. The map shows why. We're astride a bigger chunk of territory, towns, people, stores.

In the .5MV. contour primary service area of our biggest competitor in Southwestern Michigan, there are 18 A&P and 16 Kroger stores.

Not bad — but in WKZO's primary service area there are 60 A&P and 33 Kroger stores. And that doesn't count those in our competitor's home county, even though we come in strong there.

Let your eighth-wonder Avery-Knodel man tell you more about WKZO Radio's king-size coverage of distribution outlets — and listeners — in Greater Western Michigan!

*The 120-foot Colossus of Rhodes was destroyed by earthquake in 224 B. C.



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TELEVISION
 WKZO-TV-GRAND RAPIDS-KALAMAZOO
 WWTV-CADILLAC-TRAVERSE CITY
 WWUP-TV-SAULT STE. MARIE
 KOLN-TV-LINCOLN, NEBRASKA
 KGIN-TV-GRAND ISLAND, NEB.

WKZO

**CBS RADIO FOR KALAMAZOO
 AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives

THE MANY WORLDS OF LOCAL TV *continued*

clear from former TvM surveys that farm was a frequently noted "additional" program service with a great many stations and that local sports origination (wrestling, baseball, etc.), was also strong enough to stand by itself. Together these two program classifications make up 10.3% of all the locally-produced hours in the 1965 review.

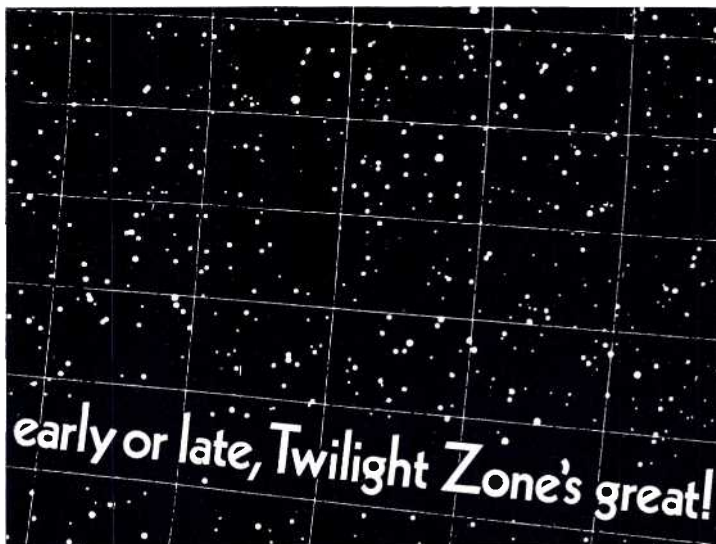
A surprising 70.7% (164) of the 232 responding stations carry some form of farm programing, as small as one 15-minute segment a week or, as with one Pennsylvania and one North Carolina station, 4:30 hours. Most of the stations doing farm shows, however, are under one hour.

Sports originations were made by 90 stations, 38.8% of the respondents, during the survey week. Seventeen stations originated under one hour of sports, 49 stations between one and two hours, 10 stations between two and three hours. Only 14 stations went over three hours. WKBD-TV Detroit, a new, independent UHF operation that is making sports the backbone of its programing, compiled a commanding 37 hours.

As sports is often seasonal in nature, and various sports events have set dates, no one week can be called average. More than 90 of the 232 stations, of course, get into sports originations and their telecasts over the course of a season are a better measure of this activity (detailed further on in the survey).

Educational-cultural and audience participation programing, catchall activities that were recorded in previous local program surveys, were not included in the 1965 questionnaire. Too often, it had been found, these hard-to-define activities were crossing over into other program categories, and causing confusion. Education, for instance, often turned up in children's programs and under panel shows; audience participation under variety-panel-music, etc.

The revised local program categories in the current survey, it should be noted, probably are absorbing many of the hours formerly recorded as "educational-cultural" and au-



Adults love it. Kids do, too! Despite the fact that the series was seen at a comparatively late hour on CBS (9:30 pm, Fridays), it reached more families with children than such early-evening family favorites as "My Favorite Martian" and "Mister Ed." Want to attract large-family audiences? TWILIGHT ZONE delivers! ©CBS FILMS

Based on ARB estimates, subject to qualifications which CBS Films will supply on request.

Table 4

	% of total locally produced "specials"	
	1963-64	1964-65
Entertainment "specials"	29.0%	25.3%
Public affairs "specials"	69.9	69.5
Undetermined format	—	5.2

Table 5

	1962-63	1963-64	1964-65
Stations programing no specials	14	11	15
Stations claiming 25 hours or more	25	63	25
Stations claiming 40 hours or more	17	25	13
Public affairs specials only	50	56	70
Entertainment specials only	5	3	4
Stations favoring public affairs programs over entertainment specials	153	178	183
Stations favoring entertainment specials	24	33	30
Stations dividing time evenly between both	5	8	4

dience participation," and indeed may be a factor in the better showing of variety-panel-music production.

While locally produced "specials" over the past three years have grown in number, they will be less than .5% of total station hours over the course of a year. Table 4 is an overall look at how the stations are dividing up their "special" programing between "entertainment" and the more heavily favored "public affairs" over the course of a season. 1963-64 is compared with 1964-65.

Table 5 gives a detailed breakdown of the "special" category comparing the Sept. 1, 1964-May 30, 1965 season's performance with the comparable preceding seasons.

Local programing seemed to reach its high point in the airing of "special" fare during the 1963-64 season. The figures for 1964-65 reflect a sharp dropoff in stations claiming more than 25 hours of specials. But the decline is not actually as serious as it seems. In previous seasons many stations claimed their sports originations as "specials." This year sports are handled separately.

It is quite clear, however, that the stations continue to devote themselves to public affairs shows rather than swing in any great way to the costlier entertainment specials, which are in plentiful supply from the networks, independent suppliers and some of the major group broadcasters. While 18 stations produced no public affairs shows of their own, 91 stations produced no local entertainment fare.

Of the past season's 2,444 hours of combined local public affairs programing, 136 of the producing stations carried 10 hours or under. Sixteen stations carried over 30 hours. WLWC Columbus, Ohio, claimed the high of 80 hours.

A combined total of 890 hours went to entertainment specials in 1964-65 (183 "special" hours were of undetermined format). Thirty-one stations devoted an hour or less to entertainment, 87 stations were between one and five hours, 22 stations went over ten hours. WOAY-TV Oak Hill-Beckley, W. Va., a CBS affiliate, claimed 105:45 hours of entertainment specials, nearly 72 hours more than its closest rival. And WOAY-TV's 126:30 hours of "specials" of all kinds was the 1964-65 high. The runner up in "specials" was WLWC Columbus with 98 hours.

Editorializing, a practice on the rise over the first four



Ford Mustang wraps up a great sales package... with hard-hitting color commercials!

How does Ford get the greatest possible selling effectiveness out of its TV dollar for this exciting new car? With color. From the very first, all Mustang spots have been in color. Color will add sales impact to your messages, too!

Even if you now have to transmit in black-and-white, it still makes good sense to shoot your commercials in color and transmit them from a color print. Your viewers will see a black-and-white image at its very best. The same Eastman color negative also yields superb panchromatic prints—and at a very modest cost.

When your commercials are on color film, you'll be able to take *full* advantage of special color broadcast situations. And don't forget the extra merchandising impact color has at dealer

and other promotional meetings. What's more, working with color now will give you the experience for that day, soon, when everything is color. For details, call your Eastman representative.

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EASTMAN KODAK COMPANY
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EASTMAN FILM

THE MANY WORLDS OF LOCAL TV *continued*

years of the TvM survey, seems to have leveled off. Last year 57% of the 235 reporting stations said they broadcast editorials. This year (table 6) 56% of 232 reporting stations said they did. The mark was 45% in 1961.

On frequency of editorializing, the occasional editorializer and the daily user both were down from last year while a 9% gain was made in the number of stations doing weekly editorials. The length of station editorials varies widely. The majority of stations editorializing on a daily basis do so two minutes or under. Five minutes is the most common length of the weekly editorial. The occasional stations are heaviest in two-minute and five-minute editorials but four stations make 30-minute "programs" out of them.

Overall, 41 of the stations doing editorials have been at it five years or longer. KRON-TV San Francisco says it has been editorializing for 15 years, KFDX-TV Wichita Falls, Tex., for 12 years. Thirteen stations reported themselves editorializing a year or less.

Nearly half of the responding stations carried some form of play-by-play sports during the 1964-65 season, usually on a regular, week-to-week basis. And it added up to a lot of hours, 4,388 of them, 24.8% more time than was given over to public affairs and entertainment specials. Table 7 shows how the sports hours fell and notes the most frequently carried activities.

WKBD Detroit, which ran the most sports during the May 2-8 survey period, also came out on top over the course of the 1964-65 season. Its 420 hours were comprised of semi-pro soccer, horse racing, auto racing and fastball. WPIX New York had New York Yankee baseball telecasts to help push its sports total to 286 hours, and KTVU San Francisco-Oakland had San Francisco Giant games, wrestling and roller derby behind its 240 hours. All three stations are independent and sports make up a large chunk of programing.

In addition to the popular sports fare such as baseball, bowling and wrestling, stations also gave attention to foot-

Table 6
Do You Air Your Own Editorials?

Yes		No	
130	56.0	102	44.0

How Often?

Daily	%	Weekly	%	Occasionally	%
47	36.1	29	22.3	54	41.5

Table 7
Stations carrying play-by-play sports in 1964-65

109	47%
Stations claiming 10 hours or less	42
11 to 25 hours	42
26 to 50 hours	19
51 to 100 hours	12
101 to 200 hours	10
Over 200 hours	3
Most frequently carried sport:	
Wrestling	19
Baseball	18
Bowling	18
Auto Racing	5

ball, basketball, golf, track, boxing, hockey, billiards, fishing, surfing and the various varieties of racing.

In addition to those specific local program types already reported on, about 40% of the respondents also devoted small amounts of time to other locally produced programs of a more specialized nature—gardening, real estate, politics, interviews, unspecified kinds of documentaries, physical fitness, legal and medical information, military.

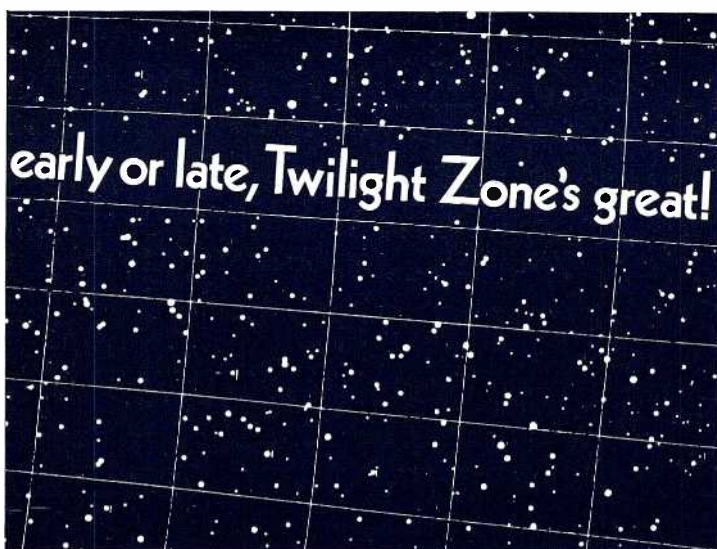
On TvM's annual question concerning what types of local shows will be introduced or accented next season, roughly 45% of the surveyed stations noted that their plans were "indefinite" or that they planned "no major changes." But the other 55% answered in enough detail to hint at the important things to come next fall. Most obvious trends: a continued expansion of news and public affairs programing, more sports, and a lot more entertainment programing, generally music and talent-variety.

For a station, it is always safe to say, in answer to "Where do we go from here?" that the success formulas of the immediate past will be the guide. News was the big local program winner in 1964-65. It seems destined to get bigger in 1965-66. Twenty-two stations said that they will increase their news hours; 21 stations said they will offer more public affairs (and another 10 stations noted that they will do more "documentaries," presumably of a news-public affairs nature).

Music and variety, a gainer in 1964-65 although not really on a distinct surge, may be moving in that direction. Ten stations reported that they will favor this kind of programing; two other stations, planning teen-age shows, are in the music-variety orbit. And 10 more stations, which listed "entertainment" in their future, reinforce what seems to be a stronger move to light type local fare. There also were five stations planning new game or panel shows.

More sports programing was the aim of 11 stations and more feature film was the plan of nine broadcasters. Three stations were planning new travel-adventure fare, two are adding off-network shows and two others are taking first-run syndication.

