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FIRST RADIO STATION IN HISTORY TO CELEBRATE ITS 100TH ANNIVERSARY!

With its powerful June-July Hooper, KLIF celebrates 100 STRAIGHT MONTHS in first place — 100 consecutive months of unbroken Hooper dominance in Dallas. For three thousand days — eight brilliant years — the call letters KLIF have meant UNSHAKABLE FIRST PLACE INSURANCE!

Represented nationally by John Blair and Company

THE McLendon STATIONS

KLIF DA\LLAS
WYSL BUFFALO
KILT HOUSTON
KABL SAN FRANCISCO
KTXA SAN ANTONIO
WGES CHICAGO

and U.S. Sales Agent for X-TRA NEWS Over Los Angeles
DOES IT AGAIN THIS TIME WITH DON ELLIOT
COLLECTORS SERIES

(COLLECTING LISTENERS, THAT IS)
CRC's COLLECTORS SERIES contains 40 vocals of 10 and 20 second lengths and 20 instrumentals of 10 and 20 second lengths, not to mention one 5-minute and one 2-minute record cuts.

Mr. Station Manager, if you're interested in having exclusive rights to the coolest, calmest, listener-collectingest jingle series in the history of the business, reach for the phone and call:

COMMERCIAL RECORDING CORPORATION
WCBM
CBS Radio Affiliate
Baltimore, Maryland

Announces
the appointment of
METRO
BROADCAST SALES
New York • Chicago • Philadelphia • Detroit
St. Louis • San Francisco • Los Angeles

as
National Sales Representative

Effective August 1, 1962
Since its founding in 1949, WGAL-TV has firmly adhered to its philosophy of public service—a constant seeking for new and better ways to serve the many thousands of viewers in its wide coverage area. This Channel 8 station is champion in the large number of communities and cities it serves. For advertisers, this assures outstanding response and sales results.
Drilling to Crowell-Collier
Appointment of Joseph C. Drilling, general manager, WJW-TV Cleveland, to presidency of Crowell-Collier Broadcasting Co. is imminent. Conversations with W. D. Cole, board chairman, and Raymond C. Hagel, president of Crowell-Collier, occurred last week and confirmation of appointment presumably awaits only clearance of Mr. Drilling’s resignation with Storer Broadcasting Co., owners of Cleveland property. Mr. Drilling, 40, has been with Storer for past 15 months and prior to that was vice president-general manager of KJEO (TV) Fresno.

Crowell-Collier has been canvassing field for top-level broadcaster to head operations since transfer of Robert M. Purcell from stations’ presidency to new audio-visual field (BROADCASTING, May 21). In interim, E. J. McCaffrey, vice president and treasurer of publishing company, has directed broadcast operations. Crowell-Collier stations are KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis.

Lawyers to study law
High-level committee of Federal Communications Bar Assn. to study need for new communications law has been appointed by FCBA President Harold E. Mott. Committee of 10, selected for their “outstanding legal ability” and “vast experience” would determine whether new legislation is needed, whether present law, enacted in 1934, should be amended or whether nothing should be done. FCBA action coincides with preliminary consideration given new law by NAB joint board at its meeting here last month.

Chairman of special committee is Leonard H. Marks. Others who have accepted appointment: Fred W. Albertson; William J. Dempsey; Philip G. Loucks; Edward P. Morgan; W. Theodore Pierson; Harry M. Platin; William A. Porter; Reed T. Rollo and J. Roger Wollenberg.

Impact of writeoffs
While accountants and lawyers are immersed in intricacies of new Internal Revenue Service depreciation rules, station owners are wondering if easing of federal regulations will create more favorable atmosphere for sale of stations especially post-freeze TV properties. Stations that find themselves fresh out of depreciation are often best candidates for transfer to new ownership (story page 89).

Regardless of station-sale market, property owners who have been charged with arbitrary rulings by IRS agents can count on more understanding approach on part of federal men—at least for new three-year moratorium. Obviously Kennedy administration has heedied industry desire for better understanding of practical business problems.

No all-channel fanfare
Why did President Kennedy sign all-channel receiver bill last Tuesday without customary fanfare, including presence of authors and supporters of legislation and passing around of pens used for engrossing new law? There is no formal explanation, but it’s believed reason was that legislation—forcing public to spend $25 or $30 more for combination uhf-vhf set—might be political bomb in election campaign.

Pen with which President signed measure is now in possession of Lester W. Lindow, executive director of Assn. of Maximum Service Telecasters, which spearheaded drive against deintermixture and for legislation.

Tv audio for autos
It’s nothing like Telstar, but new attachment to auto radio enables driver to pick up television’s audio (fm) in area that he’s operating car. Device reportedly now is being marketed on limited basis.

Fredericks and fairness
Passed over without discussion at Friday FCC meeting was proposed order citing some 50 broadcast stations with violations of fairness doctrine and Sec. 317 (sponsorship identification) in connection with Carlton Fredericks’ Living Should Be Fun health program (BROADCASTING, Dec. 18, 1961). No further sanction of stations involved is planned beyond warning. FCC feels Fredericks’ broadcasts contained controversial subjects and other side was not given opportunity to reply and that mail order vitamin commercials in connection with program amounted to hidden sponsorship. FCC inquiry led former Chairman Paul A. Porter to accuse agency of censorship (BROADCASTING, Jan. 15).

Editorializing record
FCC has been discussing for several weeks mandate from Senate Watchdog Subcommittee to adopt rules for broadcast editorials (BROADCASTING, April 23, also see page 43), but has tentatively decided to take different course. Consensus at Friday meeting was to issue statement outlining past complaints on editorials and fairness doctrine together with FCC action in each case. Similar case histories have been issued on Sec. 315 (equal time) actions. FCC feels such bibliography will furnish licensees with sufficient guides as to what is expected of them without necessity of formal rule-making.

FCC speculation
Although report made rounds last week that Chairman Wilbur D. Mills (D.-Ark.) of House Ways and Means Committee, had been advised that President Kennedy had decided not to reappoint Commissioner John S. Cross to FCC, there were still others—albeit at long odds—that Arkansan would be named to succeed himself. Mr. Cross, whose term expired June 30 but who continues to serve under law passed last session until his successor is qualified, attended Telstar satellite ceremonies at Andover, Me., with his fellow commissioners and participated in last Friday’s commission meeting.

Leaked report that neither Mr. Cross nor Broadcast Bureau Chief Kenneth A. Cox would be named to FCC because of “stalemate” provoked by their supporters was given no credence in informed circles. Report averred that Senator Warren G. Magnuson’s support of his fellow Washington Democrat, Mr. Cox, and Representative Oren Harris’ support of his constituent, Commissioner Cross, had brought impasse. Actually Senator Magnuson did not urge appointment of Mr. Cross to displace Mr. Cross but simply advised White House that if vacancy developed, he felt Mr. Cox qualified (CLOSED CIRCUIT, May 28, 1962).

UAW-CIO station?
If right price and station situation developed which would meet needs of UAW-CIO, Walter Reuther’s big auto union wouldn’t be averse to going into business of broadcasting, but it isn’t in market looking. So said one official of union last week in disclosure UAW-CIO is not buying WTMF Flint from Knorr group, although union has already looked over property. There’s precedent: Chicago Federation of Labor has operated WCFL Chicago since 1926.
There's no more important measurement of an ad's effectiveness than the size of the emotional response it stirs up for the product it's talking about.

When an ad gets a big "aaaah!" or "mmmm!" or "oooh!" it's pretty sure to snap open pocketbooks and pay for all the dollars you've put behind it.

YOUNG & RUBICAM, Advertising
WEEK IN BRIEF

A five-year upward trend in use of one-minute participations in network programs is slowing down during the current sales season. These spot carriers are a factor in product protection moves. See lead story ... 

SPOT CARRIER SLOWDOWN ... 23

That 170-pound ball upstairs will go down in history as a major communications breakthrough. Telstar, AT&T's orbiting relay, topped the fondest hopes of its developers and triggered global television. See ... 

TELSTAR BRINGS GLOBAL TV ... 38

Every station operator, or aspiring operator, or tax specialist will be studying new federal rules on depreciation for months to come. A quick look at an important development in broadcast economics. See ...

RADIO-TV AND TAX CUT ... 89

It looks like a good revenue year, according to an NAB survey of radio and tv stations. Unfortunately, from a profit standpoint, the situation isn't so bright. A review of broadcast economic future. See ...

REVENUE UP, PROFIT DOWN ... 32

SPECIAL REPORT: EDITORIALS

The broadcast editorial is gaining in popularity. As a matter of fact it's the fastest growing of all programming forms, and stations are acquiring prestige now that they are taking a stand on public issues. See ...

EDITORIALS GIVE PRESTIGE ... 43

The industry's case for relief from the Sec. 315 equal-time law was given to Congress last week. At first glance, Congress didn't seem too impressed but there may be some form of temporary relief. See ...

SEC. 315 RELIEF TEMPORARY? ... 82

Pay television, now under way at Hartford, Conn., is under attack by theatre-owners, but the government has opposed their request for a Supreme Court review. FCC's right to permit pay tv is being challenged. See ...

PAY TV IN LEGAL BATTLE ... 86

NAB's Code Authority wants to get the feel of what the local broadcaster is doing and what he thinks about the radio and tv codes. Last week it set up a liaison plan to get a grass-roots look at stations. See ...

NAB SETS UP CODE LIAISON ... 34

The ever-boiling argument about the accuracy of surveys and ratings centers now on an A. C. Nielsen study. This analysis of methodology shows that errors in the Nielsen ratings system are negligible. See ...

SMALL ERROR IN RATINGS ... 26

Of all methods of picking topics for editorializing, the board system is most popular, according to a nationwide sample survey of editorializing stations. Top management is involved deeply in this process. See ...

BOARDS SELECT TOPICS ... 52

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Next door to Broadcast House, new home of WTIC TV-AM-FM, the luxurious, twelve-story Hotel America is under construction. Designed to offer visitors to Hartford the utmost in comfort and convenience, the new Hotel Corporation of America unit is set in one of the most dynamic and esthetic urban developments in the United States. Like Broadcast House, first structure completed and occupied in Constitution Plaza, the Hotel America contributes to the continuing growth of an already bustling market.

FCC proposes inspection of net contracts

ALSO PROPOSES PRECISE LIMITS ON STATION OVERLAPS

FCC Friday invited comments in separate rulemaking proposals on (1) rule to permit public inspection of network contracts with affiliates and (2) plan to set strict limits on amount of overlap which would be permitted for stations under same ownership.

Comments on both proposals are due Aug. 20 with replies by Sept. 4.

FCC proposes to adopt precise overlap standards for am, fm and tv services with changes said to be needed because of "many serious overlap situations" which have developed since present rules adopted in early 1940's. Proposed rules would prohibit overlap of Grade A contours of commonly-owned tv stations and of the 1 m/v/m contours for am stations and fm under same ownership.

Rules would apply only to same class of service and would not cover am-fm-tv combination. They would cover also applicants for new stations, major changes and sales. Grandfather clause would protect existing facilities, although multiple owner could not sell two stations with overlap problem to same party.

Proposed am overlap rules will not apply to Class IV (local) stations applying to increase power to 1 kw or educational stations. Commissioners Rosel H. Hyde and Robert E. Lee.

Network Disclosures • Committee of Congress have been seeking public disclosure of affiliation contracts for five years and FCC's own Barrow Report recommended similar course of action. House Antitrust Subcommittee did make public CBS-TV and NBC-TV affiliation agreements in 1957 investigation.

Proposed rule covers network affiliation contracts and related agreements filed with FCC, but would not make public transcription contracts or station financial reports.

Antitrust suit thrown at MCA

Government threw antitrust book at MCA Friday, charging giant talent and tv production agency had violated restraint of trade and monopoly laws.

Justice Dept., in civil complaint filed in Los Angeles U. S. District Court, asked that MCA be forced to divest itself of talent representation business and its more than 50% ownership of Decca Records (which owns more than half of Universal Pictures Inc.).

Complaint charged MCA had sold talent and programs on tie-in-basis, and that some contracts between MCA, performers and entertainment unions are illegal. Named as co-conspirators but not as defendants were Screen Actors Guild and Writers Guild of America (West).

MCA two weeks ago notified SAG that it was dropping talent representation business by July 18 (BROADCASTING, July 9), which will, it's understood, be run by some MCA principals. Justice Dept. has been conducting grand jury investigation of MCA in Los Angeles since earlier this year.

More work for Telstar

Use of Telstar satellite in hemisphere-wide television network to bring North and South America closer together urged Friday by Sen. George A. Smathers (D-Fla.). In letter to Joe Mora, secretary-general of Organization of American States, Sen. Smathers suggested establishment of committee to study possibility of inter-American communications system (see earlier story, page 38). Sen. Smathers said Telstar system could permit Latins to see "effects of democracy on our people, and to decide whether this is what they want for themselves." He said system could make possible hemisphere-wide educational and literacy program.

FCC denies extension of time on drops

Reply comments on rulemaking to "drop-in" vhf channels in eight cities at short separations must be filed by next Monday (July 23), FCC ruled Friday. Commission denied request for one-month extension by Federal Communications Consulting Engineers on ground "ample time has been afforded to all parties." Original comments filed February (BROADCASTING, Feb. 26).

Also due next week, technically at least, are reply comments on proposals to delete eight existing vhf stations and make their markets all uhf. This proposal has been frozen under agreement with Congress (BROADCASTING, March 19) but has not canceled acceptance of reply comments.

WINS $10 million sale approved

Second highest price paid for single radio station received FCC approval Friday when transfer of 50 kw WINS New York by J. Elroy McCaw to Westinghouse Broadcasting Co. for $10 million was granted.

Grant was contingent on WBC surrendering license for WBZA Springfield, Mass. WBZA has operated synchronously (on 1030 kc) with WBC's WBZ Boston. WBC had offered to do this since acquisition of New York outlet would give it one over maximum of seven permitted to be owned by single licensee.

Other Top Sales • Previous top price for single radio station was $10,950,000 paid by Storer for WMGM New York (now WHN). Pending at FCC is application for acquisition by Hearst Corp. of remaining 50% interest in WTAE (TV) Pittsburgh for $10.6 million (see CHANGING HAVEN, page 36).

At this figure, WTAE full ownership change would call for $21.2 million—higher than $20 million CBS paid for WCAU-AM-FM-TV Philadelphia and real estate in 1958.

Last year Storer Broadcasting Co. had contract to buy WINS for $10 million, but this was cancelled when station's license was held up pending study of alleged payola practices by WINS employees. WINS license was subsequently terminated by mutual consent.

Mr. McCaw owns KTVR (TV) Denver, which he is selling for $2 million to catv broker and management consultant Bill Daniels and which is scheduled to be used for Teleglobe pay tv test; other McCaw stations are KTVV (TV) Tacoma-Seattle and 50% of KELA Centralia, Wash.

FCC Chairman McCaw explained he had originally voted for hearing on WINS renewal, but since he was overruled by FCC majority he went along with sale approval.

Other major station transfer approved by FCC Friday involves KENS-AM-TV San Antonio. Harte-Hanks
WEEK'S HEADLINERS

Michael Burke, managing director of CBS companies in Europe, elected vp in charge of development of CBS Inc., New York. Mr. Burke's duties are "fulltime exploration and study of diversification opportunities for CBS." Before joining CBS-TV in 1956 as director of programs, Europe, Mr. Burke was executive vp of Ringling Bros., Barnum & Bailey Circus.

Howard H. Bell, vp for industry affairs of NAB, Washington, appointed by President LeRoy Collins to newly created post of vp for planning and development and assistant to president. John L. Perry, Washington consultant, was formerly assistant to NAB president (WEEK's HEADLINERS, June 4). Mr. Bell, who assumes portion of Mr. Perry's duties, will continue functions he exercised under former title. He heads staff planning for joint radio-tv projects, including conventions and NAB board meetings, state associations, editorializing and freedom of information. He also is executive secretary of Assn. for Professional Broadcasting Education.

Matthew J. Culligan, general corporate executive with Interpublic Inc. for past two years, elected president of Curtis Publishing Co., Philadelphia. Before shifting to Interpublic, Mr. Culligan held various executive posts at NBC for eight years starting in 1952. He served successively as sales manager of NBC-TV and vp and director of sales for network before becoming executive vp of NBC Radio in 1956. Earlier, Mr. Culligan was salesman for Good Housekeeping magazine for six years and advertising director of Ziff-Davis Publications for one year.

Draper Daniels, chairman of executive committee of Leo Burnett Co., Chicago, resigns to accept post of national export coordinator of U. S. Dept. of Commerce. Mr. Daniels, appointed to new post last Friday (July 13) by President Kennedy, will coordinate export expansion programs of all government agencies under Commerce Secretary Luther H. Hodges. Burnett named Philip H. Schaff Jr., finance committee chairman, to assume added duties of executive committee chairman, and appointed R. E. Thompson to serve as acting chairman of creative review committee, post also held by Mr. Daniels.

For other personnel changes of the week see FATES & FORTUNES

Newspaper group increases ownership from 37% of Express Publishing Co. (San Antonio Express and News and licensee of broadcast properties) to 100%, paying George W. Brackenridge estate and Frank G. Huntress Jr. and family $6.2 million.

Harte-Hanks principals have 25% interest in KCTV San Angelo, Tex., in addition to chain of Texas newspapers.

In related transaction, FCC approved sale of KENS only to Roy Hofheinz and R. E. (Bob) Smith for $700,000.

Mr. Hofheinz, former Mayor of Houston and developer in fmm circles in post-war days, owns 16% of KTRK-TV Houston, 25% of KTHI Houston and 9% of KSYS Corpus Christi. FCC approval was conditioned on Mr. Hofheinz disposing of his interest in KSYS.

Commission dismissed petition against KENS sale filed by International Typographical Union; union has no standing, filed opposition too late, and showed no merit in objections, FCC said.

Other sales approved by FCC Friday:
- KTIX Seattle, Wash.: Sold by trustee to Chem-Air Inc. for $230,000.
- Chem-Air is owned by William E. Boering Jr., who also owns KETO-FM Seattle, KPAM and KPFM (FM) Portland, Ore., and with mother, 90% of KIDO Boise, Idaho.
- KWHT-TV Goodland, Kan.: Sold by Standard Electronics Corp. to Ross Beach Jr. and associates for $152,500.
- Beach group owns KAYS-AM-TV Hays, Kan., and KLOE Goodland, Kan.
- KFQD Anchorage, Alaska: Sold by William E. Duck and associates to Miller C. Robertson and Matthew N. Clapp Jr. for $165,780 and agreement not to compete. Mr. Robertson has 50% interest in KUEN Wenatchee, Wash.
- KRNO San Bernardino, Calif.: Sold by George W. Bolling, G. William Bolling III, Cecil I. Trigg and Jack Vaughn to Southwest States Inc. for $15,000 each to Messrs. Trigg and Vaughn for their 23.75% interest each, and relinquishment of the Bollings of their 52.5% interest in return for release from promissory notes and obligations. Southwest States, owned largely by Messrs. Trigg and Vaughn, own KROD-AM-TV El Paso, KOSA-TV Odessa and KVII-TV Amarillo, all Texas.

Transfers of five stations owned by sellers for less than three years were approved by FCC last week—first such actions since agency adopted its three-year holding rule (BROADCASTING, March 19). In each case, sellers met certain conditions, circumstances which exempted them from rule, FCC concluded. Stations involved were KWHT-TV Goodland, Kan. (see above); WKMK Blountstown, Fla. ($2,274); WXLI Dublin, Ga. ($15,000 for 50%); KWSL Grand Junction, Colo. ($26,000), and WVGT (formerly WMDF) Mount Dora, Fla. ($2,500).

In New Orleans, 40% interest in WVUE-TV was acquired by WSTV Inc., owned by Berkmann family for $595,000 from estate of late Chester Owens (CHANGING HANDS, April 2). Consummation took place last week after Berkmann group sold KODE-AM-TV Joplin to James S. Gilmore of Kal- amazoo, Mich., for $1.85 million (CHANGING HANDS, March 26). Soon to change name to Rust Craft Broadcast Co., reflecting association with parent company, Rust Craft Greeting Cards, WSTV stations are WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; WRGPT-V TV Chattanooga, Tenn.; WPIT-AM-FM Pittsburgh, Pa.; WSOI Tampa, Fla., and WRDW-TV Augusta, Ga.

Other FCC actions

Among actions by FCC at Friday meeting:
- Amended rules to permit am stations to operate from roof-top antennas with maximum power of 1 kw under certain conditions. Commissioner John S. Cross dissented.
- Enlarged issues in comparative hearing to determine if Vidor Broadcasting Co., applicant for new am in Vidor, Tex., has character qualifications to be licensed. Additional issue requested by KWEN Broadcasting Co., applicant for Port Arthur, Tex., because of conviction in 1951 for tax evasion of Joseph D. Irion, president-70% owner of Vidor.
WNBC-TV RAKES IN THE BIGGEST AUDIENCES

New York's Number One Station belongs at the top of the list for your Summer or Fall campaign. That's WNBC-TV—capturing the largest share-of-audience, sign-on to sign-off, for the total week.

Looking for prime-time station breaks? Prospects are best on WNBC-TV—first in audience 7:30-11 p.m. for the eighth consecutive month! Late-night minutes? "Tonight" on WNBC-TV delivers 48% more tuned-in homes than the nearest competition. Want to reach housewives before they go out to shop? WNBC-TV delivers more women viewers in the morning (Mon-Fri 7 a.m.-noon) than the next two stations combined! Interested in news shows? WNBC-TV is most-watched for news—from "Today" in the morning to "Eleventh Hour News" at night.

Proof? It's all there in Nielsen, June 1962. Your WNBC-TV representative will be glad to show you how to reap the most results in the Number One Market. Put your commercials on New York's station for all seasons.

WNBC-TV
CHANNEL 4 IN NEW YORK - NBC OWNED
REPRESENTED BY NBC SPOT SALES

BROADCASTING, July 16, 1962
In the world-wide war against crime, there are men and women trained to sink their own identity in the international underworld. They work alone in danger and in shadow, unrecognized by friend and enemy alike. They are the operators of the almost legendary "Ghost Squad."

GHOST

THE VERY FIRST,
FIRST-RUN,
FULL-HOUR
TELEVISION SERIES
EVER OFFERED IN SYNDICATION
Loaded with rating-proved elements

★ It's a police-mystery-adventure show—the category that invariably spells large audiences.

★ It's a full-hour show—just like the programs that crowd the Top Ten in every report of every rating service.

SQUAD

★ It's an ITC co-production with the J. Arthur Rank Organisation—people to whom hits are a habit.

★ It's marked by damn-the-expense production which shows in every frame—camera crews doing special location shooting in 22 cities around the world...a cast including such names as Donald Wolfit, Michael Quinn, Neil Hollett, Anthony Mariowe and Angela Browne.

26 ONE-HOUR EPISODES all ready to go to work for you...your sponsors...your clients. All it takes is a call or wire to...

Leading the world in television program sales

INDEPENDENT TELEVISION CORPORATION

Leading the world in television program sales

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33 East 48th Street • New York 22, N.Y. • Plaza 5-2100
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100 University Avenue • Toronto 1, Ontario • Empire 2-1166

Mexico City • Paris • Rome • Rio de Janeiro • Sydney • and offices in principal cities in 45 countries around the world
**DATEBOOK**

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Aug. 5-7—Joint meeting of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. Speakers include Oren Harris (Chairman), Gulf Coast Committee chairman; NAB President LeRoy Collins and James H. Hulbert. NAB economy—broadcast personnel director; Howard McIntyre, executive vice president, Henderson Advertising, Greenville, S. C.; Ted Leitell, Zenith Radio Corp.; Arthur Gilbert, FCC’s Miami office. Annual GAB prestige awards to be presented. Holiday Inn. Jacksonville, Ga.

Aug. 10-14—The Ethical Aftermath of Advertising Seminar, sponsored by Woodstock College. Five days of discussions led by executives of all media. College, providing free room and board (contact Rev. Francis X. Quinn, S. J.) at Woodstock, Md.

Aug. 15—Deadline for comments on FCC rulemaking proposal which will address emergency operation, under certain conditions, at nighttime with daytime facilities by all classes of broadcast stations.

Aug. 17-18—Ohio Broadcasters Assn., summer meeting. Skirvin Hotel, Oklahoma City.

Aug. 20-21—Television Affiliates Corp. Program directors meeting on public affairs shows. Lake Tower Motel, Chicago.

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.


Aug. 31-Sept. 9—1962 World’s Fair of Music & Sound. An international exposition devoted to every area of music and sound industries. McCormick Place, Chicago.

**SEPTEMBER**

Sept. 4-7—National Advanced-Technology Management Conference, sponsored by U. of Washington, several engineering groups and a number of technology-oriented business firms. Keynote speaker will be Senator Warren G. Magnuson (D-Wash.). Opera House, World’s Fair, Seattle, Wash.

Sept. 6-9—New York State Broadcasters Assn., management conference. Cideon Putnam Hotel, Saratoga Springs, N. Y.


May 1, 1962

Mr. William B. Casket
Executive Vice President
WPEN Radio Station
2212 Walnut Street
Philadelphia, Pennsylvania

Dear Bill:

We have just completed a campaign on the Wm. Penn Broadcasting Company which is the most astounding tribute to the radio sales power I have witnessed in a long, long time.

The campaign for Northwest Airlines which ran on the Mac McGuire Show on WPEN-AM and WPEN-FM sold one hundred seats at $500 per seat for a trip from Philadelphia to Hawaii and return. My understanding is that in other cities as much as three months was required to sell forty or fifty seats; but in far less time, you people at Wm. Penn Broadcasting more than doubled that figure.

One interesting side light which I think you should know about is that WPEN-FM accounted for 34% of the total sales. In other words, FM sold 34 seats at $500 each. This information was obtained at a meeting last night of all of the people who are going on the trip.

You certainly have two powerful radio stations when it comes to selling.

Sincerely yours,
Charles J. Sena
Vice President

Jane A. Stretch
TRAVEL SERVICE INC.
CHERRY HG. INN, HADDONFIELD, N.J.

WPEN—WPEN-FM account for $80,000 sale in unusual radio promotion

As Mr. Sena says in his letter, "you certainly have two powerful radio stations when it comes to selling."

Whether you're selling a product off the shelf or an airlift trip to Hawaii, if you're thinking of selling Philadelphia, start where the selling is easy. To smart buyers, that could only mean WPEN and WPEN-FM.

The Station of Personalities

WPEN
PHILADELPHIA
Represented nationally by Gill Perna, Inc.
The pedigree of honey does not concern the bee.

But the pedigree of BEELINE RADIO does concern the advertiser who wants to reach all of Inland California and Western Nevada. The pedigree of the McClatchy stations includes an outstanding record of program excellence and public acceptance in 5 sales-rich markets. Join the many happy advertisers who regularly use Beeline Radio.

McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

Paul H. Raymer Co. – National Representative

KOH Reno • KFBK Sacramento • KBEE Modesto • KMJ Fresno • Kern Bakersfield

OPEN MIKE

The Michigan story

EDITOR: . . . As a Michigander proud of his state, I want to thank you for the excellent story you wrote on our great state [SPECIAL REPORT, May 28]. —Tom Farrell, public information officer, Michigan State Highway Department, Lansing.

EDITOR: Our congratulations to you and your fine staff for the excellent presentation of the Michigan story . . . We would like to have 10 copies . . . —Seth H. Witmore, executive secretary, Michigan Week Public Relations Board, Lansing.

General Films chart

EDITOR: On May 7, General Film Laboratories displayed, at an open house, a number of charts on motion picture and broadcasting industry statistics. One illustrated how the broadcasting day divides into film, tape and live programming. We used the current BROADCASTING Yearbook as a source.

We now plan to reproduce all the charts, including the one described, in a pamphlet to be distributed by General Film. May we have your permission to use the data from the Yearbook. We have on the chart a small legend stating: "Source: BROADCASTING Yearbook" . . . —Don McKenzie, Advertising & Public Relations, Beverly Hills, Calif.

[Permission granted.]

Relic search

EDITOR: The American College of Radio Arts, Crafts & Sciences is interested in obtaining one of the first crystal sets and early broadcast microphones for use in its Radio Hall of Fame to be opened in the Conrad Hilton Hotel on July 27.

Anyone having any information as to how or where the college may obtain the above early broadcast items please write to the American College of Radio Arts, Crafts & Sciences at the Conrad Hilton Hotel, 720 South Michigan Ave., Chicago 5.—Donald N. Mann, president of ACOR and manager of special projects, WBBM Chicago.

The fm story

EDITOR: Your article, "Fm's family circle" [ LEAD STORY, June 4], is a good beginning. In the nine weeks that WDRK (FM) has been on the air . . . people in this area have forgotten that fm is something different. In over half the homes, WDRK is now part of daily life.

If we give BROADCASTING proper credit, may we reprint and circulate the
Search for a pioneer

EDITOR: It occurs to me that the American public owes an immeasurable debt to one of the pioneers of the television industry. Unfortunately, I don’t know who this pioneer is. Perhaps you can help me find him.

He is the first man to create a five-minute television weather show.

What imagination this took! What daring! Remember that newspapers had traditionally dismissed weather reporting to a few brief lines except when great tempests raged. Radio tucked weather in at the end of a news program, in as few words as possible.

But along came this pioneer television broadcaster who saw opportunities in a separate weather show. Maps, charts, instruments, flowing forms, spinning blocks, rolling balls—and beautiful girls! Not only did he see this vast potential in an undeveloped field, he sold it to a sponsor . . .

So will you help me find this man? A small note in Broadcasting should unearth him. Broadcasters, file your claims now. Just drop me a note. The University of Detroit Radio Program Service will award him a suitable device . . . if we can find him.—W. T. Rabe, director, Department of Public Information, University of Detroit, 4001 West McNichols Rd., Detroit 21.

North Carolina grads

EDITOR: The photograph of the news staff in the WSOC-TV ad (page 33, June 18 issue) caught my attention. These five men and the news director, Carroll McGAUGHEY, took four of the five first place awards in the Southern Newsfilm Competition. Two of the five men and Mr. McGAUGHEY are [communications or journalism] graduates of the University of North Carolina. Naturally, we're proud of them.—Wesley H. WALLACE, acting chairman, Department of Radio, Television & Motion Pictures, University of North Carolina, Chapel Hill.

WIBC The Friendly Voice of Indiana

Recognition for service!

The walls of the lobby at WIBC are crowded with community service plaques and certificates, graphic evidence that WIBC's management and staff have successfully integrated the station into the community service efforts of the area it serves. It's a big area . . . over 2½ million persons in the 46-county Indianapolis trading area with a spendable income of nearly 3 billion dollars annually.

WIBC's leadership in community service is matched by its leadership in audience. In every segment of the broadcast day . . . morning, afternoon and evening . . . WIBC shows the way with the largest audience in Indianapolis and Indiana.* That huge audience is available to you . . . the national advertiser.

*Pulse Metropolitan Area Survey, April, 1962
*Pulse 46-County Area Survey, April, 1961

2035 N. Illinois Street
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN
BOOK NOTES


For those who would like to replace some of their emotional reaction to television with some scientific objectivity, this book will be helpful. Messrs. Glick and Levy, both of whom received their social science Ph.D.s from the U. of Chicago, are associate directors of Social Research Inc. and the substance for their work is based in large part upon television research conducted by SRI in the past several years for Campbell-Ewald Co., Detroit. (An extensive treatment of the study was carried in Broadcasting’s Lead Story, May 1, 1961.)

Drawing in large part upon details of personal interviews concerning reaction to tv as a medium and feelings about programs and personalities, this book presents a new and scholarly study of the many “audiences” of television. These range the social and economic classes, from the workingman to the campus intellectual and the teenager. In the terms of the authors, they include the “protestors,” the “accommodators” and the “embracers.” Two chapters discuss reactions to commercials.

“The commercial side of television,” the authors find, is “probably more prominent in people’s understanding of this medium than of any of its competitors. People can think more readily of magazines and newspapers apart from their advertising than they can think of television...” Advertising can be more easily ignored in the other media but not in tv, they find. Further, the authors conclude, tv has a strong ability to influence viewers at least to try a product, even though they dislike admitting it.


Some current technical problems of tv writers are analyzed in the major section of this book by Mr. Barnouw, formerly national chairman of the Writers Guild of America and presently in charge of tv and film courses in Columbia U.’s Program in the Arts. Portions of 53 actual scripts of network tv programs are included with comments on how the writers solved problems of openings, dialogue, action, camera usage and other specific questions. Part One is a survey of the tv industry in terms of the writers’ participation, with emphasis on the writers’ influence on future shaping of the medium. The final section concerns industry problems with union regulations, production codes, credits and marketing. Of value, too, is a list of selected readings in the tv writing field.

BUSINESS

That’s right, in the densely populated 4-county Tampa Bay Market, WSUN is the best buy for the money by far! 263,100* TV Homes Daily UNDUPPLICATED A.B.C.

*TV Magazine, April ’62

WSUN at TV
Tampa- St. Petersburg


BROADCASTING

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Toronto: 11 Burton Road, Zone 10, Hudson 9-3604. Correspondent: James Montague.

Broadcasting* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, Broadcasting.—TheNews Magazine of the Fifth Estate, Broadcast Advertising* was acquired in 1932, Broadcast Art* in 1933 and Telecast* in 1953. Broadcasting-Telecasting* was introduced in 1962.

*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.
FIRST...IN STEREO/MONO CARTRIDGE TAPE

Now . . . ITA offers stereo and monophonic cartridge tape recorders that will play and record up to 31 minute programs. Convenient plug-in, modular construction features all transistor circuitry. Fully compatible with existing machines. With separate record and play heads, the ITA recorders give uniform high fidelity frequency response . . . even when full half-hour cartridges are used. Plug-in remote control—sequence triggering—unique idler wheel! ITA cartridge tape recorders are your best buy. For a free demonstration of the ITA cartridge tape recorder call your nearest ITA sales office listed below.
American admen can still learn from European advertising

The cliche image of an American in a foreign country is that of a person, who, through some oblique need for safety in numbers, seeks places frequented by other Americans.

Thus, much of the visitor's time is spent in restaurants, hotels and other gathering spots which have virtually become Americanized by sheer force of patronage. It's something akin to playing; you're in a foreign country, but that's only a geographical state of mind.

This could never happen to the advertising man, however, as I found out recently on a trip through several European countries. These folks have their own ideas about presenting a product or a service to the public and any similarity to an American influence would be purely coincidental.

Britishers, for example, have always taken great pride in the status quo. An "Under New Management" sign would be the kiss of death. Far better would be "Purveyors of Fine Pharmaceuticals for 160 years."

TV Speedup • Yet, today the new commercial television network in England is so popular it's changing British traditions—a few, anyway. Whereas one year of conventional advertising might be needed to gain public acceptance of a new American product, that same acceptance can be achieved almost overnight, simply by advertising on ITV, Britain's independent "telly."

What it amounts to is that appearance on television is network "endorsement" of a product. Then there is the BBC, telecasting material of high cultural interest and limited appeal. Let's face it. There'll always be an England.

In France, meanwhile, they are using successfully what is so far only a daring proposal in the U.S.A.—that adult fare be offered at times keyed to adults-only viewing. It's tough to admit that France, which has followed our MM with its BB, is leaving us in its wake in an adult area of a different nature.

French outdoor advertising shows us the effectiveness of posting the same small 3-sheet or 7-sheet (about one-quarter the size of our standard billboards) three at a time, side by side. Instead of two of the posters being wasted, more than triple effectiveness is actually achieved and the attention value is absolutely remarkable.

One Picture . . . • All over Europe, symbolic outdoor advertising, mostly posters, is heavily relied upon by advertisers. For example, one soft-drink advertiser pictures a dog happily enjoying the drink through a straw, completely ignoring his bone. There's not a word of copy. But it sells.

Well worth thinking about for use in this country is a device which is more or less old hat in France and Italy—the permanent outdoor display. In the case of the famous Olivetti three-dimensional display in northern Italy, the advertising impression is 10 times what conventional billboards would have achieved. And it's much nicer to look at. We've created some startling "spectacular" effects over Times Square to be sure, but nothing to approach the effect of the permanent outdoor installation.

Symbolic Sell • One area of advertising which is really in the fore in Europe is motion pictures—and what great advertising it is! Here again symbolism is the order of the day, and never mind the hard sell. The success of this field of advertising may well be that to the polyglot audience, color motion picture animation and stop-motion photography offer unsurpassed opportunities.

It is not uncommon for a movie "commercial" to last four minutes, nor for the advertiser's name to be a secret until the last 10 seconds. Trick photography is very popular. There's one Simca commercial in which a driverless automobile goes through its paces for three minutes in and around Paris. It is never made apparent how the trick is done . . . yet the overall effect is strong.

 Institutional ads • As far as newspapers are concerned, tradition is being rigidly observed in Great Britain. Most of the ads seem to have been written about 1900 and never changed. The language, while peculiarly enduring to this visiting American, is often so restrained that the advertiser is really only hinting around at asking a reader to try his product.

American advertising agencies in London are doing what they can to change all that, of course—and quite frankly, the kind of advertising they produce locally is very good (and probably very effective) indeed.

In many ways there is a curious situation existing: In Britain, product advertising is still largely the use of a rather unrelated situation and a picture of the product. For example, a woman at a dog show with the headline "Good Time for an Aero [candy] Bar." If I'm not mistaken, this kind of thing went out in the United States around 1930, and not a moment too soon. Yet European advertising is still, if anything, more dramatic . . . more dynamic . . . more downright daring than anything we see in our fashion books.

Look and Learn • It would be ridiculous for me to set myself up as an authority on European advertising after such a brief exposure. But anyone can observe, and there certainly is much to be observed, and considerable to be learned.

The methods employed by European advertisers to reach their target publics are, oftentimes, in direct opposition to our own. Yet who is to say one is right and the other is wrong? Every situation must be judged on its individual merits and if the soft and sometimes oblique sell is so popular in Europe, somebody must think it is doing a job.

I would say that to all its facets, European advertising is doing a job . . . one which American advertising men could well observe. It's for sure the advertising industry in Europe is a long way from being Americanized—but it is apparently successful.

Alfred A. Atherton left KMPC Los Angeles 17 years ago to start his own advertising agency. He is recognized as one of the most outspoken creative admen in the West. He is former president of the Western States Advertising Agencies Assn. and former chairman of the board of governors of the Southern California Council of the AAAA. He has just returned from Europe, where he explored non-alcoholic beverage advertising. (Hawaiian Punch is an Atherton-Privett account.)
As the sun sets, the curtain rises on WELI's exclusive Beautiful Music Radio program, filling the air with melody tuned to the restful evening mood. No bounce! Just smooth beautiful strains of music, all evening long.

Here's the most believable evening setting for your advertising message — covering WELI's Big Buy New Haven-centered market.

**TIME:** 6:30 p.m. until sign-off.

**MARKET:** All of New Haven and Middlesex Countie half of Fairfield, Litchfield, and Hartford Counties and Suffolk County, Long Island, too!

**STATION:** WELI, The Sound of New Haven.

**POSITION:** 960 — in the middle of the dial.

**POWER:** 5000 watts — The BIG Sound Buy in Sales!

**NATIONAL:** H-R Representatives; Boston, Eckels & Company

NEW HAVEN
CONN.
5000 WATTS
"You'd think she would have punched us right square in the nose!"

But she didn't.
We're talking about Miss Dorothy Kilgallen.

About four months ago we took rather unfair advantage of this lady. She'd whacked us in her January 21 column regarding our Seattle World's Fair (in those days she was not alone in underestimating the magnitude of the upcoming Fair).

Miss Kilgallen titled as "Funny Americanism" the fact that Seattle had hired a New York press agent.

"Can't you see New Yorkers trekking out to Seattle to view a science pavilion?" she asked.

Well, you can imagine our indignation. Treating us like country boys and all that jazz. So we honed up the keys on our favorite Underwood and let her have it. Real good...a double-truck in the trades from coast to coast. In fact, with our tongue tucked up slightly under our left optic nerve, we closed the piece by suggesting she "talk it over with Dick and the kids", and if it was okay, the Crown Stations would pay their way to the Fair.