Children's shows for the new season got the nod from



Daytime, nighttime, anytime — TWILIGHT ZONE delivers! Take early evening. Seen at 7:30 pm in Mountain Time markets during its CBS run, the series scored a huge hit with youngsters... who comprised almost one-third of its total audience. Want a program series with wide family appeal at practically any hour of the day or night? You can't beat TWILIGHT ZONE. Order it today from CBS FILMS

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"WHERE THE ACTION IS" AROUND INDIANAPOLIS

The people in the News and Special Events departments at WFBM-TV have a slogan: "Whenever there's any excitement around here . . . we're there!" How well they back up these words with deeds can best be judged by the photos on this page. All that remains is to remind you that the people in the WFBM-TV sales department have a slogan of their own: "The station that *serves best sells best!*" Ask your KATZ man.

WFBM-TV TIME LIFE BROADCAST
INDIANAPOLIS
AMERICA'S 13TH TV MARKET • REPRESENTED BY THE KATZ AGENCY

1. WFBM's annual Antique Auto Tour of over 200 cars draws hundreds of thousands of people along the route.
2. WFBM public service programming includes such shows as this live answers to tax questions by IRS specialists.
3. More people watch the news on WFBM than any other station. This live address by the Governor is just one reason why.
4. Basketball is king, and WFBM provides exclusive coverage of the State Tourney from Butler Fieldhouse.
5. People from all corners of the state descend upon the State Fair and so does WFBM with maximum coverage.
6. WFBM put the full facilities of Indiana's largest broadcast staff into coverage of the local Palm Sunday tornado disaster.
7. Typical of WFBM community involvement, the three-show series titled, "Condemned," took a firm stand on slum housing problems in Indianapolis.
8. WFBM editorials result in local action and the top national award from the Radio and Television News Directors Association.
9. WFBM telecasts the Indianapolis Indians home ballgames every week.
10. Thirteen WFBM cameras originate all live track action and closed circuit telecast of the famed "500" mile race.



7. WFBM-TV: Special documentaries on community problems



1. WFBM-TV: Annual Antique Auto Tour



2. WFBM-TV: Answers to tax questions



3. WFBM-TV: Coverage of daily politics here in the capital



4. WFBM-TV: Exclusive State Basketball Tourney coverage



5. WFBM-TV: Ten days at the State Fair in Indianapolis



6. WFBM-TV: Palm Sunday Tornado Disaster



8. WFBM-TV: Editorials for action



9. WFBM-TV: Exclusive Indians baseball telecasts

10. WFBM-TV: Originates "500" Mile Race action

only five stations, and this local favorite seems to be caught in the backwash of the increasing accent on the teen-age. Other program types—women’s service, talk shows, education—received only negligible mention as new local program additions or programing to be accented.

Significantly, but of no surprise, 12 stations noted that they will accent local live color programing. The network surge in color next season has its counterpart at the local level, and as more stations take deliveries on color camera equipment they have on order, color will become a major new factor in local shows.

For the first time in TvM’s local programing survey, stations were asked to note their highest-rated local program type. Table 8 shows the results.

News	123 stations
Music-variety-dance	28
Children’s shows	28
Sports	20
Feature film	18
Game-quiz-miscellaneous	14
Off-network series	7
Travel-adventure	4

It becomes obvious why a higher and higher value is being placed on local news. A little better than 53% of the 232 respondent stations are getting their top ratings on news. Music-variety-dance and children’s shows come in a tie and the former category, this year, seems to be edging past the latter. Sports and feature movies, fourth and fifth ranked in popularity, also were a close duo.

Local programing is largely a matter of building on what you have. And in the building process, what may start off weakly usually gets better.

WOAY-TV Oak Hill-Beckley, W. Va., the station claiming the greatest single amount of “special” program hours last season (126:30 hours), amassed much of it by cultivating local musical talent. The station inaugurated its *Strike Up the Band* program idea in 1963, carried three high school band concerts and two jazz concerts. In 1964 the series ran for 14 weeks. This year it will run for 22 weeks featuring a different high school or college band each week.

In addition to the band programs (all video taped and run on Sunday afternoon), WOAY-TV has presented five vocal concerts drawing talent from elementary school through college levels, Bach chorales through Broadway show tunes. Instrumentally, the series has covered classical, modern, jazz, Dixieland and concert marching music.

“Let’s face it,” says WOAY-TV production manager Don Boyd, “some programs are good, some not so good from a listening angle. But good or bad, we present them all. We realize that the lacking bands can improve by hearing themselves, and the better bands can be instilled with more pride from a good presentation.

“Our sole purpose,” Boyd continues, “is to encourage the art of playing good music among our young school musicians. We absorb all the costs and do not allow the series to be sponsored. Good or bad, we’re proud of the show—and it’s been a tremendous success in promoting good music and good will.” Wrong notes and all, the series is WOAY-TV’s top rated local program, an example of what local pro-

graming can build for—something meaningful to the community.

But, increasingly, station after station is getting out of its own backyard. A bigger world lies beyond a station’s signal. Other people, other than local events, have meaning and interest, and station film crews are traveling more often to record distant happenings.

It has become quite common for local newsmen and cameramen to take on overseas assignments, often in Vietnam. WTOL-TV Toledo, a very active public affairs documentary programer, went to Moscow this year to film “Our Man in Moscow,” an hour documentary on a day in the life of U.S. Ambassador Foy D. Kohler, who makes his stateside home in Toledo.

Travel fever has even infected children’s programing. Recently WNEW-TV New York’s long-running *Wonderama* program traveled to Portugal, toured the country for over a week and shot 13 hours of color film showing the program’s star, Sonny Fox, with children in a fascinating new (to U.S. youngsters) land. The edited footage will make up one of *Wonderama*’s four-hour Sunday shows this fall (and in addition to WNEW-TV, will be telecast on other Metromedia stations in Washington, Los Angeles and Kansas City).

Broadcasters today have come to realize several basic things. Jack Harris, VP and general manager of KPRC-TV Houston, articulated them last May in an address before the National Association of Television Program Executives meeting in New York. “A TV station,” said Harris, “should provide programing *most* of the time that *most* of the people will enjoy. But *some* of the time it should provide programing that only *some* of the people will view.”

Elaborating on this, Harris made it clear that stations should and will support the networks on popular programing, the “big audience hits.” But he also felt it was necessary for more affiliates to take more of the “finest hours,” the low-rated documentary and cultural fare, than they have been. “And if advertiser support is not there,” said Harris, “the stations and the networks could afford to go it alone in the few periods each week which need not be dedicated to a maximum audience.”

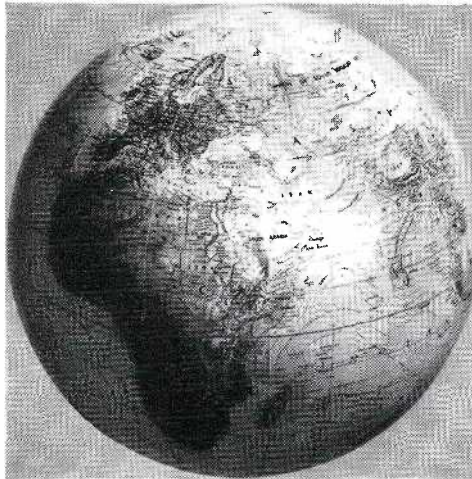
WHY THE LOCAL PROGRAMING EFFORT

In Harris’s opinion, “There are no two cities in America exactly alike.” And what goes well in one city “may flop in another.” According to the Houston broadcaster, “the producers of syndicated programs have little to offer . . . principally a choice of network re-runs.” In the face of this, Harris noted, “we have concluded that our best future in programing lies in developing our own local shows to supplement our network offerings.

“We start with the assumption that we cannot compete with the networks in the entertainment field due to budgets, personnel, space and time. We proceed then to develop program fare that the networks cannot provide us—programs of strong and inherent localized or regionalized interests.”

Jack Harris is no maverick in his industry. Rather, he is a realist, one of many. He knows that to “be different,” to stand out in a market, a station must at least make a local programing effort, and that in the long haul that effort will get results.

If, in the past season, local programing appeared to make little new headway in the national hour aggregate, it did advance its claim on an important place in station operation. It has powerful friends, and the need it fills has never been underestimated. If anything, it is now being reappraised, and isn’t likely to be found lacking. END



**We go to
the ends of the earth for
Boston, New York,
Baltimore, Pittsburgh,
Philadelphia,
Fort Wayne, Chicago and
San Francisco.**

For our eleven radio and television stations, that is. We go to Haiti for a documentary on that troubled island. To Africa for a new perspective on the Peace Corps. To South America for fifty vignettes of the volatile continent. To Great Britain, Mexico, Tahiti, Australia, Hong

Kong, Italy. And Group W news bureaus in Paris, London, Berlin, and Washington, service the eight Group W communities directly.

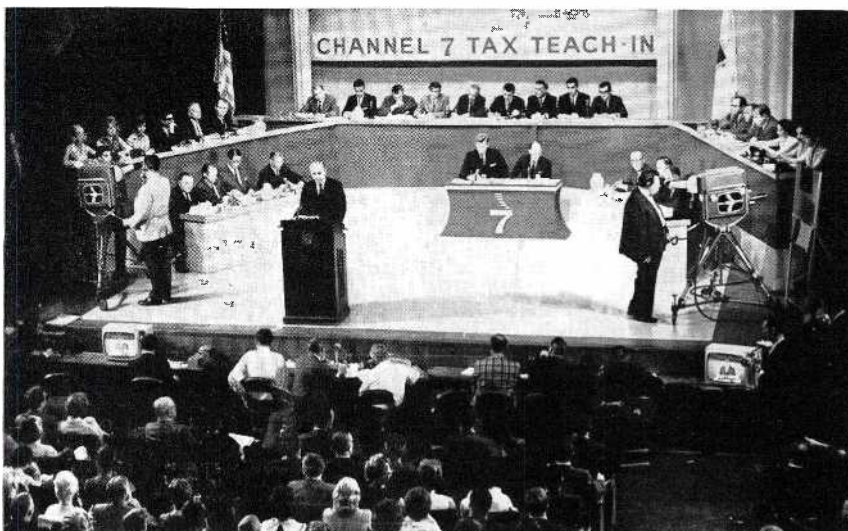
The need to know—the need for news and documentation on what's going on in the world—is a need common to all people everywhere.

Group W is in a unique position to help fill this need. The Group has the creative, financial, and managerial resources to program with the authority of a network, yet it retains the flexibility and viewpoint of a local station. The Group is a vital third force in broadcasting today.



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HOW TO LIGHT A FIRE, TV STYLE

TELEVISION stations find their local program material in many places and in many ways. One program form that found the perfect home on television is the so-called "Great Debate," a political expedient that grew out of the nationally televised debates between Kennedy and Nixon during the 1960 presidential election campaign. Hundreds of stations have since offered little "Great Debates" on state and city levels. In defining issues and examining men, this program form has proved invaluable.

But times change and old techniques take new twists. In Boston two months ago the latest program form made its debut: the "Teach-In," a broad debate intended at once to instruct and solve, educate and resolve. As with the integration movement's "sit-in" demonstration, from which the phrase "teach-in" derives, the form has a spirit of protest, a feeling of move me, convince me. It seems like a TV natural.

Early last June, the management of WNAC-TV, RKO General's station in Boston, became intrigued with the hassle going on in the Massachusetts state legislature over two very different proposals for new state taxes.

Among the few ideas shared jointly by Republican Governor John A. Volpe and the Democratic leaders who control the state legislature is the belief that Massachusetts needs additional income. Both parties agree that the new revenue is essential, but when it comes to the method to be used in tapping the taxpayers, the division of opinion becomes sharp. Governor Volpe favors a combination of a 3% sales tax (the state's first) and limited increases in the income tax. The Democrats, led by Senate President Maurice Donahue, call for a larger in-

crease in the income tax plus new levies on specific businesses.

WNAC-TV saw in this partisan tax impasse the opportunity to render a valuable public service. VP and general manager William M. McCormick suggested to program director George Cyr that the station should present the complexities of the rival tax plans via the "Teach-In" format recently used in college debates on Vietnam.

McCormick felt that broad community involvement was the key to an intelligent decision on the source of new taxes and he insisted that WNAC-TV's Tax Teach-In should include participation by the opposing political leaders, college economics professors, broadcast and newspaper political reporters and, most important of all, by the viewers at home and the audience attending the telecast.

A decision was made to produce a two-hour prime time show, "Tax Teach-In," on June 24, 7:30-9:30.

For advice on staging the Teach-In, WNAC-TV production manager Harry Wiest turned to Boston's ETV outlet. Mike Ambrosino, assistant program manager of WGBH-TV, offered to share his experiences in working with the Boston area academic community on previous panel programs. (Ambrosino had been associated with WGBH-TV's telecasting of the Vietnam Teach-In produced in Washington by National Educational Television a few weeks before.)