Then, we sat and waited. It was deathly silent. We felt a little like Ahab drifting in a flat calm waiting for Moby Dick to surface again.

Not a word. Then, on March 25, the Kilgallen column contained a nice plug for the Fair, announcing "more than $7,000,000 in advance ticket sales." On April 25, she did it again. On May 2, Miss Kilgallen revealed "Bob Hope wants Keely Smith to join his troupe at the Seattle World's Fair in July." And so they came. One fine puff after another.

Just goes to show. You never know a woman.
Thank you, Dorothy.

P.S. The Fair is doing fabulously. Attendance is running far above the 9,000,000 forecast. Business is jumping out here, too. People are pouring into Seattle, Portland and Spokane from all over the globe. Looks like our Crown Corner may have the biggest off-Broadway hit in 50 years.
TV PARTICIPATION SALES SLACKEN

- Check with 1961 shows minute spots seem to have passed peak
- 5% drop in minute prime time sales shown by fall schedules
- Both representatives and networks pleased by development

The minute participation method of doing business in prime time on the television networks has lost momentum for the first time in five years.

The slow-down appears in sales buttoned up for the fall and is occurring only a year after this form of selling hit its peak.

Estimates by Broadcasting indicate the fall-off in time allocated to “minute men” advertisers is as high as 10% in comparing the current selling season with last year.

In advance of the 1961-62 season, minute participations represented an all-time high of 51% of the three networks’ prime-time schedules, but this figure has dropped now to 46%. Although this is still a hefty percentage, any such downward trend, if it continues, can lead to some interesting possibilities in the television industry.

Product-protection dispute - Of recent weeks, the so-called “spot-carrier” (or minute-participation vehicle) has been regarded as an obstacle in settling the now resolved product-protection controversy in the tv industry. The proliferation of minutes, with a constantly changing list of products and brands along with rotation of spots within programs, has provided an added irritant to broadcasters as well as to agencies placing network and spot.

In the past, too, this form of selling has been the target of station representatives who feel the availability of minute buys on the networks cuts the potential spot television volume.

Several rep executives told Broadcasting last week they had noted the minute participation drop-off, a development they regarded as “hearthening.”

The networks, curiously enough, are inclined to regard any decline—no matter how slight—of participation selling in favor of program selling as a plus factor. For example, a drop in participation availabilities indicates a rising tv economy (some participation selling is distress selling). And for the networks, the handling is costlier for multi-sales within a program hour compared to the few sales which usually also run for a longer period of weeks.

The figures - A year ago, Broadcasting found “minute men” advertisers becoming more solidly entrenched in prime-time periods, a trend that began in 1957. This summer, sales already on the books indicate the following:

For the 1962-63 season, minute buys will account for 60% of the prime-time program availabilities on ABC-TV; 50% on NBC-TV and 29% on CBS-TV. These figures contrast with the 1961-62 figures of 75% for ABC-TV, 55% for NBC-TV and 25% for CBS-TV.

Though the number and percentage of minute advertisers has declined, the amount of money they represent on the networks is still substantial. It is conservatively estimated that minute sponsors will spend approximately $4 million each week in prime time programs (gross billing at the one-time rate, but not including talent costs). The figure is higher than the comparable $3.8 million per week estimated last year for the final quarter of 1961. Though there is a reduction in participations, increased time costs on the three networks will more than offset the cut-back in time allocated to minute advertisers.

Minute participations began to evolve in the early 1950’s on such non-prime time programs as Today, Home and To-

Committee hears broadcasters urge equal-time suspension

Proposals to modify or suspend the equal-time section of the Communications Act received a mixed reaction at Senate Communications Subcommittee hearings presided over by Sen. John O. Pastore (D-R.I.) (second from right) last week.

Broadcasting industry officials generally urged repeal of the requirement that stations make equal time available to all candidates, regardless of the size of their following. But subcommittee members were wary of the proposal, and minority party representatives, in general, opposed it.

As a result, it appeared that, in Sen. Pastore’s view, Congress wouldn’t approve more than a suspension of the requirement for a limited number of the more important offices. Seated at the senator’s right is Sen. Norris Cotton (R-N.H.); at his left, Nicholas Zapple, subcommittee counsel. (See story, page 82.)
night on NBC-TV and spread to prime-time shows by 1957. Their number grew progressively larger and there was a belief that minute advertisers would hit a high peak for the 1962-63 season.

Better business climate Network sales executives believe the key to the reduction in the number of minute participations next season is improved economic conditions. They agree that above and beyond any other consideration, the improved business climate is the one significant factor that has persuaded more advertisers this year to become what networks call “program buyers” rather than “participation buyers.”

“Of course, all these buys preceded the Wall Street dip seven or eight weeks ago,” one sales official observes. “But I’m not sure whether this would have been a decisive point, because businessmen generally feel that the economy is basically sound.”

With the start of the fall season slightly more than two months off, TV networks are virtually sold out. Both NBC-TV and ABC-TV claim they are 95% sold and CBS-TV reports it is 93% sold for the fourth quarter.

Networks are not over-emphasizing this circumstance. They point out this means so far that a high level of sales prevails for the season’s start. But as one executive comments: “What really matters is how you come out throughout the year, not for the first few weeks or first quarter.”

They stress also that the network selling season started considerably earlier this year. A good bulk of the fall schedule had been sold by early spring, leaving the intervening months to “mopping up.”

Prefer programs Network sales officials say they prefer to sell program sponsorship, rather than minute participations, but they observe that each form has its strong points. From the network point of view, a participation sale encompasses a larger number of advertisers and means more sales calls, more paper work, more servicing and, in short, costs more to sustain. But there’s another side: A minute sponsor can be replaced more easily than a program sponsor if one drops out at the end of 13 weeks.

They emphasize too that the form of sponsorship depends upon an advertiser’s requirements as well as his objectives: a company which wants program identity might become associated as a program sponsor, while one which desires frequency or reach might travel the participation route.

Minute advertisers spread with the increasing number of hour programs in recent years. Network schedules show that although the number of hour presentations is not expanding, they are not declining either. There is merely a shift from one network to another.

CBS-TV, whose minute advertisers have increased from 25% to 29%, will add two one-hour shows over last year’s total of 12. On the other hand, ABC-TV, where the percentage of minute advertisers dips to 60% from 75% shows a total of 13 hour programs for 1962-63 compared with 16 last year. NBC-TV’s total remains at 17 for both years.

A large amount of time on ABC-TV that’ll be devoted to participating advertisers next season is on the Sunday, 8:30-11 p.m., “Hollywood Special.” In the time period, the network telecasts United Artists releases of post-50 vintage (scene from “Not as a Stranger,” with Sinatra and Mitchum (l) below). The advertiser buys minute participations. Participating advertisers in CBS-TV’s prime-time schedule next fall will represent a slightly greater percentage of time availabilities (though CBS-TV is still behind ABC-TV and NBC-TV in minute availabilities). Among the new prime-time shows being sold in minutes (in part or entirely) is “Mr. Ed” with Alan Young and Connie Hines (c). At least an hour of the 90-minute “Virginian” (r), a new entry in the NBC-TV lineup next fall, is being sold on a minute-participation basis. Among the stars who make up the cast in the series (l to r) are Gary Clarke, Roberta Shore, Doug McClure and James Drury (standing).
Hour, off-network programs finding variety of time slots

One-hour, off-network programs, which are being distributed in unprecedented numbers this summer, are finding time slots in a variety of periods, including early evening, late evening and, in some instances, prime time.

Distributors canvassed by Broadcasting report it is still too early to determine the ultimate fate of these programs, which total 14 and may grow to a larger number by the time the fall season begins. But they are optimistic about the prospects for these shows although they realize that station time slots are scarce for syndication programs generally and one-hour properties particularly.

MCA TV, which pioneered in the syndication of one-hour shows in 1961 with four series, has released three additional 60-minute series—Thriller, Frontier Circus and Checkmate. A spokesman said the company has had "some success" in gaining prime-time slots for these shows, particularly the 7:30-8:30 p.m. and 10:30-11:30 p.m. slots.

Warner Bros., which is the "champion" hour-program distributor in 1962 with six shows of this category in release for the past six weeks, finds that the 6-7 p.m. and the late night periods (after 11 or 11:15 p.m.) are the preferred slots for these shows. A spokesman said his experience to date showed that few stations were planning to schedule the hour programs in prime time, but he noted that several stations hoped to place the shows in the Saturday, 10-11 p.m. period.

Twentieth Century-Fox TV is most optimistic about the chances of hour programs to succeed next fall. An official pointed out that Adventures in Paradise, Five Fingers and Hong Kong were released by the company this spring and two others—Bus Stop and Follow the Sun—probably will be offered later this year. Fox has been able to procure time in three basic periods—the 5:30 p.m., the 7:30-8:30 p.m. and after 11 p.m. In markets of three stations or less, the spokesman said, a Fox analysis indicates that at least two hours of prime time (between 7:30 and 11 p.m.) will be devoted to syndicated programming of some type, including half hours, hours or feature films.

Distributors believe many of the hour programs will "catch on" with stations and advertisers because they have established "track" records from their network cycles; are readily identifiable to timebuyers, and are purchasable at prices from one-half to two-thirds of that of good feature films. They point out that in some markets the hour programs conceivably could be a "natural" buy for a station that must compete against the powerhouse feature film station in the area.

Sales figures on the new hour programs have been impressive for some shows and unprepossessing for others. Several have achieved the 50-market level but others are still hovering in the 15-20 market ranking. Distributors are pinning their hopes on a summer sales push to gauge more accurately sponsor acceptance of the new hour, off-network series.

another year. Among those he mentioned were Xerox, Milton Bradley and Douglas Fir Plywood.

Edgar Scherick, vice president in charge of sales for ABC-TV, attributes the sharp drop in the number of minute advertisers on the network—75% in 1961-62 to 60% for next year—to two factors. The first, he says, is an improved business condition that has persuaded some advertisers to invest in programs to obtain identity. The second is ABC-TV's programming lineup, which, he claims, many advertisers find "more attractive" as compared with the network's schedules of recent years.

He stresses that many of ABC-TV's hour shows also have obtained "program sponsors" for a substantial portion of the telecast, with a small percentage open to minute advertisers. In this connection, he mentioned Wagon Train, Ben Casey and Going My Way.

Participation's many faces There are many forms of minute-participation selling. Among them is the straight minute within a program (six in an hour, three in a half-hour), the "Alternate minute weekly," the minute scattered over various shows, the minute scattered over shows and over more than one network and the minute which for discount purposes is purchased on the basis of an "alternate weekly one-third (actually one spot is traded off with another advertiser in another week, but in that show)," coming out with a single weekly minute for the individual advertiser in the particular program.

Perhaps one of the more intriguing developments in minute participation selling is what ABC-TV has accomplished with Ben Casey. As explained last week by one ABC-TV executive, the network broke out a sixth of the show for sale to participating advertisers.

Insurance firms' tv billings set record

TVB SAYS: FIRST QUARTER SALES 23.2% ABOVE 1961

Insurance advertisers saw little risk in using television during the first quarter this year. Their billings in network and spot tv, setting a record high, were 23.2% over the same period a year ago, Television Bureau of Advertising reports today (July 16).

First quarter total gross time billings for insurance companies were $4,494,525, against $3,647,894 in the period a year ago. Network billings for the quarter increased from $2,939,894 last year to $3,610,525 this year. Spot billings were $884,000, against $708,000 in the 1961 quarter.

Mutual of Omaha with gross time expenditures of $961,915 and the Prudential Insurance Co. of America with billings of $875,070 were the top tv investors among leading insurance advertisers in the first quarter (see table). TVB points out that the totals for the first quarter do not include billings for the Metropolitan Life Insurance Co. which will enter tv this fall, or the Insurance Co. of North America and Continental Casualty Co. of Chicago which recently began sponsoring tv programs.

In 1961, total gross time billings for insurance advertisers on tv were $14,957,099, of which $11,204,099 was for network and $3,753,000 was in spot, TVB said.

Following are the leading insurance advertisers and their gross time billings in the first quarter of 1962:

<table>
<thead>
<tr>
<th>Network*</th>
<th>Spot**</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Mutual of Omaha</td>
<td>$955,085</td>
<td>$6,830</td>
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<tr>
<td>Prudential Ins.</td>
<td>875,070</td>
<td>875,070</td>
</tr>
<tr>
<td>Allstate Ins.</td>
<td>468,777</td>
<td>468,777</td>
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<tr>
<td>State Farm Mutual</td>
<td>405,240</td>
<td>405,240</td>
</tr>
<tr>
<td>Nationwide Ins.</td>
<td>318,198</td>
<td>318,198</td>
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<tr>
<td>Liberty Mutual Ins.</td>
<td>308,463</td>
<td>308,463</td>
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<tr>
<td>Blue Cross/Blue Shield</td>
<td>285,810</td>
<td>285,810</td>
</tr>
<tr>
<td>Kemper Ins. Group</td>
<td>143,213</td>
<td>143,213</td>
</tr>
</tbody>
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*Source—TVB/NA-BAR
**Source—TVB/Rorabaugh
Error small in ratings method—Nielsen

A. C. Nielsen Co. claims in a newly-released study of methodology in its tv research that statistical “error” or “bias” in the Nielsen ratings system is “negligible.”

The study is designed in part as a follow-through on what the so-called Madow Report asserted to be a “lack of serious methodological research” on ratings and their uses.