Ambrosino suggested Myron Spencer, associate dean of the College of Business Administration of Northeastern University, for the important post of moderator of the Tax Teach-In. Northeastern also contributed the site of the program, its Student Center auditorium.

Simultaneously with these arrange-

ments, intricate negotiations were begun with Governor Volpe's Republican forces and Senate President Donahue's Democratic leadership. Both parties were eager for the TV exposure, but both also were concerned that the format, the rules and the timing should not favor their opponents. It was essential to draw up procedures which assured absolute fairness to both Democrats and Republicans and which at the same time would allow each group to mount a spirited attack on the other.

A timekeeper, equipped with buzzer and bell, would play an important part in assuring equal time to both parties. Their opening remarks, their interrogation of each other and their final summing-up statements were to be timed and controlled by the timekeeper and the moderator.

The rest of the program consisted of questions for the opposing tax plan supporters directed to them by a panel of newsmen, a panel of college economics professors, the live audience in the hall and by the viewing audience at home. The latter questions were recorded and passed to the moderator by a battery of telephone operators. Through the questioning the moderator carefully alternated the questions, first choosing a query for Governor Volpe's side and next for Senator Donahue's forces.

WNAC-TV saw to it that both parties to the Tax Teach-In not only had equal time but equal seats. The audience was divided down the middle. Five hundred red tickets were given to the Republican State Committee, 500 blue tickets to the Democratic State Committee, and it was left to them to get out their supporters. They did this so effectively that one Republican lady showed up with balloons reading "Sales Tax or Bust." The Democrats protested their lack of similar devices and the balloons were banned.

Prior to the program WNAC-TV ran quarter-page ads in the Boston newspapers containing tax plan ballots. During the show viewers were invited to listen to the arguments and then send in their ballots. More than 3,000 of them did, and the station also received over 350 phoned questions during the broadcast.

The results of the Tax Teach-In were impressive. An ARB coincidental rating taken during the program gave it an audience of 300,000 adults, 150,000 homes. Beyond this the show rated front page space in all Boston newspapers.

The results of the straw poll: 2,968 ballots favored the Republican sales tax proposal vs. 308 favoring the Democratic income tax plan. WNAC-TV may not have solved Massachusetts' \$200 million tax crisis, but it gave politicians and viewers a lot to chew on, opened up an interesting new local program form and proved that if a station cares enough about local problems, it can light the fires that get things moving.

TWO WAY S-T-R-E-T-C-H

WTHI-TV CHANNEL 10

TERRE HAUTE, INDIANA

REPRESENTED BY



THE ORIGINAL STATION REPRESENTATIVE

UP AND OUT

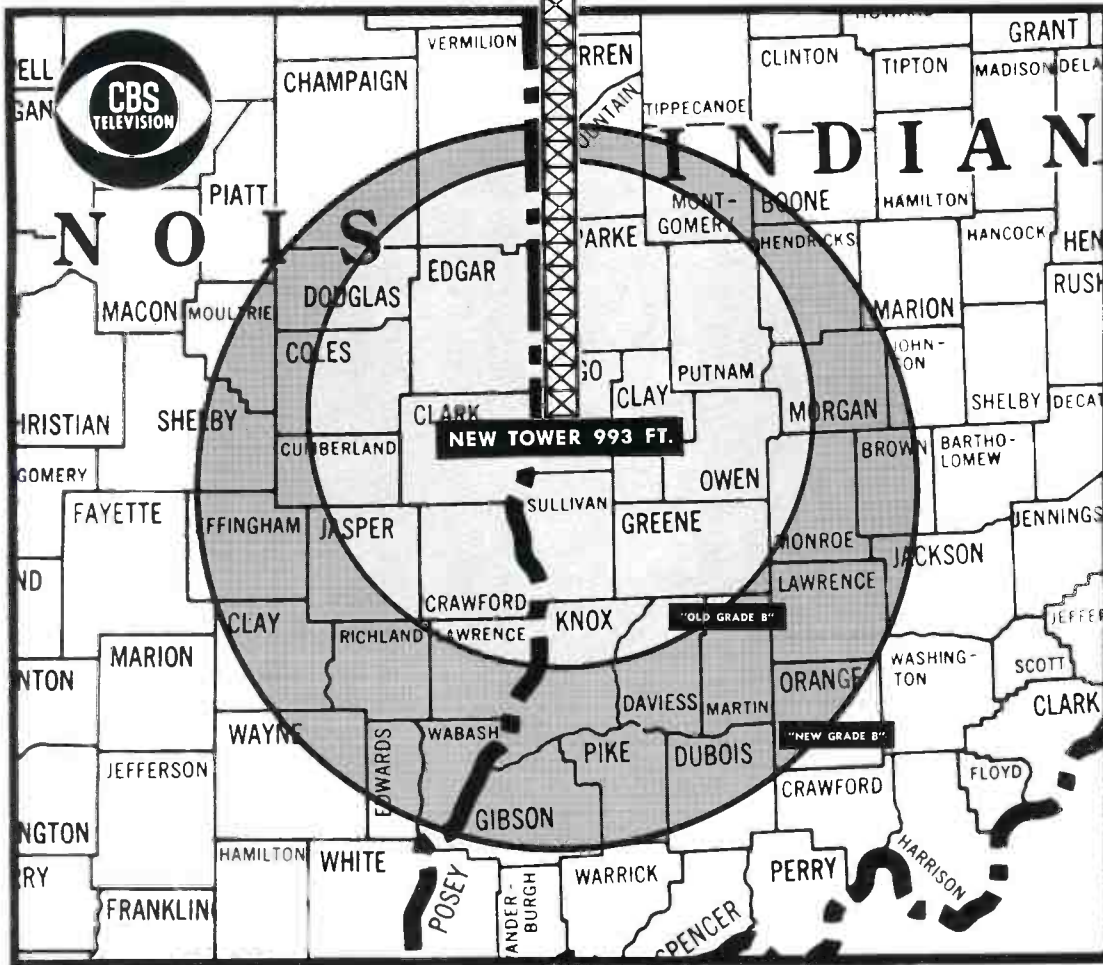
UP . . . WTHI's New TV Tower is double the height of the old tower . . . a total height of 993 feet.

OUT . . . The Radius of the new signal stretches out to approximately 65 miles—(radius of old tower 50 miles).

The Area covered stretches out approximately 65%, from 7850 square miles to 13,300 square miles.

The Population reached in Indiana and Illinois will show an increase of approximately 48%.

WTHI's New TV Tower increases the number of TV Homes potentially reached in Indiana and Illinois from 237,000 to approximately 295,000, a potential increase of 58,000 TV Homes.



IT DOESN'T HAVE TO BE SUSTAINING

Western Electric, a national concern with a local outlook, has entered into a mutually rewarding partnership with local TV. Here's how it works.

WESTERN ELECTRIC, the 10th largest manufacturing company in the world, has only two customers, Bell Telephone and the U.S. Government. The public can't buy anything from it or make any direct decisions about it. The only connection is that the public rents a service from the local telephone company and Western Electric supplies much of the equipment that makes that service possible.

All this means that Western Electric has a public relations job, particularly in the decade of the 60's when there is an association among some segments of the public between bigness and soullessness. Western Electric, which did over \$2 billion in sales last year and employs some 150,000 persons, is indeed big, but it doesn't want the public to conclude that it is, therefore, remote.

The company's problem is not unique in an age of industrial giants, but its way of attacking it through local television is. Unique, too, is the impact that approach has had on locally produced shows which otherwise might have suffered the all-too-common complaint of financial anemia and consequent relegation to Sunday afternoon.

The gist of the plan was for Western Electric to sponsor locally-produced specials in markets where the company either had a sizeable plant or regional distribution headquarters. "Usually, Western Electric is either the largest or the second largest employer in the market chosen," says Richard Depew, prime mover in the plan to blend the stations' desires to produce good local programs and Western Electric's wish to make its role better known. Depew is vice president and director of television programming at Cunningham & Walsh, WE's agency. The plan took shape in 1963, at a time when the issue of local programming, thanks to the then chairman of the FCC, Newton Minow, was very much in the air.

"The program proposals were broached to the client in mid-June by the agency and the first programs were on in Omaha, Kansas City and Oklahoma City in fall '63," Depew

says. "We have constantly added cities. The first year we had the three, the second year added five and this year two."

After the three initial cities were picked for a test of the plan, Depew says, "I sat down with a station directory, looked at the markets and wrote letters to each station with a statement saying 'Here is what we have in mind, this is what we need.' Then I visited each station in each market.

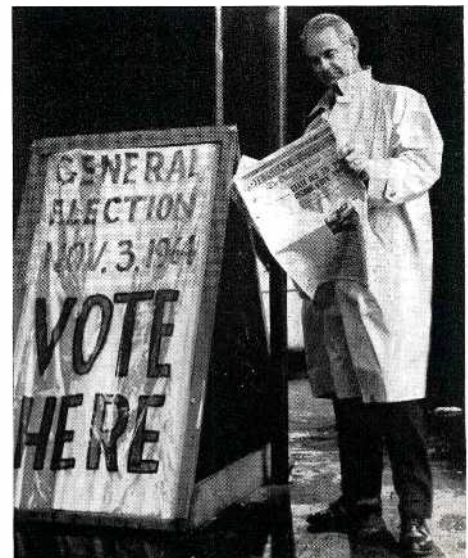
"The key to this thing," he says, "is that stations have to do a certain amount of public service programming. We give them more money to operate with. In return for this they do a better job and the program is not dropped into Sunday. Stations would come to us with ideas for programs to be shown on Sunday. We'd say 'Sure we're interested, but the program has to be meaningful enough, important enough, to go into prime time.'"

In a buying criteria guide that Cunningham & Walsh now sends around to the stations, the agency stresses that the programs Western Electric is interested in should be locally oriented specials (not regularly scheduled), preferably slotted between 8 and 10 p.m. and covering a new concept or subject. The client does not buy shows dealing with excessively downbeat themes or covering only one side of a controversial issue.

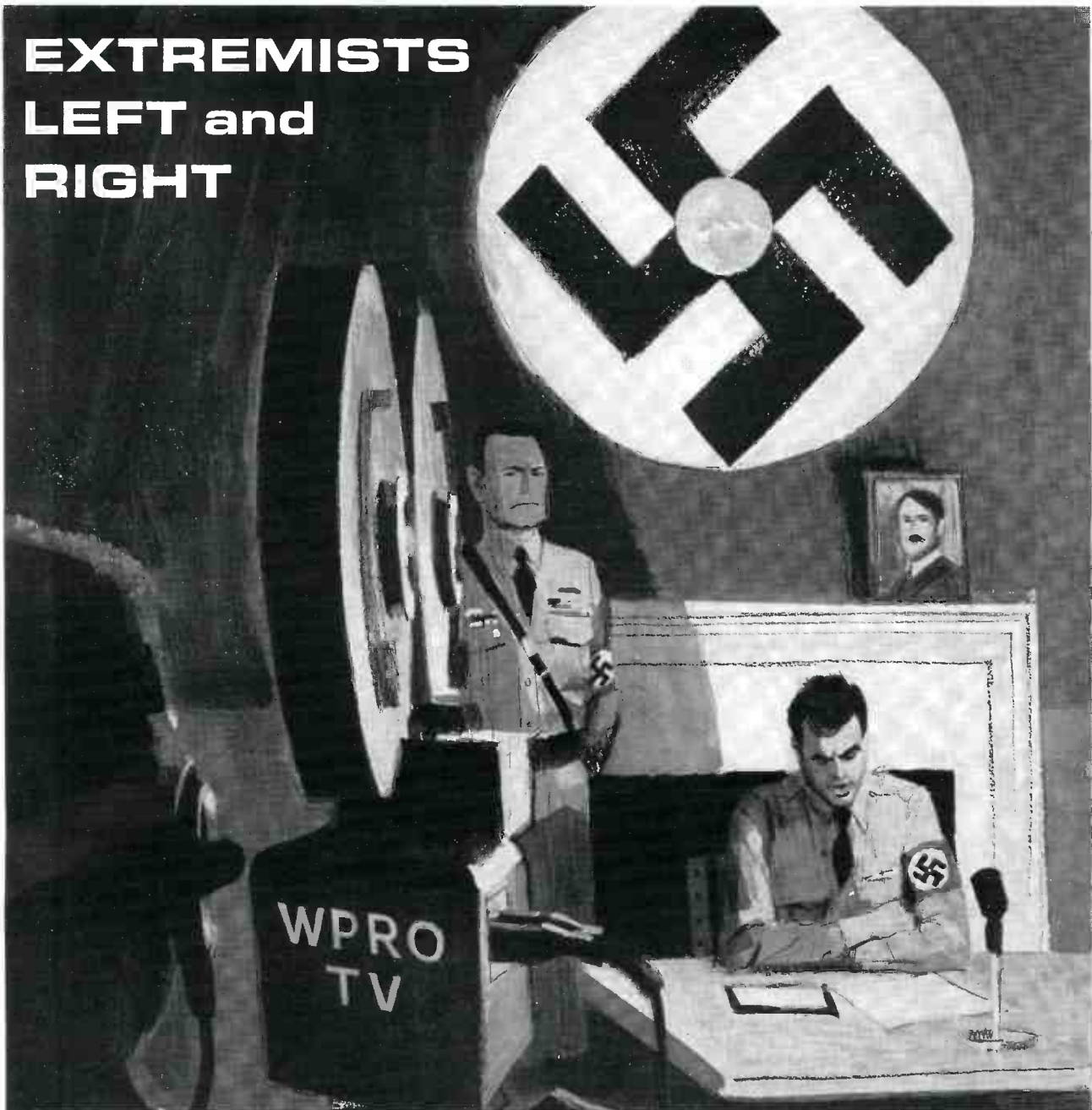
Western Electric's sponsorship covers the full cost of the time purchased, but may or may not cover the entire cost of producing the program, according to Depew. He also says that an entertainment program is often preempted to help build a sizeable audience for the special, but not a "hot" entertainment program whose preemption would alienate the very people the client hopes to please. "We're not likely to preempt *Bonanza*," Depew explains, "but we might like *Bonanza* for a lead-in."