The Madow Report was presented to a House subcommittee by the American Statistical Assn.’s Technical Committee on Broadcast Ratings. It was made public in March 1961, by Rep. Oren Harris (D-Ark.), whose old Oversight Subcommittee had authorized the report in 1960 (BROADCASTING, March 27, 1961).

It was the Madow Report that recommended, among other things, that the tv industry set up an Office of Research Methodology to implement a study of how broadcast ratings which affect programming are arrived at and used.

The congressional report was prepared by William G. Madow, Stanford Research Institute; Herbert H. Hyman, Columbia U., and Raymond J. Jessen, CEIR Inc. That study contained 139 pages of fairly technical information, followed by 24 pages of appendices.

In planning the study, A. C. Nielsen Co. said it had sought the advice of Mr. Madow, Morris Hansen and William Hurwit, co-authors of a basic book on survey methods, “as well as other able researchers from leading advertisers and agencies.”

Error Small — The Nielsen report notes, “the over-all results . . . show that the non-sampling errors in Nielsen NSI television research are not large enough to adversely affect the accuracy of the data produced.

“Specifically the survey found that non-cooperation results in a small, positive bias of between 1.0 and 2.0 absolute rating points.

“The effect of conditioning or response error on the data reported by NSI was found to be close to zero and not statistically significant.”

In effect, Nielsen interprets the purpose of the study as three-fold:

* The degree of “non-cooperation.”

Simply put: the question whether those homes refusing to supply data to Nielsen have viewing patterns sufficiently different than (and thus “invalidates”) the ratings story received from households cooperating.

The study notes that over several years, its local area samples in the 52 Recordimeter/Audilog metro areas are reduced from an initial cooperation rate ranging from 55-62% down to about 45.5%. Nielsen also concluded in the study that “a small positive cooperation bias is present in the NSI ‘achieved’ samples, amounting to between 1.0 and 2.0 absolute rating points. The comparison, showing the effect of non-cooperation, follows:

<table>
<thead>
<tr>
<th>% Of Households-Using-Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSI Desired Samples</td>
</tr>
<tr>
<td>Total All Hours</td>
</tr>
<tr>
<td>Total Daytime Hours</td>
</tr>
<tr>
<td>10-11 AM</td>
</tr>
<tr>
<td>2-3 PM</td>
</tr>
<tr>
<td>5-6 PM</td>
</tr>
<tr>
<td>Total Nighttime Hours</td>
</tr>
<tr>
<td>7-8 PM</td>
</tr>
<tr>
<td>8-9 PM</td>
</tr>
<tr>
<td>9-10 PM</td>
</tr>
</tbody>
</table>

* The effect of “conditioning.” Are viewers who cooperate over a period of time influenced enough by this participation to change their tv pattern? Are they conditioned as R/A households by their diary-keeping?

The answer again was “not statistically significant” when tv activity of “new random samples” was pitted against NSI “achieved” samples. The latter—“achieved” samples—were those homes generally which have kept diaries for several years. On data accumulated, the Nielsen study concludes “that any conditioning effect is smaller than the standard errors of difference and is close to zero.” The data:

**EFFECT OF CONDITIONING**

<table>
<thead>
<tr>
<th>% Of Households-At-Home* and Using Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Random Samples</td>
</tr>
<tr>
<td>Total All Hours</td>
</tr>
<tr>
<td>Total Daytime Hours</td>
</tr>
<tr>
<td>10-11 AM</td>
</tr>
<tr>
<td>2-3 PM</td>
</tr>
<tr>
<td>5-6 PM</td>
</tr>
<tr>
<td>Total Nighttime Hours</td>
</tr>
<tr>
<td>7-8 PM</td>
</tr>
<tr>
<td>8-9 PM</td>
</tr>
<tr>
<td>9-10 PM</td>
</tr>
</tbody>
</table>

*“At home” ratings are used to provide the best measurement of conditioning since they eliminate much of the effect of any non-cooperation bias.

* The so-called “response error.” Does telephone coincidental data corroborate the tv usage levels found by NSI, whose basic data in the 52 markets covered is collected through R/A? Nielsen found no significant difference shown statistically and error “negligible.”

The study was conducted in the metropolitan areas of the 52 major markets where Nielsen employs its Recordimeter/Audilog technique. The survey method in the study was coincidental telephone interviews. It is these areas, according to Nielsen, where non-cooperation “bias” would be of major concern (more so in smaller markets).

Three samples in all were used: (1) the NSI “desired” sample (as originally specified for NSI samples—usually half are “useful” cooperators) containing 6,697 homes; (2) the NSI “achieved” sample (those basic homes agreeing to replace the refusal-containing the same total as in the “desired” sample, about half the number represented by the replacement homes; (3) a new random sample of homes never before contacted by the research firm for a total of 3,127 homes. In all: 13,480 different telephone households contacted three times for a gross sample of more than 40,000.

The survey was conducted Monday-Friday the weeks of Feb. 19-23; March 5-9, and 19-23, 1962. All households were contacted three different times.
“Charlotte's WSOC-TV... their sincere interest an invaluable asset”
— Minter, J. Walter Thompson

The people at WSOC-TV are good listeners. When called in on our account problems, they immediately grasp, understand and proceed to assist the client in accomplishing his advertising goals. This sincere interest is an invaluable asset to their company.

JOHN D. MINTER
J. Walter Thompson Co.

Talk to us about your advertising goals in the Carolinas. Let's discuss merchandising problems if you have them, dealer stimulation. When your schedule is on this Charlotte station you're backed by much more than its top-flight programming. You get a brand of staff support that contributes greatly to sales success. For your next campaign, choose WSOC-TV—a great area station of the nation.

WSOC- TV
CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

BROADCASTING, July 16, 1962
over the period but never twice at the same hour or on the same day and spaced over the six measured hours over the week. Choice of time periods was made to receive measures for morn-

### TVAR report revives ‘tilt’ feud with NBC

A station reps claims that nighttime TV network programs fail to deliver their “proper share” of the national audience in the top 20 TV markets are enlarged today (July 16) in a similar study of network nighttime audiences.

Television Advertising Representatives Inc., New York, touched off a feud with NBC-TV over the earlier nighttime findings (Broadcasting, June 11, 4, Jan. 22). TVAR now says daytime network programs have a steeper “tilt” away from the 20 prime marketing targets than was shown in its initial “tilt” study analyzing nighttime programs.

The point stressed by both TVAR studies is that national advertisers should not use network TV alone because “maximum advertising impact for major national-distributed products” depends on a combination of both spot and network TV.

While the top 20 markets currently account for 53.4% of all the TV homes in the U.S., according to the rep firm, 28 out of 29 daytime network shows analyzed deliver less than 53% of their audience in these markets (the one exception, ABC-TV’s “Who Do You Trust?”).

Robert M. Hoffman, TVAR’s vice president for marketing and research, who prepared the analysis, reports that 21 of the 29 daytime shows checked receive 36% to 45% of their audience in the top 20 markets. “This means,” he says, “That 72 percent of these shows have a serious tilt.” The nighttime study, he pointed out, showed that 48% of the TV homes measured attract 45% or less of their national audience in these areas.

### DOES TV CULTURE FOR CHILDREN PAY?

**ABC-TV executive warns advertisers not to dismiss it**

Advertisers may be missing a good television bet in pooh-poohing the future of the upgraded children’s program.

The warning to advertisers—coupled with a plea for a good, second look on their part—has been issued in an interoffice memorandum by Yale Roe, assistant daytime sales manager at ABC-TV. Mr. Roe composed his memorandum as an “answer” to an apparent reluctance on the part of agency TV buyers to give an unqualified support to broadcaster and producer plans to increase production and scheduling of so-called cultural shows for children (Broadcasting, June 18).

Several agency executives questioned whether or not the programs could attract and hold an audience as well as modify pricing—that is, can they be “attract advertising vehicles?” as one agency executive expressed it.

Mr. Roe believes that potential advertisers probably are really asking “what’s the cost-per-thousand?” But, he says, there are other questions which, when answered, take in “all the advantages of better programming for children.” Sponsor considerations, he says, should include:

* “Which child will be more responsive to a commercial message: one attentively viewing one of these better programs? Or one watching equally entertaining, but less involving, programming?

* “Which kind of programming provides advertisers with better merchandise and sales promotion tools: that seen and known only by children? or, that seen and known by children, their parents, schools, retailers, government and the public at large?

* “What of the appreciation by many parents of a sponsor’s contribution to quality programming? Why not put a value on good will?”
Why WNEM-TV bought Seven Arts' "Films of the 50's"
Volumes 1, 2 and 3

Says James Gerity, Jr.:

"We purchased Volumes 1, 2 and 3 of Seven Arts' 'Films of the 50's' because this is the type of entertainment our viewers want. These Warner films are loaded with top stars in really good pictures . . . A natural for strong audience appeal.

"The fact that Seven Arts have a greater amount of color than any other group was another very important factor in my decision to buy. We have been telecasting color over Channel 5 for the past six years, and the large amount of color films in these groups is a great help in maintaining our color programming schedule.

"Channel 5 programs Seven Arts' 'Films of the 50's' on our late show Saturday night, early Sunday evening and on our Best of Hollywood specials in prime evening time."

Seven Arts' "Films of the 50's"...Money makers of the 60's

James Gerity, Jr., President and General Manager. WNEM-TV serving Bay City, Saginaw and Flint, Michigan
Blair Tv offers 14-station election package
ADVERTISER(S) WOULD SPONSOR LOCAL VOTING RETURNS

In a departure from the usual method of selling tv coverage of local political election returns Blair Tv is attempting to sign one or more advertisers to sponsor these undertakings this fall on 14 stations it represents.

The package price set by Blair Tv is $86,000 for complete sponsorship of local returns. This is said to be the first time a representative firm has attempted to line up national sponsors for such coverage. Ordinarily stations sell these events to local advertisers.

The overall plan was conceived by Blair's special projects division this past winter. This division usually concentrates its attention on selling groups of locally-produced programs of a station to a national advertiser, but, in this instance, it is reversing its approach and is selling a single event that is being covered on a group of stations.

Local coverage on the Blair-represented stations will be provided for five minutes each half hour on the ABC-TV and NBC-TV affiliates, and 7½ minutes each half-hour on the CBS-TV outlets. The Blair sales approach is to persuade advertisers it would be advantageous to (1) ally themselves with a significant community event and (2) participate in an undertaking that is associated with an important network tv project. (Local coverage is a "cut-away" from the network telecast of elections.)

The sales drive on this undertaking is being directed by Ralph Allrud, director of special projects at Blair and Earl Thomas, special projects sales specialist. Seven advertisers are said to be "interested" in sponsorship of the coverage, with two of them considering all 14 Blair Tv markets, Mr. Thomas reported.

The Blair tv stations offering local election coverage are WTEN (TV) Albany, N. Y.; WNBF-TV Binghamton, N. Y.; WCPQ-TV Cincinnati; WESV (TV) Cleveland; WBNV-TV Columbus, Ohio; KFRE-TV Fresno, Calif.; WOW- TV Omaha; WIIC (TV) Pittsburgh; KGTV-TV Portland, Ore.; WPRO-TV Providence; KING-TV Seattle; WFLA-TV Tampa, Fla.; KOA-TV Denver and WFIL-TV Philadelphia.

Length of coverage of returns will vary from market to market, starting at 6:20 p.m. at the earliest and continuing through 2 p.m. at the latest.

Good ads score well in all media—"Look"
RECALL STUDY SHOWS TV, PRINT ARE COMPLEMENTARY

Regardless of the advertising medium used, good ads score high in consumer recall and bad ads score low, according to a survey conducted for Look magazine. The first results of an "inter-media study" conducted for Look by Audits & Surveys, New York, measures in an identical manner the "recall" by housewives of food and beverage products ads in print media and on tv.

The study shows little difference between tv and print in terms of what was actually communicated to the housewife and how much she was able to recall 24 hours later.

Joel Harnett, Look vice president supervising the research, said the project, though inter-media in character, is not competitive as such. Instead, he said, it shows how tv and print "complement and reinforce" each other.

The study shows that 26.3% of the women interviewed remembered something specific about a Look food or beverage ad read the previous day, while 24.9% recalled something from a 60-second tv commercial seen 24 hours earlier. Recall of Look ads scored from 14.1% to 39.4%; network tv scored from 5.6% to 44.7%. The researchers conclude that the large range of verified-recall scores in both media suggest that copy factors, rather than the medium itself, account for success or failure in either medium.

The study also shows that ads for the same product, using the same theme, give different impressions in print than on tv. An ad in Look and a commercial on 77 Sunset Strip (ABC-TV, Fri., 9-10 p.m. EDT) for Chef Boy-Ar-Dee spaghetti and meatballs were compared. The print ad featured the package, the product in use and the headline, "Quick Main Dish." The tv commercial had an Italian motif and showed close-ups of the package and product. Overall recall of the advertising was similar for both media. But different points were made in the two media:

- Major elements recalled % recalling
  - Print Tv
  - Quick, easy to prepare 5 16
  - Real Italian recipe 2 13
  - Meal being prepared 26 10
  - Taste and quality 15 8

Xerox moves to NBC-TV to get later time spot

Its marketing strategy will require a mid- or late-evening television time period, so Xerox Corp., Rochester, N.Y., has signed for sole sponsorship of 12 broadcasts of NBC-TV's Chet Huntley Reporting series next Fall (Tue., 10:30-11 P.M. NYT), in place of its current association with CBS-TV's CBS Reports. The latter program, now seen Thursdays, 10-11 P.M. is moving to the 7:30-8:30 P.M. slot in the new season.

Xerox, which spent about $500,000 in CBS Reports this season (BROADCASTING, June 18), and plans to "increase its television activity" in the Fall (on NBC-TV), is reported to have felt the 7:30 P.M. CBS-TV slot was too early. Papert, Koenig, Lois Inc. is Xerox's agency.

Chet Huntley Reporting is Xerox's sole broadcast buy for the Fall.

Coca-Cola tv budget upped $1.2 million

Coca-Cola Co., Atlanta, is spending an additional $1.2 million on tv advertising this summer. The soft drink company's original television budget for the year was about $3.5 million.

The added expenditures have been used to purchase participations in 11 nightime shows over ABC-TV and nine CBS-TV daytime programs. Coca-Cola may also sponsor several tv "spectaculars" during the 1962-1963 season, according to a company spokesman.

Agency: McCann-Erickson, New York.

Business briefly...

Procter & Gamble, through Benton & Bowles, New York, will sponsor two one-hour tv documentary specials, "Hollywood: the Talkies" and "Hollywood: the Great Stars," that are being produced by Wolper Productions for broadcast in January and February 1963, on a network still to be selected. The programs, now in production under the supervision of producer Jack Haley Jr., and director Marshall Flaum, are sequels to "Hollywood: the Golden Years," sponsored by P & G both in its original NBC-TV telecast last year and in its re-run on that network September 18.

Louis Marx & Co., toys, New York, will sponsor Marx Magic Midway, a new children's series, starting Sept. 22 on NBC-TV (Sat. 11:30 a.m.-12 noon NYT). Starring Claude Kirchner as ringmaster, the program will combine circus, magic and variety acts. It will be packaged by Miller-Shaw Productions Inc., in association with NBC-TV.


Zenith Radio Corp., Chicago, will co-sponsor live color telecasts of the first "World Series of Golf" on NBC-TV from 4:30 to 6 p.m. Sept. 8-9,
bringing together Arnold Palmer, Jack Nicklaus, and the winners of this year's British Open and PGA tournaments. (Agency: Foote, Cone & Belding, Chicago) competing for $75,000 in prizes. at the Firestone Country Club. Akron, Ohio. Zenith says it will emphasize its color tv receivers and the micro-touch two gram tone arm.

Chesbrough-Pond's Inc. has bought participations in eight NBC-TV nighttime shows, beginning in the fall. They are McKeever and the Colonel, It's a Man's World, Saints and Sinners, The Virginian, The Eleventh Hour, Wide Country, Sam Benedict, and Saturday Night at the Movies. Agency: Norman, Craig & Kummel Inc., New York.

R. T. French Co., Rochester, N. Y., will promote its cream salad mustard in cooperation with the Visking Corp. of America (meat casings) in a spot campaign on 10 ABC-TV daytime shows, and in print media, Aug. 6-Sept. 3. The promotion, "Beat the Heat with a Blue Sky Buffet," includes an electric charcoal lighter offer.


Rep appointments...
- KWIZ Santa Ana, Calif.: Sandberg/Gates & Co. as its national representative, and in Los Angeles, replacing Doug Fleming, who has resigned as staff salesman.
- KWYZ (formerly KQTY) Everett, Wash.: Day-Wellington Inc. at Seattle-Tacoma regional representative. D-W has moved to larger quarters at 510 Vance Bldg., Seattle.
- WTEL Philadelphia: National Time Sales, New York, as national representative.
- WCAW Charleston, W. Va.: Ohio Stations Representatives as station rep in Pittsburgh.
- KASE Austin, Tex.: John E. Pearson Co., New York, as national representative.
- KTVW (TV) Tacoma: appoints Weed Television Corp., New York, as national representative.

**ON TAPE... it's SPOTMASTER**

the only complete line of cartridge-tape equipment

**NEW! SPOTMASTER**

**Rack Mount**

The 500R is the only combination recorder-playback in a slide-out rack chassis designed for complete accessibility. Playback also available.

SPOTMASTER, by Broadcast Electronics... the most widely accepted line of trouble-free, transistorized cartridge-tape equipment, offers the largest selection of basic accessories for versatile and dependable operation.

PLUS... the complete line of accessories, including:
- Stereo playback and combination
- Cue-Trip Tone Puffer
- Cue-Trip Sensor and relay
- Tape Cartridge Winder
- Portable demonstration units
- Lazy Susan Cartridge Rack
- Wall Mount Cartridge Rack
- Remote Control Unit
- Equalized Turntable Preamplifiers

For the best and most modern broadcast systems and supplies, look to VISUAL—your SOURCE for Superior Equipment from Specialist Manufacturers.

**VISUAL ELECTRONICS CORPORATION**

Keep's You in View!

356 West 40th street • New York 18, N.Y. • Pennsylvania 6-5840
Radio and tv stations will show an increase in revenue this year, according to an NAB survey conducted by its department of broadcast management.

While revenues are going up, however, the profit situation in broadcasting isn't as good, according to James H. Hulbert, department manager. The survey covers all classes of radio and tv stations, including non-members as well as members of NAB.

The Hulbert report shows:
- The typical radio station earned a 4.8% profit on its 1961 operations before federal taxes. This compares with a 7.6% profit in 1960.
- The typical tv station profit in 1961 was 12.6% compared to 15.4% in 1960.

In reviewing the results of the survey, compiled from questionnaires sent to all stations, Mr. Hulbert said, "Based on four months of operation this year, radio stations expect media revenue of $110,000, a 3.5% increase in revenue over 1961. Television stations expect media revenue of $1,004,000, a rise of 6.7%.''

The NAB figures are computed on a median basis, whereas the FCC uses averages in its annual compilations of station revenues and expenditures. The Commission's tv figures for 1961 are due for release in the late summer and radio data is to follow before the year-end.

Discussing the NAB's 1961 figures, Mr. Hulbert said, "The typical am radio station experienced a 3.6% decline in revenue during the year while expenses were down only .7%. Smaller radio stations located in the largest cities were the only stations that did not report decreased profit margins last year.

"The typical television station showed a 4.1% increase in revenue last year, but a 7.5% increase in expenses. While tv stations in the largest cities showed an increase in profits, stations in all other markets showed a decline."

**Splitting the Dollar**

The NAB data for 1961 shows that 45 cents of the typical tv station's time sales dollar came from national and regional advertisers, 27 cents from local advertisers and 28 cents from network sponsors. In that year network and regional advertisers increased their contribution to the time sales dollar.

The tv data shows that programming costs took 36 cents of the expense dollar in 1961 compared to 37 cents in 1960. Technical and sales costs remained the same, 16 cents and 13 cents respectively. General and administrative costs rose from 34 cents to 35 cents.

Wages and salaries represented 44.4% of station expenses in 1961 compared to about 40% in 1960. Film expense of $71,000 for the typical tv station in 1961, about 9% of total expense, was down slightly from 1960.

Estimates of tv stations showed an anticipated revenue of $1,004,000 for 1962, or 6.7% over 1961.

For the typical radio station, about 85 cents of every time sales dollar in 1961 came from local advertisers, 15 cents from national and regional advertisers and less than 1 cent from network sponsors. This pattern is similar to that reported by the typical radio station in 1958 and 1959.

The general radio station expense categories are roughly the same as in previous years, except that general-administrative costs took 40 cents of the expense dollar in 1961 compared to 38 cents in 1960. Program costs have remained at about 33 cents; technical and selling costs are down one cent to 10 cents and 17 cents, respectively. The $110,000 estimated station revenue in 1962 represents a gain of 3.5% over 1961.

**REVENUE AND EXPENSE FOR THE TYPICAL TELEVISION STATION, NATIONWIDE, 1961**

<table>
<thead>
<tr>
<th>Item</th>
<th>Typical Dollar</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue and Expense Items</td>
<td>$941,400</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total Broadcast Revenue*</td>
<td>$91,500</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total Time Sales</td>
<td>$274,700</td>
<td>27.7</td>
</tr>
<tr>
<td>From:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networks*</td>
<td>443,900</td>
<td>44.8</td>
</tr>
<tr>
<td>National &amp; regional advertisers</td>
<td>272,900</td>
<td>27.5</td>
</tr>
<tr>
<td>Local advertisers</td>
<td>272,900</td>
<td>27.5</td>
</tr>
<tr>
<td>Total Broadcast Expense</td>
<td>$822,800</td>
<td>100.0%</td>
</tr>
<tr>
<td>From:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical</td>
<td>334,900</td>
<td>16.4</td>
</tr>
<tr>
<td>Program</td>
<td>292,800</td>
<td>35.6</td>
</tr>
<tr>
<td>Selling*</td>
<td>106,200</td>
<td>12.9</td>
</tr>
<tr>
<td>General and administrative</td>
<td>288,800</td>
<td>35.1</td>
</tr>
<tr>
<td>SELECTED EXPENSE ITEMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total salaries &amp; wages (including supervision)</td>
<td>322,700</td>
<td></td>
</tr>
<tr>
<td>All talent expense</td>
<td>77,400</td>
<td></td>
</tr>
<tr>
<td>Depreciation &amp; amortization</td>
<td>91,400</td>
<td></td>
</tr>
<tr>
<td>Film expense</td>
<td>71,400</td>
<td></td>
</tr>
<tr>
<td>PROFIT (before Federal income tax)</td>
<td>$118,600</td>
<td></td>
</tr>
</tbody>
</table>

**KTTV's fire-fighters**

A remote crew from KTTV (TV) Los Angeles, shooting a batch of Union Oil commercials on location in the Rolling Hills area of Palos Verdes Peninsula, exclusive residential area some 35 miles from downtown Los Angeles, halted long enough to put out a brush fire and be credited by the Palos Verdes fire department with saving a number of expensive homes.

The crew heard a crackling sound and saw a small boy running away from a rapidly spreading area of flame. Floor manager Ray Pearson and stagehands B. J. Claypool and Gene Schlickenmyer grabbed fire extinguishers and blankets from the truck and put out the blaze, which had spread over several hundred feet of dry hillside.
Here is a Cake with Icing!

NOTE THIS . . . More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

AND, THIS . . . More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

AND, THIS . . . WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

Here is an opportunity to have your Indianapolis cake . . . with Indiana's Second TV Market for the icing!

The unique situation revealed above definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. Greatly expanded Indiana reach
2. Effective and complete coverage of Indiana's two top TV markets
3. Greatly improved overall cost efficiency

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV
CHANNEL 10
TERRE HAUTE, INDIANA

WTHI-TV is the Nation's Number One Single Station Market
In homes delivered per average quarter-hour (6:00 PM to Midnight—45,000)*
AR6, March 1962*
Wometco board gets acquainted with KVOS-TV

A meeting of the directors of Wometco Enterprises Inc. meeting in Vancouver, B. C., gave several of them their first chance to inspect the company’s KVOS-TV Bellingham, Wash., which last year became the Wometco firm’s fourth TV property.

NAB SETS UP STATE CODE LIAISON

Both radio, TV included in system to begin by next fall

A grass-roots system of keeping the NAB Code Authority in touch with key broadcasters in the 50 states has been set up by Robert D. Swezey, director of the code agency.

More than 30 state broadcasters associations have set up liaison units to aid the association and all broadcast stations in their code participation, Mr. Swezey said last week. The code contacts have been appointed by state association presidents, and the final liaison function is to be in nationwide operation by the time NAB’s fall conferences start in mid-October.

Both radio and TV codes are included in the liaison structure, Mr. Swezey said. He first proposed the idea Feb. 28 at NAB’s assembly of state association presidents.

With its local contacts, Mr. Swezey said, NAB will keep in closer relationship with the code situation in each state and the state liaison representatives will be in touch with what is happening at code headquarters. The representatives, he added, “will not be local monitors or spies. On the other hand, they will aid their states in participating in nationwide industry self-regulation.”

Charles M. Stone, NAB Radio Code director, said the authority “will have a local contact who knows the local broadcasting situation.” Mr. Stone reminded that 49% NAB member radio stations were paid code subscribers in 1961, a figure that has since increased to 56%.

Subscriptions up 22% – Mr. Stone added that total radio station subscription to the code, including both NAB members and non-members, had increased 22% in the year, or from 1,280 to 1,570 stations.

When the nationwide liaison structure has been completed, Mr. Swezey said, a meeting of the state representatives is contemplated. In the meantime the code officials are considering the idea of regional liaison assemblies during the NAB Fall Conference series.

In television the code situation is less serious, from a representation standpoint. Roughly 80% of TV stations subscribe to the TV code, which had eight years’ start over the radio code on the basis of paid subscription.

NAB last week made available a box score of radio code subscription by states at the end of the two-year period of paid subscriptions:

<table>
<thead>
<tr>
<th>State</th>
<th>Am and fm stations</th>
<th>Radio code subscribers</th>
<th>Per cent of total stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas</td>
<td>60</td>
<td>42</td>
<td>70.0</td>
</tr>
<tr>
<td>Distr. of Col.</td>
<td>14</td>
<td>8</td>
<td>57.1</td>
</tr>
<tr>
<td>Colorado</td>
<td>72</td>
<td>41</td>
<td>56.9</td>
</tr>
<tr>
<td>Utah</td>
<td>33</td>
<td>18</td>
<td>54.5</td>
</tr>
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RADIO’S MATURITY

CBS vp tells Toronto club medium is much improved

Up-to-date radio is a far different medium than it was three years ago, according to Maurice Webster, vice president and general manager of CBS Radio Spot Sales. In an address to the Toronto Radio & Television Club, Mr. Webster christened it “mature radio.”

In most major markets, Mr. Webster stated, “you’ll find influential, leadership stations whose weekly programs reflect the entire community’s interests. They crusade and they entertain. They report the news; they furnish humor and they stimulate well-balanced controversy.”