Getting the right time is a matter Cunningham & Walsh takes seriously. As Depew says, "Sometimes you're going to wade into something like *Peyton Place* and just get clobbered." But Western Electric isn't in a ratings race. It will

Typical of the public service local programming sponsored by Western Electric was the election coverage provided by KOCO-TV Oklahoma City. Helping out, 400 volunteers from the local WE plant (right) gathered returns and manned phones at the station.



EXTREMISTS LEFT and RIGHT



WPRO-TV
PROVIDENCE, R. I.

"Extremists: Left and Right", an hour-long probe into the extremes of political opinion, added another dimension to WPRO-TV's succession of meaningful programs presented in the community interest. With Gordon Hall, lecturer and writer on extremist activity, WPRO-TV's news and public affairs staff produced a probing program evaluating the motives and techniques of such groups as: Ku Klux Klan; John Birch Society; American Nazi Party; Communist Party; Black Muslims. Lowell Thomas provided an introduction and conclusion. SYNDICATION: "Extremists: Left and Right" has been carried in 14 additional markets, including the Capital Cities stations: WKBW-TV, Buffalo, N. Y.; W-TEN, Albany, N. Y.; WSAZ-TV, Huntington, West Virginia.

This program has been awarded the Certificate of Recognition, National Conference of Christians and Jews, and the United Press International Award for Outstanding Public Service by a Rhode Island Television Station.



**CAPITAL CITIES
BROADCASTING
CORPORATION**

*The Meaningful
Sight and Sound
of the Communities
It Serves!*

WE's not after total ratings, but it does want total identification with the community

deliberately choose a public service documentary it knows will not draw great numbers of viewers if the program is likely to interest community leaders.

Basically, for documentary programs, Depew expects the local share of audience to be somewhere in the neighborhood of the national norms for public service programs. If it falls consistently below that, something obviously is wrong. Howard Ellison, WE's advertising supervisor-administration, says the ratings have been higher than the company would require to keep the plan going.

Western Electric considers reaching as wide as possible an audience in each community during a year more important than the ratings achieved by a single program, thus seeks variety in the six shows it sponsors in each market. Often the first program will be a serious documentary of interest to community leaders, followed by a jazz program that would attract a younger audience. Next may be a sports program. Then a symphony. By the end of the year, the full audience spectrum should be represented. Overall, about 60% are documentaries, 25% are sports and 15% are music.

"However," says Ellison, "we're not just looking for total audience, and we're not looking for total ratings by any means. The idea is that the programs should totally project an image of us as a member of the community."

Ideas for the programs may come from the stations themselves, or be initiated by the agency, the client in New York or the client in the plant city. Also, there is a certain amount of cross-pollination as a station in, say, Kansas City, hears of what was done in Columbus and tries a variation.

"Every station in the market gets a chance to submit a proposal for consideration," Depew says. "They're all customers of the telephone company and it's only good business. But also, in a subtle fashion, they begin to compete with each other and that improves the quality."

Mike Ziegler, account executive on Western Electric at Cunningham & Walsh, says that when they first move into a market they receive a considerable number of unworkable suggestions "but as we get to know each other, proposals become more germane. We got a lot of errata at one time, but it's pretty well honed down."

As for the length of the programs, they can be a half-hour, an hour, or even longer. "We prefer hours," Depew says, "because they're a little more important. But we found some stations will give you a good 40-minute show in that time. We'd rather have an important topic fill up a half-hour. The majority have been half-hours."

As a rule, neither Western Electric nor the agency sees the programs before they go on the air, but a critique is always made after they're shown. On rare occasions, a show will be previewed by the client and agency for public relations considerations on matters that could backfire.

For example, a pre-air screening was held when WFBM-TV Indianapolis decided to dramatize the school drop-out problem by having long-term prisoners at the state penitentiary talk with a group of teenage boys. Those who viewed the program felt that it might carry the false implication to some that the participating teenagers were all delinquents themselves. This minor, but possibly troublesome point legally, was clarified before the show went on the air. (Incidentally, the show received high praise and was bicycled around by WFBM-TV to other stations. Western Electric, however, never sponsors a program produced in one market in

another, since that would violate the locally-oriented purpose of the plan.)

A program on the Big Eight Football Roundup on KWTW Oklahoma City started the project Sept. 16, 1963. The other two markets used that year were Kansas City and Omaha. The next year Atlanta, Baltimore, Columbus, Indianapolis and the Greensboro-Winston-Salem area of North Carolina were added. This year Buffalo and Denver joined the roster.

Commercials are conceived at the agency in New York and executed by a Western Electric film crew that goes out on location to the cities involved, but brings footage back to be edited in New York.

Ellison says one of the reasons television was picked as the proper medium for the campaign is that Western Electric "is a hard company to explain to anyone. In magazine ads we can't really show or tell what we are. But in a 90-second commercial we can show an idea in a laboratory and then on the production line and through to its end use."

A great deal of attention is paid to station promotion of the specials. At first this end of it was handled by Depew along with his other chores, but as the station list grew the job was turned over to Jack Steinberg, agency VP and director of public relations. Steinberg now visits the local stations periodically to find out what is being done promotionally for the programs and keeps in touch by telephone. "We don't do it to put the arm on them," he says, "but to let them know we and the client feel promotion is important. We don't ask for any promotion we don't feel will serve the station as well."

Most of the ideas are originated by the promotion men themselves. For example, in Omaha a station man got the idea of using the public address system in the Western Electric plant cafeteria for spot announcements about the upcoming program. This proved so successful that the idea was broached to stations in other plant cities, most of which tried it themselves.

THE INVOLVEMENT FACTOR

"Another thing we try to do is establish liaison between the station promotion man and the public relations man at the plant," Steinberg said. "We try to bridge the local gap and have plant people in public relations feel they are involved. We ask each station to provide the plant with posters, table tents, tapes for the public address system and maybe a picture for the house organ editor."

All the stations provide promotion reports, which are forwarded to Western Electric. Last November, just before the Broadcast Promotion Association met in Chicago, Steinberg got together in that city with 11 of the promotion men he had been dealing with for an hour-and-a-half meeting that was basically a seminar on how to promote a public service program, with each bringing samples of his efforts.

The programs, their promotion, the commercials, and the boost the sponsorship gives to locally-produced programming all tie together a neat package whose basic contents are: Western Electric is a good neighbor.

This, of course, helps WE in recruiting workers and in many of its other activities. Also, as the company's role is clarified to the public, there should be fewer of those annoying telephone calls WE executives sometimes receive asking them to send somebody over right away to fix a pop-up toaster.

END



KGW Broadcast Center Building for the Future

KGW BROADCAST CENTER epitomizes a bold new concept in building design and technical excellence. It is one of the most modern broadcast facilities in the world.

Just as KGW-AM pioneered radio in the West in 1922, KGW-TV is the pioneer of full color programming since its inception in 1956.

We know our already booming Pacific Northwest will continue to develop at an ever-increasing pace. We believe that broadcasting will continue to take a vital role in the future.

Thus, we have built this new facility—functional, versatile, beautiful—modern as tomorrow.

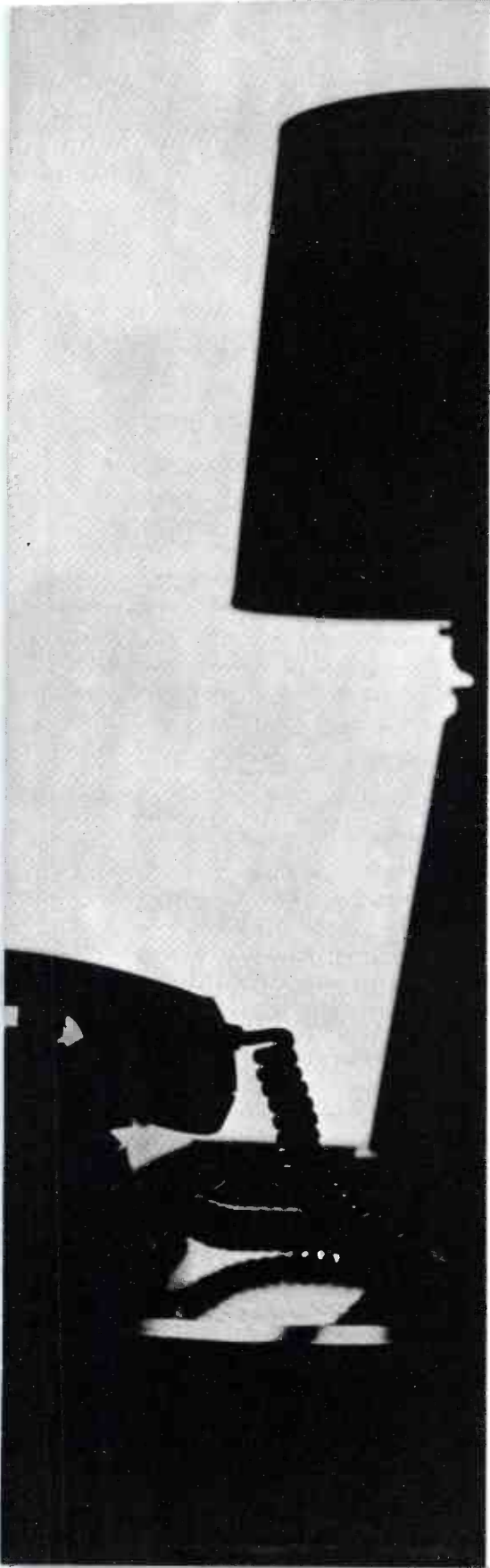
KGW RADIO KGW TELEVISION



The Crown Stations in Portland, Oregon
1501 S. W. JEFFERSON • PORTLAND, OREGON

Represented Nationally by Blair





Nobody ever calls Lillian Aldrich.

Mention television ratings to Lillian Aldrich and there's a good chance you will get the standard lament, "Nobody ever calls me." And although the American Research Bureau does call hundreds of thousands of people every year, we don't call everybody.

We don't have to. Fortunately.

Effective sampling allows researchers to reliably and economically provide audience estimates on a large group of people using a relatively small group as a base. Though the size of this base is important, it's the way in which it is selected that counts so much.

So if we take a hard-nose, no-tears approach to Lillian's sad lament, just remember—we didn't invent sampling. We do, however, dedicate ourselves to making it work as effectively as possible for you.



**AMERICAN
RESEARCH
BUREAU**

TELEVISION MAGAZINE'S TELESTATUS



U.S. households now number

57,200,000

U.S. TV households now number

52,600,000

U.S. TV penetration is

92%

*How things stand
in television markets
and coverage
as of
August 1965*

THE three statements above constitute the first set of facts about U. S. television presented each month in "Telestatus." There are 266 other sets, all having to do with the 266 television markets into which TELEVISION MAGAZINE has divided the commercial TV universe. The most important fact about each market: the number of television households credited to it. The second ranking fact: the percentage of penetration credited to the market. Both facts have been arrived at by the magazine's research department using a rigid set of criteria. It is important to the use of this data that the reader understand, at least generally the criteria used.

First: TV households are credited to each market on a county-by-county basis. All the TV households in a county are credited to a market if one-quarter of those households view the dominant station in that market at least one night a week. This is referred to as a "25% cutoff." If less than 25% view the dominant station, no homes in the county are credited to the market.

Second: This total of television households changes each month, based on the magazine's continuing projections of TV penetration and household growth.

Third: Many individual markets have been combined into dual- or multi-market listings. This has been done wherever there is almost complete duplication of the TV coverage area and no major difference in TV households.