Mr. Webster expressed concern, however, that many advertisers don’t know how to use radio properly. He proposed three ways for them to get more value from their radio advertising:

1. Make sure radio campaigns are as “modern as this new radio programming.”
2. Select the “right” stations for radio campaigns.
3. Improve radio’s effectiveness through more creative radio commercials.

“Radio has made the discovery that
Here's a unique built-in feature! The Recording Amplifier of the RT-7B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7 B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cueing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.
it is the world's greatest medium for ideas and that its listeners have more interests than we'd suspected," Mr. Webster added. Responsible broadcasters, he said, are those with "imagination." "Their programs are designed to win attention, enthusiasm and respect of the listeners."

Wometco Inc. profits up for 1962 first half

Wometco Enterprises Inc. reported last week that its net income after taxes for the first 24 weeks of 1962 was the highest in its history for a comparable period. Net income was $916,916 (83 cents per share) compared to $592,010 (53 cents per share) for the same 24 weeks in 1961.

Gross income for the 1962 period totaled $8,915,101 compared to $6,813,603 for the 1961 comparable period. The report showed that $254,233 (28% of earnings) had been paid in dividends and that $661,964 (72%) retained in the business.

Wometco owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C., KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. It also owns motion picture theatres in Miami and West Palm Beach, the Miami Seaquarium, full-line vending operations in Florida, Panama and the Bahamas.

TV-ASCAP NEGOTIATORS MEET AGAIN

Talk reportedly goes into songwriters' suit against BMI

Another session was held last week on all major pending litigation involving broadcasters, ASCAP and ASCAP members. The meeting was the second such informal get-together with Chief Judge Sylvester Ryan in the U. S. Southern District Court in New York.

It was uncertain whether this second conference will lead to others. It reportedly continued an exploration of issues involving not only tv stations' current rate-making suit against ASCAP, but also a separate suit containing a question on which an earlier settlement of the rate case foundered—divestiture of broadcast ownership of BMI, ASCAP's only major competitor.

The latter suit was filed almost 10 years ago by 33 ASCAP songwriters (the "Schwartz case") seeking $150 million and the divestiture of BMI from its ownership by broadcasters.

The first such meeting of this kind with Judge Ryan took place last week (BROADCASTING, June 18). It had been speculated that the meeting—and others to come—might point the way toward a solution that would not involve a long and protracted litigation.

The second meeting, like the first, was held in Judge Ryan's chambers and no transcript was made. As a result, there was a reluctance to discuss details. But there were indications that some attorneys feel a ruling in the rate case may be coming "reasonably soon."

This case involves the tv stations' current rate-making suit against ASCAP. The all-industry committee seeks a new form of license under which tv stations would not pay ASCAP directly for the use of music in future syndicated programs and feature films.

A proposed settlement in which tv stations would have received a 17% reduction in ASCAP rates but would have had to agree to the divestiture of BMI from its broadcast ownership was voted down by the all-industry committee last March.

Present at the conference in addition to attorneys for BMI, ASCAP, and the committee, were representatives of the tv networks. The networks' ASCAP music licenses expired last Dec. 31 along with those of tv stations in general. The old licenses and rates remain in effect pending decision or an agreement on new ones.

Changing hands

ANNOUNCED — The following sales of station interests were reported last week subject to FCC approval:

- WTAE (TV) Pittsburgh, Pa.: 50% interest sold by Earl F. Reed and Irwin D. Wolf Jr., voting trustees, to Hearst Corp. for $10.6 million (Closen Circuit, July 9). The move will make Hearst 100% owner of ch. 4, ABC-affiliated Pittsburgh station; other Hearst stations are WFRV-AM-FM, Pittsburgh, WBAL-AM-FM-TV Baltimore and WJZ-AM-FM-TV Milwaukee. Major ownership of the Reed-Wolf 50% trust is held by Bruce McConnell and Frank McKinney, former owners of WISH-AM-FM-TV Indianapolis.

- WMBR-AM-FM Jacksonville, Fla.: Sold by Ben Strouse to Charles F. Smith for $400,000. Mr. Smith owns WTMA Charleston, S. C. Mr. Strouse owns WWDC-AM-FM Washington, D. C., and is part owner of WEBB Baltimore, Md. WMBR operates fulltime on 1460 kc with 5 kw. It is affiliated with CBS. WMBR-AM operates on 96.1 mc with 40 kw. Broker was Blackburn & Co.

Storer declares dividend

Storer Broadcasting Co. declared a quarterly dividend of 45 cents per share on common stock and of 12½ cents per share on Class B common stock. The

Referee says 'no' to Bartell, Macfadden

A court-appointed referee last week recommended against a settlement agreed to by minority stockholders opposing the merger of Macfadden Publications Inc. and Bartell Broadcasting Corp. into Macfadden-Bartell Corp.

Stockholders who had opposed the merger of the last February agreed in May to a plan enabling the companies to co-mingle their assets. The agreement called for the family of Gerald A. Bartell, chairman of Bartell Broadcasting, to surrender 175,000 shares of Macfadden-Bartell common stock to the company's treasury. New York State Supreme Court Justice William G. Hecht Jr. appointed David W. Peck, a referee and former presiding justice of the Appellate Division, First Department, to review the agreement.

Mr. Peck termed the settlement offer unfair to Macfadden shareholders, stating that "at every point at which judgment or discretion might lawfully have entered into the presentation of facts or figures, the treatment elected downgraded Macfadden and upgraded Bartell Broadcasting."

Lee Bartell, executive vice president of Macfadden-Bartell, noted that the report of the referee "is not a determination," but "merely is a recommendation to the court." He said Macfadden stockholders were offered "a fair and reasonable ratio" and added that the company would take "whatever steps are appropriate" to uphold its position.

NAB names two groups to review 'population'

NAB laid the groundwork last week for a series of special studies into the problem of radio overpopulation and ways of applying birth-control tactics to solve it. Two subcommittees were named to review specialized phases of overpopulation, with Carl E. Lee, Fetzer Broadcasting Co., selected engineering chairman and Merrill Lindsay, WSOY Decatur, III., non-engineering research chairman.

Serving on the engineering subcommittee with Mr. Lee are: Ray Johnson, KMED Medford, Ore., who with Mr. Lee is a member of NAB's Radio Development Committee; Joseph S. Field Jr., WIRK West Palm Beach, Fla.; Myron Jones, WJET Erie, Pa.; William S. Dut- tera, NBC; Jules Cohen and Julius Cohen, representing the Assn. of Federal Communications Consulting Engineers.

On the non-engineering research group with Mr. Lindsay are: John F. Box Jr., Balaban Stations, and John F. Patt, WJR Detroit, both members of the development committee; Richard E. Adams, WKXO Framingham, Mass.; Harper Carraine, CBS; Robert F. Hurleigh, MBS; Robert P. Pauley, ABC; Lawrence Webb, Station Representatives Assn.

The Radio Development Committee was appointed May 18 by NAB President LeRoy Collins to conduct an industry study of radio overpopulation and to plan special studies of radio's future as well as an autumn conference with the FCC (Broadcasting, May 21).

Spot radio tops TV in survey by Nielsen

A spot radio schedule of 60 one-minute announcements got a total of impressions 331% greater than a Monday-through-Friday 6:40 p.m. five-minute television newcast in a comparison of the two in one of the top 10 markets. Spot radio topped TV in the number of homes reached, frequency of impressions and the composition of audience, according to an A. C. Nielsen survey commissioned by AM Radio Sales Co., New York.

The top firm last week said a comparison of number of different homes reached showed that radio's 33.9% penetration topped TV by 17% (not counting the out-of-home radio audience). On the basis of the number of times heard per week, radio's average was 5.2 against 1.9 for TV. On audience composition, radio's 91% adult audience compared with an 80% adult TV audience.

The radio budget was 10% less than TV, it was noted. The complete Nielsen findings are being distributed to agencies this week.

Granite State Network

William A. Creed, president of Bill Creed Assoc. Inc., a New England station representative firm, announced the formation of Granite State Network of New Hampshire.

His firm will be exclusive representative for the network, said Mr. Creed. The stations are WFEA Manchester, WWNH Rochester, WLNE Laconia, WBNC Conway and WMOM Berlin, all New Hampshire.

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BUY YOUR WINTER STATION NOW!

The weather is fine now, but how will it be in November... or earlier?

FLORIDA—Excellent equipped full time radio station in beautiful growth area. This profitable property can pay its way out over a ten year period with no increase in present business. Pricing at $265,000.00.

CALIFORNIA—Full time radio station with fixed assets of over $180,000.00. Will gross $110,000-$120,000.00 in 1962. Pricing at $195,000.00 with $35,000.00 down and ten year pay out.
AT&T's Telstar ushers in global tv age

TEST TELECASTS SHOW SATELLITE TO BE COMPLETE SUCCESS

Intercontinental television became a reality last week when a 170-pound ball, circling the earth every 158 minutes, successfully relayed TV programs from the United States to England and France, then from England and France to the United States.

Telstar, a product of the American Telephone & Telegraph Co., exceeded the wildest hopes of its developers in picking up and transmitting a U. S. telecast Tuesday evening—15 hours after it was successfully placed in orbit—and on Wednesday evening and night when it relayed TV programs first from France and then England to America.

These were admittedly tests; next Monday, July 23, the first planned and scheduled telecasts between the new world and the old will take place. The three U. S. TV networks will beam a special program to Europe, and Europe, through the aegis of the European Broadcasting Union, will beam a special program to the U. S.

But even as cheers sounded for the success of Telstar as an intercontinental relay for television, telephone, telegraph and data transmission, bigger plans for communications satellites were suggested by reports out of the Soviet Union:

**Soviet Plans** — The Russians, the report said, are planning to orbit four Sputniks to relay Moscow-originated TV programs throughout the vast land mass of the U.S.S.R. The report was made by former U. S. Senator William Benton of Connecticut, president of the Encyclopedia Britannica, last Wednesday night upon his return from a 17-day visit to the Soviet Union. Mr. Benton said that Michael Khalarmov, chairman of the Soviet State Committee on Radio and TV, told him that the U.S.S.R. plans to use four satellites to transmit TV programs from Moscow throughout the nation, instead of using cables or microwave relays.

**Hinted at Here** — The idea of networks using satellites to interconnect affiliates has been suggested in the United States by several people. It was first broached before a congressional committee by Lee Loewinger, antitrust chief of the Department of Justice. David Sarnoff, RCA chairman, said subsequently that such a use was a possibility in the future.

The irony of this utilization is that AT&T is the prime provider of interconnection circuits for the TV networks in the country. The networks spend an estimated $50 million a year on "lines" from the Bell system.

The Soviet Union figured in another aspect of the Telstar story. AT&T and National Aeronautics & Space Administration officials acknowledged that there was nothing secure about the communications satellite. "There's no protection," a NASA official said, if any other country, including the U.S.S.R., wants to use Telstar. It was explained that they would have to have the proper equipment, precise knowledge of the satellite's orbit and of the transmitting and receiving frequencies as well as the code for the signal which activates the satellite transmitters and receivers. This information would be furnished, even to the Soviet Union, AT&T spokesmen said, if it was considered in line with U. S. policy for the peaceful uses of space.

**Olympics, World's Fair Next** — Within 48 hours after Telstar was orbiting, suggestions were made that its success heralded a space communications system that would enable American viewers to see the 1964 Olympics in Japan, and the rest of the world to see the New York World's Fair in 1964-65.

A space-communications operating system would require anywhere from 20 to 40 Telstars, randomly orbiting so that a satellite would always be in electronic view contact with ground stations in this country and other nations in Europe or the Far East. This is the proposal of AT&T and others who see a chance to begin commercial satellite communications in two years.

Two more space satellite programs, both sponsored by NASA, are scheduled. One is Relay, similar to the Telstar project, with RCA building the satellite for what is called low-altitude flight. The other is Syncom, being built by Hughes Aircraft Co., which NASA will attempt to loft into a 22,300-mile high orbit. At this distance, the communications satellite is expected to circle the earth at the same rate that the earth turns, thus appearing to hover over a fixed point on earth. Three such synchronous satellites are considered all that would be required to cover the globe.

Hailed by the world as an American
triomph, the success of Telstar evoked an acknowledgment that the Kennedy administration is studying the implications of world-wide television and that meetings are due soon between government and industry representatives on how best to use this powerful new communications breakthrough in international affairs.

**Meyers’ Study** Being studied and discussed in high government circles is a report prepared by J. Tedson Meyers, administrative assistant to FCC Chairman Newton N. Minow.

Mr. Meyers was detached from his regular duties last March to work on this study.

As explained by White House sources, the Meyers’ report suggests the importance of world-wide tv and its possible utilization to advance U. S. foreign policy. Among the questions raised by Mr. Meyers, it’s understood, is the delicate one of how to coordinate the interests of the private sector of American broadcasting with the government’s objectives in foreign affairs.

The Meyers paper points out also, it was learned, that private American broadcasters might be encouraged to assist emerging countries, primarily in Africa and Asia, in establishing tv stations and systems through technical aid and operational know-how or through direct investment. This could be done with government encouragement and possibly with direct assistance through investment insurance or loans, the document said.

The greatest potential for U. S. influence, the Meyers’ report points out, is that of getting American programs (and the right kind of American programs) on foreign tv stations. This entails reciprocity, it is emphasized. How the government can persuade private U. S. broadcasters to assent to this is a touchy problem. Most foreign broadcasting is government operated or strictly controlled.