There are a number of symbols used throughout "Telestatus" (they are listed on each page). Each has an important meaning. For example, a square (■) beside the TV households total for a market indicates there has been a major facilities change in that market which might have significantly changed coverage areas since the latest available survey. A double asterisk (**) in a market listing means that the circulation of a satellite has been included in the market total, whereas a triple asterisk (***) means satellite circulation is not included. The important point for readers is to be aware of the symbols where they occur and to take into account the effect they have on the particular market totals involved.

The preparation of TV coverage totals and market patterns is a complex task. It is complicated by the fact that coverage patterns are constantly shifting as the industry grows. TELEVISION MAGAZINE'S formula for market evaluation has been reached after years of careful study and research. The criteria it uses, while in some cases arbitrary—using a 25% cutoff rather than a 5% cutoff or a 50% cutoff, for example—are accepted and, most importantly, are constant. They have been applied carefully and rigorously to each market in the country, assuring the reader a standard guide to an ever-increasing industry.

Market & Stations
% Penetration

TV
Households

A

Aberdeen, S. O.—89 KXAB-TV (N,A)	■26,900
Abilene, Tex.—88 KRBC-TV (N,A) (KRBC-TV operates satellite KACB-TV San Angelo, Tex.)	***82,000
Ada, Okla.—85 KTEN (A,N,C)	81,100
Agana, Guam KUAM-TV (N,C,A)	•
Aguadilla, P. R. WOLE	‡
Akron, Ohio—45 WAKR-TV† (A)	†75,900
Albany, Ga.—76 WALB-TV (N,A,C)	156,000
Albany-Schenectady-Troy, N. Y.—93 WAST (A) WRGB (N) WTEN (C) (WTEN operates satellite WCDC Adams, Mass.)	**438,900
Albuquerque, N. M.—82 KQGM-TV (C) KOAT-TV (A) KOB-TV (N)	171,700
Alexandria, La.—80 KALB-TV (N,A,C)	108,900
Alexandria, Minn.—85 KCMT (N,A) (Operates satellite KNMT Walker, Minn.)	***111,800
Alpine, Tex. KVLF-TV (A)	‡
Altoona, Pa.—91 WFBG-TV (C,A)	318,300
Amarillo, Tex.—89 KFDA-TV (C) KGNC-TV (N) KVII-TV (A) (KFDA-TV operates satellite KFDW-TV Clovis, N. M.)	**138,400
Ames-Des Moines, Iowa—93 WOI-TV (A) KRNT-TV (C) WHO-TV (N)	295,900
Anchorage, Alaska—69 KANI-TV (N,A) KTVB (C)	24,800
Anderson, S. C. WAIM-TV (A,C)	•
Ardmore, Okla.—83 KXII (N,A,C)	68,700
Asheville, N. C.-Greenville-Spartanburg, S. C.—86 WFBC-TV (N) WISE-TV† (N) WLOS-TV (A) †* WSPA-TV (C)	456,200
Atlanta, Ga.—88 WAGA-TV (C) WAII-TV (A) WSB-TV (N)	627,800

Market & Stations
% Penetration

TV
Households

B

Augusta, Ga.—80 WJBF (N,A) WRDW-TV (C,A,N)	■197,400
Austin, Minn.—91 KMMT (A)	189,800
Austin, Tex.—84 KHFI-TV† KTBC-TV (C,N,A)	150,200 ††
Bakersfield, Calif.—88 KBAK-TV† (C) KERO-TV† (N) KLYD-TV† (A)	■†140,200
Baltimore, Md.—93 WBAL-TV (N) WJZ-TV (A) WMAR-TV (C)	■790,300
Bangor, Me.—92 WABI-TV (C,A) WLBZ-TV (N,A) (Includes CATV homes)	107,600
Baton Rouge, La.—84 WAFB-TV (C,A) WBRZ (N,A)	253,900
Bay City-Saginaw-Flint, Mich.—94 WJRT (A) WKNX-TV† (C) WNEM-TV (N)	423,000 †64,900
Beaumont-Port Arthur, Tex.—89 KBMT-TV (A) KFDM-TV (C) KPAC-TV (N)	176,900
Bellingham, Wash.—91 KVOS-TV (C)	*52,400
Big Spring, Tex.—91 KWAB-TV (C,A)	21,900
Billings, Mont.—83 KOOK-TV (C,A) KULR-TV (N)	62,900
Biloxi, Miss.—89 WLOX-TV (A)	49,000
Binghamton, N. Y.—91 WBJA-TV† (A) WINR-TV† (N) WBNF-TV (C)	245,600 †51,000
Birmingham, Ala.—85 WAPI-TV (N) WBRC-TV (A)	484,200

■ Major facilities change in market subsequent to latest county survey measurement date.

† U.H.F.

• Incomplete data.

‡ U.H.F. incomplete data.

†* New station; coverage study not completed.

†† U.H.F. new station; coverage study not completed.

* U.S. Coverage only.

** Includes circulation of satellite (or booster).

*** Does not include circulation of satellite.

Market & Stations % Penetration	TV Households
Bismarck, N. D.—87 KFYR-TV (N) KXMB-TV (A,C) (KFYR-TV operates satellites KUMV-TV Williston, N. D., and KMOT Minot, N. D.)	***49,300
Bloomington, Ind.—93 WTTV (See also Indianapolis, Ind.)	718,200
Bluefield, W. Va.—84 WHIS-TV (N,A)	133,600
Boise, Idaho—89 KBOI-TV (C,A) KTVB (N,A) (KTVB operates satellite KTVR-TV La Grande, Ore.)	***86,400
Boston, Mass.—95 WBZ-TV (N) WHDH-TV (C) WHIS-TV† WNAC-TV (A)	1,856,200 †‡
Bowling Green, Ky. WLTW	‡
Bristol, Va.—Johnson City-Kingsport, Tenn.—80 WCYB-TV (N,A) WJHL-TV (C,A)	189,700
Bryan, Tex.—77 KBTX-TV (A,C) (KBTX-TV is a satellite of KWTX-TV Waco, Tex.)	42,100
Buffalo, N. Y.—95 WBEN-TV (C) WGR-TV (N) WKBW-TV (A)	*607,400
Burlington, Vt.—92 WCAX-TV (C)	*172,600

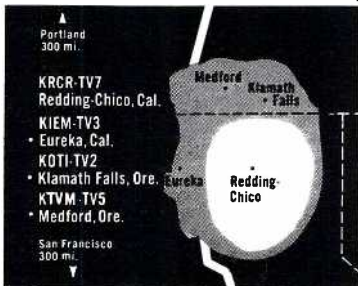
Market & Stations % Penetration	TV Households
Butte, Mont.—85 KXLF-TV (C,N,A)	58,700
C	
Cadillac-Traverse City, Mich.—89 **148,100 WPBN-TV (N,A) WWTW (C,A) (WWTW operates satellite WWUP-TV Sault Ste. Marie, Mich.; WPBN-TV operates satellite WTOM-TV Cheboygan, Mich.)	
Caguas, P. R. WKBM-TV	*
Cape Girardeau, Mo.—86 KFVS-TV (C)	248,200
Carlsbad, N. M.—90 KAVE-TV (C,A)	14,000
Carthage-Watertown, N. Y.—93 WWNY-TV (C,A) (Includes CATV homes)	*71,400
Casper, Wyo.—84 KTWO-TV (N,C,A)	*46,100
Cedar Rapids-Waterloo, Iowa—92 KCRG-TV (A) KWWL-TV (N) WMT-TV (C)	319,200
Champaign, Ill.—91 WCHU† (N) WCIA (C) (WCHU† is a satellite to WICS† Springfield, Ill.)	342,700
Charleston, S. C.—79 WCIV (N) WCSC-TV (C,N) WUSN-TV (A,C)	142,500
Charleston-Huntington, W. Va.—85 WCHS-TV (C) WHTN-TV (A) WSAZ-TV (N)	429,900
Charlotte, N. C.—87 WBTV (C,A) WCCB-TV† WSOC-TV (N,A) †‡	633,300
Chattanooga, Tenn.—86 WDEF-TV (C) WRCB-TV (N) WTVG (A)	221,600
Cheyenne, Wyo.—87 KFBC-TV (C,N,A) (Operates satellites KSTF Scottsbluff, Neb., and KTVS Sterling, Colo.)	**94,300
Chicago, Ill.—94 WBBM-TV (C) WBKB (A) WCUI† WGN-TV WMAQ-TV (N)	2,382,400 †‡
Chico-Redding, Calif.—90 KHSL-TV (C) KRCR-TV (A,N)	135,800
Cincinnati, Ohio—93 WCPO-TV (C) WKRC-TV (A) WLWT (N)	*809,100
Clarksburg, W. Va.—85 WBOY-TV (N,C)	90,600
Cleveland, Ohio—95 WKYC-TV (N) WEWS (A) WJW-TV (C)	1,373,500
Colorado Springs-Pueblo, Colo.—90 KKTV (C) KOAA-TV (N) KRDO-TV (A)	110,600
Columbia-Jefferson City, Mo.—87 **136,300 KRCG-TV (C,A) KOMU-TV (N,A) (KRCG-TV operates satellite KMOS-TV Sedalia, Mo.)	

Market & Stations % Penetration	TV Households
Columbia, S. C.—81 WOLO-TV† (A) WIS-TV (N) V/NOK-TV† (C)	*230,800 †40,900
Columbus, Ga.—81 WRBL-TV (C,N) WTVM (A,N)	235,100
Columbus, Miss.—75 WCBI-TV (C,A,N)	70,200
Columbus, Ohio—94 WBNS-TV (C) WLWC (N) WTVN-TV (A)	516,900
Coos Bay, Ore.—80 KCBY (N)	15,200
Corpus Christi, Tex.—86 KRIS-TV (N) KZTV (C) KIII (A)	*117,700
D	
Dallas-Ft. Worth, Tex.—90 KRLD-TV (C) KTVT WBAP-TV (N) WFAA-TV (A)	811,100
Davenport, Iowa-Rock Island-Moline, Ill.—93 WOC-TV (N) WHBF-TV (C) WQAD-TV (A)	322,000
Dayton, Ohio—94 WHIO-TV (C,N) WKEF-TV† (N,A,C) †‡ WLWD (N,A)	537,800
Daytona Beach Orlando, Fla.—88 WDBO-TV (C) WESH-TV (N) WFTV (A)	329,700
Decatur, Ala.—51 WMSL-TV† (N,C)	†47,000
Decatur, Ill.—83 WTVP† (A)	†130,000
Denver, Colo.—92 KBTV (A) KCTO KLZ-TV (C) KOA-TV (N)	409,000
Des Moines-Ames, Iowa—93 KRNT (C) WHO-TV (N) WOI-TV (A)	295,900
Detroit, Mich.—95 WJBK-TV (C) WKBD-TV† WWJ-TV (N) †‡ WXYZ-TV (A) CKLW-TV (Windsor, Ont.)	*1,642,500 †‡
Dickinson, N. D.—84 KDIX-TV (C,A)	19,800
Dothan, Ala.—78 WTWY (C,A)	111,700
Duluth, Minn.-Superior, Wis.—89 KDAL-TV (C,A) WDSM-TV (N,A)	167,100
Durham-Raleigh, N. C.—84 WRAL-TV (A,N,C) WTVG (C,N)	356,200

Market & Stations % Penetration	TV Households
Ensign, Kan.—87 KTVC (C)	41,700
Erie, Pa.—83 WICU-TV (N,A) WSEE-TV† (C,A) (Includes CATV homes)	182,700 †63,600
Eugene, Ore.—87 KEZI-TV (A) KVAL-TV (N)	102,400
Eureka, Calif.—86 KIEM-TV (C,N) KVIQ-TV (A,N)	56,700
Evansville, Ind.-Henderson, Ky.—86 225,400 WEHT-TV† (C) WFIE-TV† (N) WTVW (A) †118,100	
F	
Fairbanks, Alaska—72 KFAA-TV (N,A) KTVF (C)	11,600
Fargo-Valley City, N. D.—87 KTHI-TV (A) KXJB-TV (C) WDAY-TV (N)	160,200
Flint-Bay City-Saginaw, Mich.—94 WJRT (A) WKNX-TV† (C) WNEM (N)	423,000 †64,900
Florence, Ala.—72 WOWL-TV† (N,C,A)	†23,100
Florence, S. C.—78 WBTV (C,A,N)	154,000
Ft. Dodge, Iowa—87 KQTV† (N)	†30,500
Ft. Myers, Fla.—83 WINK-TV (A,C)	36,400
Ft. Smith, Ark.—82 KFSA-TV (C,N,A)	76,200
Ft. Wayne, Ind.—82 WANE-TV† (C) WKUG-TV† (N) WPTA-TV† (A)	†187,200
Ft. Worth-Dallas, Tex.—90 KRLD-TV (C) KTVT WBAP-TV (N) WFAA-TV (A)	811,100
Fresno, Calif.—87 *†201,300 KAIL-TV† KDAF† (Hanford) KFRE-TV† (C) KICU-TV† (Visalia) KJEO-TV† (A) KMJ-TV† (N)	

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

Market & Stations % Penetration	TV Households
Chico-Redding, Calif.—90 KHSL-TV (C) KRCR-TV (A,N)	135,800
Cincinnati, Ohio—93 WCPO-TV (C) WKRC-TV (A) WLWT (N)	*809,100
Clarksburg, W. Va.—85 WBOY-TV (N,C)	90,600
Cleveland, Ohio—95 WKYC-TV (N) WEWS (A) WJW-TV (C)	1,373,500
Colorado Springs-Pueblo, Colo.—90 KKTV (C) KOAA-TV (N) KRDO-TV (A)	110,600
Columbia-Jefferson City, Mo.—87 **136,300 KRCG-TV (C,A) KOMU-TV (N,A) (KRCG-TV operates satellite KMOS-TV Sedalia, Mo.)	

Market & Stations % Penetration	TV Households
El Dorado, Ark.-Monroe, La.—78 KNOE-TV (C,A) KTVE (N,A)	162,300
Elk City, Okla. KSWB	‡
Elkhart-South Bend, Ind.—70 WNUD-TV† (N) WSBT-TV† (C) WSJV-TV† (A)	†169,400
El Paso, Tex.—90 KELP-TV (A) KRDD-TV (C) KTSM-TV (N)	*116,900

Market & Stations % Penetration	TV Households
Glendive, Mont.—80 KXGN-TV (C)	4,100
Grand Junction, Colo.—84 KREX-TV (C,N,A) (Operates satellite KREY-TV Montrose, Colo.)	**30,500
Grand Rapids-Kalamazoo, Mich.—93 WKZO-TV (C) WOOD-TV (N) WZZM-TV (A)	*588,700
Great Falls, Mont.—86 KFBB-TV (C,A) KRTV (N) (Includes CATV homes)	61,800
Green Bay, Wis.—94 WBAY-TV (C) WFRV-TV (N) WLUK-TV (A)	334,500

■ Major facility change in market subsequent to latest county survey measurement date.
† U.H.F.
• Incomplete data.
* U.H.F. incomplete data.
‡ New station; coverage study not completed.
†† U.H.F. new station; coverage study not completed.
* U.S. Coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.

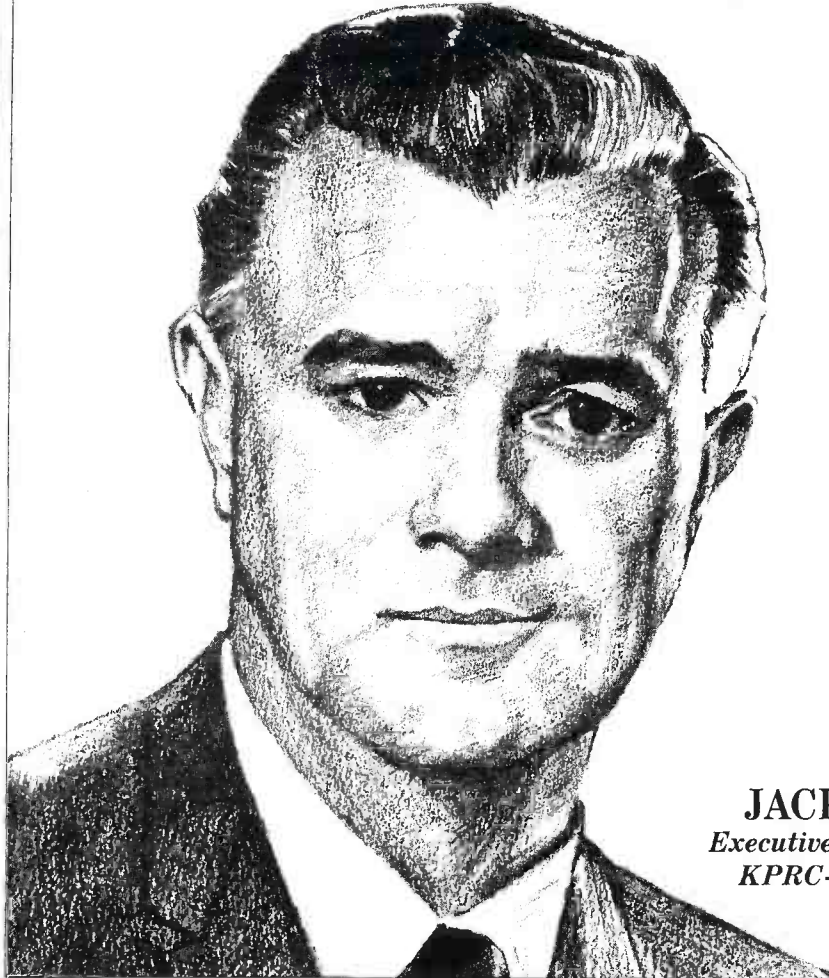
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OCTOBER 1965

TIME

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Market & Stations % Penetration	TV Households
Greensboro-High Point-Winston-Salem, N. C.—87 WFMY-TV (C) WGHP-TV (A) WSJS-TV (N)	408,000
Greenville-Spartanburg, S. C.—Asheville, N. C.—86 WFBC-TV (N) WISE-TV† (N) WLOS-TV (A) WSPA-TV (C)	456,200 †*
Greenville-Washington-New Bern, N. C.—83 WITN (N) WNBE-TV (A) WNCT (C)	221,400
Greenwood, Miss.—65 WABG-TV (C,A,N)	61,800
H	
Hannibal, Mo.—Quincy, Ill.—91 KHQA (C,A) WGEM-TV (N,A)	167,400
Harlingen-Westaco, Tex.—78 KGBT-TV (C,A) KRGV-TV (N,A)	70,600
Harrisburg, Ill.—87 WSIL-TV (A) (WSIL-TV operates satellite KPOB-TV† Poplar Bluff, Mo.)	200,600
Harrisburg, Pa.—84 WHP-TV† (C) WTPA† (A)	137,100
Harrisonburg, Va.—81 WWSA-TV (C,N,A)	79,900
Hartford-New Haven-New Britain, Conn.—94 WHCT† WHNB-TV† WNHC-TV (A) WTIC-TV (C)	752,300 1348,900
Hastings, Neb.—89 KHAS-TV (N)	101,000
Hattiesburg, Miss.—79 WDAM-TV (N,A)	51,800
Hays, Kan.—87 KAYS-TV (C) (Operates satellite KLOE-TV Goodland, Kan.)	65,200
Helena, Mont.—84 KBLL-TV (C,A,N)	8,000
Henderson, Ky.—Evansville, Ind.—86 WEHT-TV† (C) WFIE-TV† (N) WTVW (A)	225,400 118,100
Henderson-Las Vegas, Nev.—91 KLAS-TV (C) KORK-TV (N) KSHO-TV (A)	60,400
High Point-Greensboro-Winston-Salem, N. C.—87 WFMY-TV (C) WGHP-TV (A) WSJS-TV (N)	408,000

■ Major facility change in market subsequent to latest county survey measurement date.
† U.H.F.
• Incomplete data.
† U.H.F. incomplete data.
‡ New station; coverage study not completed.
†† U.H.F. new station; coverage study not completed.
* U.S. Coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.

Market & Stations % Penetration	TV Households
Holyoke-Springfield, Mass.—90 WHYN-TV† (A) WWLP† (N) (WWLP† operates satellite WRLP† Greenfield, Mass.)	185,700
Honolulu, Hawaii—87 KGMB-TV (C) KHVH-TV (A) KONA-TV (N) KTRG-TV (Satellites: KHBC-TV Hilo and KMAU-TV Wailuku to KGMB-TV. KMVI-TV Wailuku and KHVO-TV Hilo to KHVH; KALU-TV Hilo and KALA-TV Wailuku to KONA-TV)	149,500
Houston, Tex.—90 KHOU-TV (C) KPRC-TV (N) KTRK-TV (A)	558,900
Huntington-Charleston, W. Va.—85 WCHS-TV (C) WHTN-TV (A) WSAZ-TV (N)	429,900
Huntsville, Ala.—45 WAAY-TV† (A) WHNT-TV† (C)	121,900
Hutchinson-Wichita, Kan.—90 KAKE-TV (A) KARD-TV (N) KTVH (C) (KGLD-TV Garden City, KCKT-TV Great Bend, and KOMC-TV Oberlin-McCook, satellites to KARD-TV; KUPK-TV Garden City is satellite to KAKE-TV)	367,200
I	
Idaho Falls, Idaho—89 KID-TV (C,A) KIFI-TV (N)	69,700
Indianapolis, Ind.—93 WFBM-TV (N) WISH-TV (C) WLWI (A) (See also Bloomington, Ind.)	742,400
J	
Jackson, Miss.—75 WJTV (C,A) WLBT (N,A)	243,200
Jackson, Tenn.—80 WDXI-TV (C,A)	66,100
Jacksonville, Fla.—84 WFGA-TV (N,A) WJXT (C,A)	275,500
Jefferson City-Columbia, Mo.—87 KRCG-TV (C,A) KOMU-TV (N,A) (KRCG-TV operates satellite KMOS-TV Sedalia, Mo.)	136,300
Johnson City-Kingsport, Tenn.—Bristol, Va.—80 WCYB-TV (N,A) WJHL-TV (C,A)	189,700
Johnstown, Pa.—93 WARD-TV† (C,A) WJAC-TV (N,A)	592,400 †*
Jonesboro, Ark. KAIT-TV	‡
Joplin, Mo.—Pittsburg, Kan.—88 KOAM-TV (N,A) KODE-TV (C,A)	153,200
Juneau, Alaska—69 KINY-TV (C,A,N)	2,800
K	
Kalamazoo-Grand Rapids, Mich.—93 WKZO-TV (C) WOOD-TV (N) WZZM (A)	588,700

Market & Stations % Penetration	TV Households
Kansas City, Mo.—91 KCMO-TV (C) KMBC-TV (A) WDAF-TV (N)	641,700
Kearney, Neb.—89 KHOL-TV (A) (Operates satellite KHPL-TV** Hayes Center, Neb., and KHQL-TV*** Albion, Neb.)	100,500
Klamath Falls, Ore.—87 KOTI (A,C)	27,300
Knoxville, Tenn.—80 WATE-TV (N) WBIR-TV (C) WTVK† (A)	253,500 149,100
L	
La Crosse, Wis.—90 WKBT (C,A,N)	114,500
Lafayette, Ind. WFAM-TV† (C)	†*
Lafayette, La.—86 KATC (A) KLFY-TV (C,N) (Includes CATV homes)	173,600
Lake Charles, La.—84 KPLC-TV (N)	110,600
Lancaster-Lebanon, Pa.—91 WGAL-TV (N) WLYH-TV† (C)	594,900 1123,800
Lansing, Mich.—95 WILX-TV (N) (Onondaga) WJIM-TV (C,N)	391,800
Laredo, Tex.—79 KGNS-TV (C,N,A)	14,700
La Salle, Ill. (See Peoria, Ill.)	
Las Vegas-Henderson, Nev.—91 KLAS-TV (C) KORK-TV (N) KSHO-TV (A)	60,400
Lawton, Okla. (See Wichita Falls, Tex.)	
Lebanon, Pa. (See Lancaster, Pa.)	
Lexington, Ky.—60 WKYT† (A,C) WLEX-TV† (N,C)	176,900
Lima, Ohio—70 WIMA-TV† (A,N)	148,600
Lincoln, Neb.—90 KOLN-TV (C) (Operates satellite KGIN-TV Grand Island, Neb.)	223,800
Little Rock Ark.—83 KARK-TV (N) KATV (A) KTHV (C)	252,700
Los Angeles, Calif.—93 KABC-TV (A) KCOP KHJ-TV KPOL-TV† †† KMEX-TV† KNBC (N) KNXT (C) KTLA KTTV	2,871,200
Louisville, Ky.—88 WAVE-TV (N) WHAS-TV (C) WLKY-TV† (A)	459,600 ††
Lubbock, Tex.—90 KCBD-TV (N) KLBK-TV (C,A)	134,500
Lufkin, Tex.—80 KTRF-TV (N,C,A)	55,800
Lynchburg, Va.—85 WLVA-TV (A)	181,900

Market & Stations % Penetration	TV Households
M	
Macon, Ga.—80 WMAZ-TV (C,N,A)	119,900
Madison, Wis.—92 WISC-TV (C) WKOW-TV† (A) WMTV† (N)	266,300 119,600
Manchester, N. H.—93 WMUR-TV (A)	161,300
Mankato, Minn.—89 KEYC-TV (C)	117,000
Marion, Ind. WTAF-TV†	††
Marquette, Mich.—89 WLUC-TV (C,N,A)	62,200
Mason City, Iowa—92 KGLO-TV (C)	173,800
Mavaguez, P. R. WORA-TV	
Medford, Ore.—90 KMED-TV (N,A) KTMV (C,A)	47,600
Memphis, Tenn.—80 WHBQ-TV (A) WMCT (N) WREC-TV (C)	498,900
Meridian, Miss.—76 WTOK-TV (C,A,N)	119,800
Mesa-Phoenix, Ariz.—88 KOOL-TV (C) KPHO-TV KTAR-TV (N) KTVK (A)	275,200
Miami, Fla.—89 WCKT (N) WLBW-TV (A) WTVJ (C)	641,200
Midland-Odessa, Tex.—89 KMID-TV (N) KOSA-TV (C) KVKM-TV (A) (Monahans)	109,300
Milwaukee, Wis.—95 WISN-TV (C) WITI-TV (A) WTMJ-TV (N) WUHF-TV†	678,500 193,300
Minneapolis-St. Paul, Minn.—92 KMSP-TV (N) KSTP-TV (N) WCCO-TV (C) WTCN-TV	782,600
Minot, N. D.—89 KMOT-TV (N) KXMC-TV (C,A) (KMOT-TV is satellite to KFVR-TV Bismarck, N. D.)	41,300
Missoula, Mont.—86 KGVO-TV (C,A,N)	61,100
Mitchell, S. D.—86 KORN-TV (N)	31,800
Mobile, Ala.—86 WALA-TV (N) WEAR-TV (A) (Pensacola) WKRG-TV (C)	279,200
Moline-Rock Island, Ill.—Davenport, Iowa—93 WQAD-TV (A) WOC-TV (N) WHBF-TV (C)	322,000
Monroe, La.—El Dorado, Ark.—78 KNOE-TV (C,A) KTVE (N,A)	162,300
Monterey-Salinas, Calif. (See Salinas)	
Montgomery, Ala.—78 WCOV-TV† (C) WKAB-TV† (A) WSFA-TV (N)	152,700 155,600
Muncie, Ind.—60 WLBC-TV† (N,A,C)	0 24,100

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AND SOUTHERN ILLINOIS**

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A graphic look at where television has been and where it's going, an examination of the medium's physical dimensions and its advertising concepts. Many of the concepts are changing and the trends of the past are growing into the opportunities of the future. Eighty-one charts depict television's past, present and future.

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In June 1962, it was clear that broadcasters could no longer ignore this interloper on the fringe of their own empire. They haven't. Today broadcasters are a big and growing force in CATV, and CATV itself, up 44% in total systems and 39% in gross revenue in the last two years, is a problem and a puzzlement grown to the point of explosion. An analysis of the CATV fires now burning — and consuming every sector of the industry from UHF to pay TV, from the investment community to the federal government — is detailed in this report.

THE NEW MEDIA COMPETITION

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For almost two years TELEVISION MAGAZINE examined the shifting status of media competition. Beginning with magazines, and continuing through studies of newspapers, radio, outdoor advertising, direct mail, spot and network television, this research examined what's happened to the major national media since the post-World War II emergence of television. This article presents the conclusions, along with the latest billing data on all these major media.

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It's been over a decade since the first educational TV station went on the air in Houston. Now there are 83. But ETV, which has problems aplenty left over from its first 10 years, has still more growing pains ahead. The problems, the protagonists and much of the prognosis are detailed in this report.

TELEVISION MAGAZINE

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Market & Stations % Penetration	TV Households
N	
Nashville, Tenn.—84 WLAC-TV (C) WSIX-TV (A) WSM-TV (N)	476,500
New Bern-Greenville-Washington, N. C.—83 WITN (N) WNBE-TV (A) WNCT (C)	221,400
New Haven-New Britain-Hartford, Conn.—94 WHCT-TV WHNB-TV† (N) WNHC-TV (A) WTIC-TV (C)	752,300 1348,900
New Orleans, La.—88 WDSU-TV (N) WVUE (A) WWL-TV (C)	457,800
New York, N. Y.—94 WABC-TV (A) WCBS-TV (C) WNBC-TV (N) WNEW-TV WOR-TV WPIX-TV	5,567,600
Newark, N. J. WNJU-TV+ (Linden)	††
Norfolk, Va.—87 WAVY-TV (N) WTAR-TV (C) WVEC-TV (A)	338,700
North Platte, Neb.—88 KNOP-TV (N)	26,800

Market & Stations % Penetration	TV Households
O	
Oak Hill, W. Va.—83 WOAY-TV (C)	83,800
Oakland-San Francisco, Calif.—91 KGO-TV (A) KPIX (C) KRON-TV (N) KTVU	1,368,100
Odessa-Midland, Tex.—89 KMID-TV (N) KOSA-TV (C) KVKM-TV (A) (Monahans)	109,300
Oklahoma City, Okla.—90 KOCO-TV (A) KWTW (C) WKY-TV (N)	358,300
Omaha, Neb.—93 KETV (A) KMTV (N) WOW-TV (C)	334,600
Orlando-Daytona Beach, Fla.—88 WDBO-TV (C) WESH-TV (N) WFTV (A)	329,700
Ottumwa, Iowa—89 KTVO (C,N,A)	102,300

Market & Stations % Penetration	TV Households
P	
Paducah, Ky.—85 WPSD-TV (N)	202,500
Panama City, Fla.—81 WJHG-TV (N,A)	95,300
Parkersburg, W. Va.—54 WTAP-TV† (N,C,A)	124,700
Pembina, N. D.—79 KCND-TV (A,N)	13,900
Peoria, Ill.—78 WEEK-TV† (N) WMBD-TV† (C) WTVHT (A) (WEEK-TV† operates WEEQ-TV† La Salle, Ill.)	176,800
Philadelphia, Pa.—94 WCAU-TV (C) WFIL-TV (A) WIBF-TV† †† KYW-TV (N)	2,146,700
Phoenix-Mesa, Ariz.—88 KOOL-TV (C) KPHO-TV KTAR-TV (N) KTVK (A)	275,200
Pittsburg, Kan.-Joplin, Mo.—88 KOAM-TV (N,A) KODE-TV (C,A)	153,200

Market & Stations % Penetration	TV Households
P	
Pittsburgh, Pa.—94 KDKA-TV (C) WTIC (N) WTAE (A)	1,265,500
Plattsburg, N. Y.—93 WPTZ (N,A)	*134,100
Poland Spring, Me.—93 WMTW-TV (A) (Mt. Washington, N. H.)	*395,100
Ponce, P. R. WRIK-TV WSR-TV	•
Port Arthur-Beaumont, Tex.—89 KBMT-TV (A) KFDM-TV (C) KPAC-TV (N)	176,900
Portland, Me.—93 WCSH-TV (N) WGAN-TV (C)	239,300
Portland, Ore.—90 KATU (A) KGW-TV (N) KOIN-TV (C) KPTV	503,200
Presque Isle, Me.—90 WAGM-TV (C,A,N)	24,000
Providence, R. I.—96 WJAR-TV (N) WPRO-TV (C) WTEV (A) (New Bedford, Mass.)	885,100
Pueblo-Colorado Springs, Colo.—90 KKTU (C) KOAA-TV (N) KRDO-TV (A)	110,600

Market & Stations % Penetration	TV Households
Q	
Quincy, Ill.-Hannibal, Mo.—91 KHQA-TV (C,A) WGEM-TV (N,A)	167,400
R	
Raleigh-Durham, N. C.—84 WRAL-TV (A,N,C) WTVD (C,N)	356,200
Rapid City, S. D.—86 KOTA-TV (C,A) KRSD-TV (N,A) (KOTA-TV operates satellite KDUH-TV Hay Springs, Neb.; KRSD-TV operates satellite KDSJ-TV Deadwood, S. D.)	**60,200
Redding-Chico, Calif.—90 KHSL-TV (C) KRCR-TV (A,N)	135,800
Reno, Nev.—86 KCRL (N) KOLO-TV (A,C)	52,800
Richmond, Va.—85 WRVA-TV (A) WTVR (C) WXEX-TV (N) (Petersburg, Va.)	309,200
Riverton, Wyo.—84 KWRB-TV (C,A,N)	13,600
Roanoke, Va.—86 WDBJ-TV (C) WSLV-TV (N)	338,700

Market & Stations % Penetration	TV Households
R	
Rochester, Minn.—92 KROC-TV (N)	153,000
Rochester, N. Y.—94 WHEC-TV (C) WOKR (A) WROC-TV (N)	339,300
Rockford, Ill.—94 WREX-TV (A,C) WTVQ† (N)	225,800 112,900
Rock Island-Moline, Ill.-Davenport, Iowa—93 WBFB-TV (C) WOC-TV (N) WQAD-TV (A)	322,000
Rome-Utica, N. Y. (See Utica)	

Market & Stations % Penetration	TV Households
S	
Roseburg, Ore.—88 KPIC (N)	19,700
Roswell, N. M.—81 KWSW-TV (N,C,A)	19,500
S	
Sacramento-Stockton, Calif.—92 KCRA-TV (N) KQVR (A) KXTV (C)	615,100
Saginaw-Bay City-Flint, Mich.—94 WJRT (A) WKNX-TV† (C) WNEM-TV (N)	423,000 164,900
St. Joseph, Mo.—89 KFEQ-TV (C)	147,300
St. Louis, Mo.—92 KMOX-TV (C) KPLR-TV KSD-TV (N) KTVI (A)	856,300
St. Paul-Minneapolis, Minn.—92 KMSP-TV (A) KSTP (N) WCCO-TV (C) WTCN-TV	782,600
St. Petersburg-Tampa, Fla.—88 WFLA-TV (N) WSUN-TV† (A) WTVT (C)	492,600 1305,100
St. Thomas, V. I. WBNB-TV (C,N,A)	•
Salina, Kan. KSLN-TV† (A)	†•
Salinas-Monterey, Calif.—90 KSBW-TV (C,N) (See also San Jose, Calif.) (Includes circulation of optional satellite, KSBV-TV San Luis Obispo)	**265,300
Salisbury, Md.—66 WBOS-TV† (A,C,N)	135,000
Salt Lake City, Utah—89 KCPX (A) KSL-TV (C) KUTV (N)	296,600
San Angelo, Tex.—85 KACB-TV (N,A) KCTV (C,A) (KACB-TV is satellite to KRBC-TV Abilene, Tex.)	29,800
San Antonio, Tex.—84 KENS-TV (C) KONO (A) KWEX-TV† WQAI-TV (N)	366,200 †•
San Diego, Calif.—94 KFMB-TV (C) KOGO-TV (N) XETV (A) (Tijuana)	*371,500
San Francisco-Oakland, Calif.—91 KGO-TV (A) KPIX (C) KRON-TV (N) KTVU	1,368,100
San Jose, Calif.—93 KNTV (A,N) (See also Salinas-Monterey, Calif.)	361,300
San Juan, P. R. WAPA-TV (N,A) WKAQ-TV (C) WTSJ	•

• Major facility change in market subsequent to latest county survey measurement date.
 † U.H.F.
 • Incomplete data.
 †• U.H.F., incomplete data.
 ‡ New station; coverage study not completed.
 ‡† U.H.F. new station; coverage study not completed.
 * U.S. Coverage only.
 ** Includes circulation of satellite (or booster).
 *** Does not include circulation of satellite.

Market & Stations % Penetration	TV Households
San Luis Obispo, Calif. (See Salinas-Monterey)	
Santa Barbara, Calif.—91 KEYT (A,N)	96,000
Santa Maria, Calif. KCOY-TV (N,C)	‡
Savannah, Ga.—81 WSAV-TV (N,A) WTOG-TV (C,A)	118,300
Schenectady-Albany-Troy, N. Y.—93 WAST (A) WRGB (N) WTEN (C) (WTEN operates satellite WCDC Adams, Mass.)	**438,900
Scranton-Wilkes-Barre, Pa.—82 WBRE-TV† (N) WDAU-TV† (C) WNEP-TV† (A) (Includes CATV homes)	‡288,200
Seattle-Tacoma, Wash.—92 KING-TV (N) KIRO-TV (C) KOMO-TV (A) KTNB-TV KTVW-TV	*614,800
Selma, Ala.—76 WSLA-TV (A)	11,200
Shreveport, La.—84 KSLA (C) KTAL-TV (N) (Texarkana, Tex.) KTBS-TV (A)	‡299,900
Sioux City, Iowa—90 KTIV (N,A) KVTY (C,A)	168,200
Sioux Falls, S. D.—88 KELO-TV (C,A) KSDO-TV (N,A) (KELO-TV operates boosters KDLO-TV Florence, S. D., and KPLO-TV Reliance, S. D.)	**233,600
South Bend-Elkhart, Ind.—70 WNDU-TV† (N) WSBT-TV† (C) WSJV-TV† (A)	‡169,400
Spartanburg-Greenville, S. C.—Asheville, N. C.—86 WFBC-TV (N) WISE-TV† (N) WLOS-TV (A) WSPA-TV (C)	456,200 †*
Spokane, Wash.—89 KHQ-TV (N) KREM-TV (A) KXLY-TV (C)	278,200
Springfield, Ill.—77 WICST (N) (Operates satellites WCHU† Champaign and WICD-TV† Danville, Ill.)	**‡176,200
Springfield-Holyoke, Mass.—90 WHYN-TV† (A) WWLP† (N) (WWLP† operates satellite WRLP† Green- field, Mass.)	**‡185,700
Springfield, Mo.—84 KTTS-TV (C,A) KYTV (N,A)	155,800
Steuersville, Ohio-Wheeling, W. Va.—92 WSTV-TV (C,A) WTRF-TV (N,A)	379,000
Stockton-Sacramento, Calif.—92 KCRA (N) KOVR (A) KXTV (C)	615,100
Superior, Wis.-Duluth, Minn.—89 KDAL-TV (C,A) WDSM-TV (N,A)	167,100
Sweetwater, Tex.—91 KPAR-TV (C,A)	59,200
Syracuse, N. Y.—94 WHEN-TV (C) WWYS-TV (A) WSYR-TV (N) (WSYR-TV operates satellite WSYE-TV Elmira, N. Y.)	*482,500

Market & Stations % Penetration	TV Households
T	
Tacoma-Seattle, Wash.—92 KING-TV (N) KIRO-TV (C) KOMO-TV (A) KTNB-TV KTVW-TV	*614,800
Tallahassee, Fla.—Thomasville, Ga.—77 WCTV (C,A)	166,100
Tampa-St. Petersburg, Fla.—88 WFLA-TV (N) WSNB-TV† (A) WTVT (C)	492,600 ‡305,100
Temple-Waco, Tex.—87 KCEN-TV (N) KWTX-TV (C,A) (KWTX-TV operates satellite KBTX-TV Bryan, Tex.)	‡‡‡‡143,100
Terre Haute, Ind.—91 WTHI-TV (C,A,N)	192,600
Texarkana, Tex. (See Shreveport)	
Thomasville, Ga.—Tallahassee, Fla. (See Tallahassee)	
Toledo, Ohio—94 WSPD-TV (A,N) WTOL-TV (C,N)	416,000
Topeka, Kan.—89 WIBW-TV (C,A,N)	136,400
Traverse City-Cadillac, Mich.—89 WPBN-TV (N,A) WWTV (C,A) (WPBN-TV operates satellite WTOM-TV Che- boygan; WWTV operates satellite WWUP-TV Sault Ste. Marie, Mich.)	**148,100
Troy-Albany-Schenectady, N. Y.—93 WAST (A) WRGB (N) WTEN (C) (WTEN operates satellite WCDC Adams, Mass.)	**438,900
Tucson, Ariz.—87 KGUN-TV (A) KOLD-TV (C) KVQA-TV (N)	120,100
Tulsa, Okla.—89 KOTV (C) KTUL-TV (A) KVOO-TV (N)	348,300
Tupelo, Miss.—77 WTWV	58,400
Twin Falls, Idaho—92 KMVT (C,A,N)	33,200
Tyler, Tex.—83 KLTV (N,A,C)	135,100
U	
Utica-Rome, N. Y.—93 WKTV (N,A)	162,600
V	
Valley City-Fargo, N. D.—87 KTHI-TV (A) KXJB-TV (C) WDAY-TV (N)	160,200
W	
Waco-Temple, Tex.—87 KCEN-TV (N) KWTX (C,A) (KWTX-TV operates satellite KBTX-TV Bryan, Tex.)	‡‡‡‡143,100

Market & Stations % Penetration	TV Households
Washington, D. C.—91 WMAL-TV (A) WOOK-TV† WRC-TV (N) WTOP-TV (C) WTTG	960,900 ‡‡
Washington-Greenville-New Bern, N. C.—83 WITN (N) WNBE-TV (A) WNCT (C)	‡221,400
Waterbury, Conn. WATR-TV† (A)	†*
Waterloo-Cedar Rapids, Iowa—92 KCRG-TV (A) KWHL-TV (N) WMT-TV (C)	319,200
Watertown-Carthage, N. Y. (See Carthage)	
Wausau, Wis.—91 WAOW-TV (A) WSAU-TV (C,N)	141,600
Weslaco-Hartlingen, Tex.—78 KGBT-TV (C,A) KRGV-TV (N,A)	*70,600
West Palm Beach, Fla.—86 WEAT-TV (A) WPTV (N)	119,200
Weston, W. Va.—84 WDTV (A)	93,800
Wheeling, W. Va.—Steuersville, Ohio—92 WSTV-TV (C,A) WTRF-TV (N,A)	379,000
Wichita-Hutchinson, Kan.—90 KAKE-TV (A) KARD-TV (N) KTVH (C) (KGLD-TV Garden City, KCKT-TV Great Bend and KOMC-TV Oberlin-McCook are satellites to KARD-TV; KUPK-TV Garden City is satel- lite to KAKE-TV)	**367,200
Wichita Falls, Tex.—90 KAUZ-TV (C) KFDD-TV (N) KSWO-TV (A) (Lawton)	149,000
Wilkes-Barre-Scranton, Pa.—82 WBRE-TV† (N) WDAU-TV† (C) WNEP-TV† (A) (Includes CATV homes)	‡288,200
Williston, N. D.—84 KUMV-TV (N) (KUMV-TV is a satellite of KFVR-TV Bis- marck, N. D.)	34,300
Wilmington, N. C.—80 WECT (N,A,C) WWAY-TV (A)	125,400
Winston-Salem-Greensboro-High Point, N. C.—87 WFMY-TV (C) WGHP-TV (A) WSJS-TV (N)	408,000 ‡
Worcester, Mass. WJZB† (N)	†*
Y	
Yakima, Wash.—73 KIMA-TV† (C,N) KNDO-TV† (A,N) (KIMA-TV† operates satellites KLEW-TV Lewiston, Idaho, KEPR-TV† Pasco, Wash.; KNDO-TV† operates satellite KNDO-TV† Richland, Wash.)	**‡101,300
York, Pa.—58 WSBA-TV† (C,A)	‡45,800
Youngstown, Ohio—68 WFMY-TV† (N) WKBN-TV† (C) WYTV† (A) (Includes CATV homes)	‡182,800
Yuma, Ariz.—84 KBLU-TV (C) KIVA (N,A)	‡30,600

Market & Stations % Penetration	TV Households
Z	
Zanesville, Ohio—53 WHIZ-TV† (N,A,C) (Includes CATV homes)	‡126,000
TV MARKETS	
1 channel markets	107
2-channel markets	59
3-channel markets	71
4-channel markets	20
5-channel markets	5
6-channel markets	2
7-channel markets	1
9-channel markets	1
10 channel markets	1

Total Markets	267
Total Stations	581
Total U. S. Stations (Includes 42 satellites)	569
Non-U. S. Stations	2
Stations in U. S. possessions	10

- Major facility change in market subse-
quent to latest county survey measure-
ment date.
- † U. H. F.
- Incomplete data.
- †* U. H. F. incomplete data.
- ‡ New station; coverage study not com-
pleted.
- ‡‡ U. H. F. new station; coverage study not
completed.
- * U. S. Coverage only.
- ** Includes circulation of satellite (or
booster).
- *** Does not include circulation of satellite.

WTRF-TV STORY BOARD

7
ARB?*

ENDOWMENT! Very few top-
less bathing suits were sold or
worn. Apparently, the whole
thing was a bust.

wtrf-tv Wheeling
WOMEN are the only problem
men like to wrestle with.

Wheeling wtrf-tv
BEFORE AND AFTER! The biggest adjustment
a wife has to make to marriage is being
whistled for instead of at.

Wheeling-Steuersville
IT was all Eve's fault she didn't know how to
leaf well enough alone.

Young Adult Dominance
CHAMBER MUSICI! Lots of girls can be had for
a song... "The Wedding March."

Petry Coded Rate Card
UNBEARABLE! Mama Bear to Papa Bear; "This
is positively my last year as den mother."

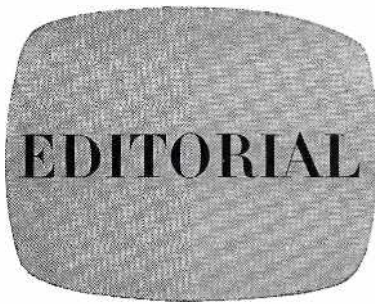
National Rep Petry
GOAL MATE! "Boss," pleaded Bill, "I need a
raise because of illness in the family. My wife
is awful sick of my being broke."

Wheeling wtrf-tv
THATAWAY! He who hesitates is lost. Not only
that, he's miles from the next freeway exit,
too.

wtrf-tv Wheeling
MEN rarely look a woman in the eye!

Merchandising, too!
***YOUNG ADULT DOMINANCE...** Check your
Nov. '64 and March '65 ARB and see how
WTRF-TV pulls in the buyingest crowd in the
Wheeling-Steuersville Ohio Valley TV Mar-
ket. The big spenders in 453,000 TV Homes?
... your Petry Man will be happy to point
out the specifics for your next spot schedule.





LOCAL ANESTHESIA: WHAT TELEVISION DOESN'T NEED

AN ambitious schedule of local programing is the most difficult and least profitable enterprise in which a television station is likely to engage. It is also more apt than not to drive the station's audience to any network program, syndicated episode or feature film that happens to be simultaneously available on another station.

Evaluated only by its typical drain on manpower, money and ratings, local programing ought to be at just about the bottom of the list-of-things-to-do in the station manager's guide. Yet, as TELEVISION has discovered in several annual investigations of the subject, the volume of local production is considerable. Something other than tangible reward must be at work here.

It may be mere coincidence, but local exertions have been especially evident during the period in which the FCC has been especially active in its surveillance of station programing. The period may be dated from early 1961 when Newton Minow was appointed chairman of the FCC and promptly appointed himself chairman of American television programing. Minow, who wanted to lift the public above its prevailing tastes in entertainment, found willing aides on the FCC staff. The career civil servant's sense of mission is in no way diminished by his awareness of the disparity between government pay and the salaries, bonuses, expense accounts, stock options, dividends and capital gains that are common in executive echelons of television.

Minow having set the policy of regulation, the FCC's Broadcast Bureau, a staff operation, began to execute it. In processing applications for renewal of television station licenses, the bureau began questioning program plans that it judged deficient in local-live originations—not counting news, weather and sports—during prime time. To the applicant that fell below the bureau's standards (which were never precisely defined) the bureau would send a letter, over the official signature of the secretary of the commission, requesting justification of the meagerness of local-live plans.

Applicants soon discovered that they could expedite renewals by adjusting their program promises to include as much local live as they guessed would satisfy the FCC—or could delay renewals indefinitely by failing to take the hints. This process went on,

with only minor modifications, until last month when the commissioners at last voted to end it. Changes in FCC membership had created a majority that felt the public, not the FCC, ought to decide what the public wanted from television.

The new majority's most outspoken critic of the policy of local-program stimulation is Lee Loevinger, a Minnesota Democrat, former state supreme court judge and former assistant U.S. attorney general in charge of antitrust matters. On one occasion when Minow's successor, Chairman E. William Henry, defended the FCC's local-live policy, Loevinger called Henry's thinking "muddy and contradictory." Loevinger said it was pointless and perhaps illegal for the government to insist on programing for which there was little if any public demand. "We are not the moral proctors of the public," said Loevinger, "or the den mother of the audience."

Short of a complete reading of the FCC's massive files, there is no way to know how much local programing has been sprayed into the air for the primary purpose of filling enough local time to please the FCC. It is a fact, however, that every television station license in the nation came up for renewal at least once during the four years of FCC letter writing.

This publication sides with Loevinger, with Rosel Hyde, dean of FCC members who for years has been saying the same things, though less colorfully, and with their colleagues who think that the public's choice in programs ought to take precedence over the government's choice or, to be more precise, the choice of a little cluster of civil servants who could not be less representative of the public at large. Still, local programing *has* an important function in the schedule of any television station. It cannot be eliminated unless the station wishes to lose all its individuality. Subjects and events of local significance must be aired if the station is to be a force in its community.

In the preceding sentence, "significance" is the operative word. Miss Frobisher's ballet class for toddlers has no place on the same tube that delivers the best dancers in the world. Yet on the station that programs only to create statistics for the government Miss Frobisher is as valuable a brownie point as Rudolf Nureyev. There must be a better way to judge television programing.

*Why Shouldn't a TV Program for Children Be
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