**Hailed by Kennedy** President Kennedy hailed the success of Telstar as throwing “open to us the vision of international communications. There is no more important field at the present time than communications and we must grasp the advantages presented to us by the communications satellite to use this medium wisely and effectively to insure greater understanding among the people of the world.”

**Seen by Millions** The historic programs were seen by millions in the United States, as all three networks cleared their screens to carry the first images from 3,500 miles out. In New York, the American Research Bureau Arbitron reported 952,700 homes in the New York area were tuned in Tuesday evening when the first programs were relayed from Telstar.

On the next day, all the networks cut into their regular programming to pick up the eight-minute segment from France. CBS claimed it was the only network to interrupt a regular program to carry the live British spacecraft later that night.

Newspaper coverage of the Telstar triumph was all-out. All leading dailies carried banner headlines and page one stories and pictures. Newspaper editorials hailed the successful mission as a major step toward global tv, and many emphasized that Telstar was a product of private enterprise.

Telstar was put into orbit at 4:30 a.m. Tuesday (July 10). It was borne aloft by a Delta rocket launched from an NASA pad at Canaveral. AT&T paid NASA $2.7 million for this service; the first time the government agency has used its facilities for a private satellite.

**First Space Call** Fifteen hours later, the satellite was in position to begin transmission and reception from AT&T’s space station at Andover, Maine. The first space-relay circuit was a telephone conversation between Frederick R. Kappel, AT&T chairman, at Andover, and Vice President Johnson in Washington. This was followed at 7:30 p.m., with a taped telecast of the Stars and Stripes waving from a flagpole in front of the antenna radome at Andover, with the National Anthem as background music. It was followed by live scenes of the control center at Andover and AT&T officials. The circuit was from Andover to Telstar and return.

Pictures, carried throughout the nation via the television networks, were clear and distinct with only a faint suggestion of fuzziness in the taped segments as compared with the live originations. Audio was clear for both segments.

The live portions of the telecast were those picked up first by the French ground station at Pleumeur-Bodou in Brittany. A French official said the pictures looked so clear they could have come from 20 miles away. The British,
Chaplin on tv

Jayark Films, New York, which distributes Bozo the Clown series to stations, is planning new and unusual comedy project spotlighting Charlie Chaplin, rarely seen on television. Jayark is assembling 39 half-hour tv programs from several hundred short subject of silent movie era in which Mr. Chaplin starred.

BROADCASTING, June 11, 1962

Like microwave relay, but more complex

What AT&T and the National Aeronautics & Space Administration have done with Telstar is to launch a relay facility like the microwave towers that dot the U. S. and permit tv owners to view programs from Hollywood or New York—or points in between.

Basically Telstar is the same as those microwave stations across the country—but, the reach is farther. In the terms of an engineer, it is more complicated, more sophisticated and more rugged.

The first active relay satellite is a 170-pound ball-shaped instrument 34½-inches around its middle. Its aluminum and magnesium skin is covered with 3,600 solar cells designed to convert sunlight into electricity to charge the 19 nickel-cadmium batteries which power its transmitter and receiver elements. Around its center are two omnidirectional antennas—one for receiving, the other for sending.

Atop the Telstar is a helix antenna to receive the command signals from AT&T to turn the equipment on and off, for transmitting tracking beacon signals, and also for transmitting via telemetry some 115 items of information, including temperatures outside and inside the capsule and pressure inside the satellite.

Transmission to Telstar is on 6390 mc; it transmits on 4170 mc. It has a traveling wave tube capable of amplifying the broadband signal (600 telephone conversations or one tv program) 10,000 times.

The communications satellite is or-

KOMEDY KLASSIKS

AVAILABLE NOW!

JAYARK FILMS CORPORATION
733 Third Avenue, New York 17

The July 23 program will be the first formal direct telecast between the two continents. A program being arranged by the three U. S. networks will be sent via Telstar to Goonhilly Down in Britain and fed by the British to the 16 Eurovision countries of the western world.

EBU Program • The program from the EBU will be coordinated at Brussels and fed to the British land station for transmission to Telstar and reception by AT&T at Andover where it will be fed to the three American networks for distribution throughout the U. S.

Both programs will be 15 minutes, and they will be sent on different Telstar passes.

The EBU program will include live pickups of Europe's famous mountains, rivers and capital cities. Before transmission to the U. S., they will be converted from the three EBU standards (405, 625 and 819 lines) to the U. S. standard of 525 lines.

The U. S. program is being arranged by a special network committee comprising Ted Fetter, ABC; Fred Friendly, CBS, and Gerald Green, NBC. Executive producer of the EBU program is Aubrey Singer, BBC.

Later in the year two more European countries will have space stations for Telstar communications. Italy is building a large facility at Fucino, 50 miles northeast of Rome, and West Germany is constructing a station near Raisting, about 30 miles south of Munich.

$50 million Project • AT&T has spent an estimated $50 million on the Telstar project. Included in this figure is the $1 million for the construction of Telstar itself; the $2.7 million paid to NASA for the rocket and launching facilities, and the $10 million that the
tracking radar is in a usable signal which has times necessary opening for.

The Bell ground station, Space Hill, at Andover, Maine, occupies 1,000 acres about 15 miles north of Rumford. The prime equipment there is a giant horn antenna with an aperture opening of 3,600 square feet, necessary to scoop up the one-billionth watt signal coming from Telstar. The signal is amplified up to 10 billion times through a ruby crystal maser and an FM feedback circuit to result in a usable signal which has a minimum of noise. The Andover site also is the center for a complete system of tracking radar to lock the horn antenna onto Telstar.

Bell system spent in building the Andover installation. AT&T also has a smaller space complex at Holmdel, N.J., used for experiments with Echo, the passive relay balloon used to bounce radio signals across the continent.

AT&T has scheduled a second Telstar shot later this year, also through the facilities of NASA. Tracking and telemetry transmission is permanently turned off in two years after orbiting so as not to cause interference to future satellites.

AT&T's stock moved up 3 1/2 points on Wednesday, the first day of trading after Telstar's advent. It was the most actively traded stock on the New York Stock Exchange on that day, with 105,800 shares being traded. It moved from an opening of 109 3/4 to a closing of 113 1/4, the day's high.

**Tv return for Liberace planned by Telesynd**

After a five year absence from tv, Liberace plans to return in 1962-1963 in a new series of 12 one-hour monthly filmed variety shows.

Tentatively titled *An Evening With Liberace*, the program may be placed in syndication next fall by Telesynd, a division of the Wrather Corp., New York, distributor of the shows. However, the possibility of network scheduling has not been ruled out, according to a Telesynd spokesman.

The shows will be produced by International Productions Inc., owned jointly by Liberace and his management office, Dick Gabbe-Seymour Heller Management.

Each of the shows will feature guest stars. Filming is scheduled to begin in Hollywood this summer.

BROADCASTING, July 16, 1962
SEVERAL STORER SERIES IN WORKS

McCarthy programs mostly sold; firm starts second year

Storer Programs Inc. is starting its second year with several programs in production, at least one series nearly completely sold out and bright prospects up and down the line. George B. Storer Jr., president of the parent Storer Broadcasting Co., told a luncheon news conference in Los Angeles last week.

It was just a year ago that Storer started in TV film syndication with the formation of Storer Programs Inc. to handle distribution, production and sales of TV shows. Their first purchase was of 168 hour-long taped Divorce Court programs from KTTV (TV) Los Angeles (BROADCASTING, July 10, 1961).

That initial venture has been a great success, Mr. Storer said. Divorce Court is going greatguns as a daytime program, with good sales and good ratings. Sales have been international as well as domestic.

The company now has several programs in production, Mr. Storer said. He listed Little Solo, series of 39 half-hour shows with a dog star, based on a feature length theatrical film; it is the McCarthy series just going into production (in association with Television Artists & Producers Corp.) “but already 99.9% sold and I wish I could talk about it but I may be able to within a couple of days”; Communism-RME, 26 half-hour programs designed to educate the American public about communism, making use of UPi news and 20th Century-Fox newsreel material. “This is a labor of love for us,” he said, “and a very hard job to do.” The “RME” comes from a Winston Churchill remark defining communism as a “riddle wrapped in mystery inside an enigma,” Mr. Storer explained. Art Linkletter serves as host on this series, which has not yet been released.

Mr. Storer was in town for the 35th anniversary of Storer Broadcasting Co. and the third anniversary of KGBS as the Storer-owned radio station in Los Angeles, which were celebrated jointly with a lawn party reception held Wednesday (July 11). He said news is replacing music as the programming mainstay of the Storer radio stations. News is much more challenging, much more demanding, he commented. “Anybody can pull a record from a file and play it, but news must be actual, factual and authoritative and that takes a lot more doing.” The KGBS news staff has increased its personnel five-fold in the last year and the same ratio applies pretty well to all Storer radio stations, he said.

Editorializing he called “the most satisfying, most rewarding thing we’ve ever done,” but he added that the Storer stations editorialize only “where we’re mature enough, where we know the community well enough to be sure of the facts and present them and then draw our conclusions.” That time has not yet arrived for KGBS, he said, but “we’ll editorialize here when we’re ready.”

He would be very much interested in getting full time for KGBS, he declared, either through an extension of the hours of permitted operation on its present frequency of 1020 kc, which it shares with clear channel KD8A Pittsburgh, or by acquiring another frequency on which full-time operation is authorized.

Etv outlets to get 520 hours from NET

Educational TV broadcasters will receive 520 hours of programming for the 1962-63 season from the National Educational TV & Radio Center, John F. White, president of the organization (NET), said last week.

NET, which operates on a $6 million annual budget, is spending $3 million on programming, Mr. White said. Some of the new series:


To be continued for the new season are such NET standbys as “What’s New?” for children 8-12 years old; “Master Class,” on music, including 20 with Pablo Casals, 7 with Lotte Lehmann and others; a re-run of “Age of Kings,” plus several plays by Ibsen, Oscar Wilde and Turgenev. Special programs will explore jazz, folklore, the European Common Market and desegregation.

The NET organization, which recently received $4.7 million from the Ford Foundation to help in its programming service to 60 etv affiliates (BROADCASTING, July 9), is also building a library of instructional programs for in-school teaching, Mr. White reported.

Talent agent rules mailed for SAG vote

A summary of the new regulations for talent agents, negotiated by Screen Actors Guild with the Artists’ Managers Guild and a committee of independent agents, has been mailed to SAG members together with ballots for their approval or rejection of the terms. A covering letter from the SAG board of directors strongly urges ratification of the new agreement.

One major change is that performers are no longer called on to pay commissions to their agents for minimum residuals after the second re-run. Formerly all minimum residuals were commissionable. This rule becomes effective after Jan. 31, 1963, but it applies to re-runs of programs made at any time back to the beginning of residuals.

The rules for tv commercials have been appreciably changed. Representation of tv commercials is no longer automatically included in a contract for tv representation, but must be specific.

(Programming continues on page 75)
EDITORIALS GIVE STATION PRESTIGE
Expressing opinions on public issues already fastest growing program format and promises even more growth, survey shows

The broadcast editorial is the fastest growing form of radio and television program.

With this growth, stations are acquiring new prestige and greater influence in their communities, according to a nationwide sample survey conducted by Broadcasting.

Returns from a typical cross-section of editorializing stations show the dynamic development of this growingly popular form of public-service programming. Questionnaires sent to a random sample of 350 editorializing stations produced 205 usable replies.

The random selection technique, it was felt, would produce the widest diversity of responses from editorializing stations. This widespread sampling of experienced editorializers is calculated to give the deepest reservoir of knowledge which can be tapped for the benefit of station executives seriously considering going into the field themselves. On the other hand, it classifies the survey information as a cross-section of the industry's editorializing posture and necessarily omits large numbers of stations that have made significant progress in the field.

Here are some of the high spots of the survey:

* One out of six editorializing stations have aired their editorial opinions less than a year.
* One out of 16 editorializing stations have done so for more than 10 years.
* Over half of the stations editorialize daily or five days a week.
* The editorial board system is the usual method of selecting editorials.
* Management keeps a tight rein over editorial policy.
* Five out of six of the editorializing stations (83%) report this practice of taking a stand on issues of the day has improved their position as a competitor to local newspapers.
* Nearly half of the reporting stations run their editorials anywhere from three to eight times a day.
* One out of five editorializing stations have taken a position on political candidates (see political story, page 54).

The first burst of editorializing appeared on the broadcast scene in the last half of 1949 when the FCC revoked its famed Mayflower or anti-editorial decision. The growth was steady, but not spectacular, during the 1950s. During that decade a number of members of the FCC spoke out on behalf of editorializing as a public service responsibility. Finally when Newton N. Minow assumed office in early 1961 he frequently stated with vigor his belief in editorializing (see FCC story, page 56).

The present FCC is unanimous in its belief in station editorializing.

In sampling stations that carry edi-
EDITORIALS GIVE STATION PRESTIGE continued

Florida Resolution • Just last month Florida Assn. of Broadcasters adopted a resolution stating that “vigorous, courageous editorializing is one important way by which the broadcast industry may rid itself of the fear of government programming control.” About 60% of Florida stations editorialize, compared to a 30% national average, according to Lee Ruwuch, WTVJ (TV) Miami, past president of FAB and a longtime editorializing booster.

Why, after all these years, is there such a boom in editorializing? Aside from the bureaucratic barriers once imposed by the FCC, the fact must be faced that broadcasters’ news efforts just three decades ago were dominated by timidity, fear and inadequate reporting. The networks led the trend by accepting from AP, UP and INS a spoonfed Press-Radio Bureau Cooperative news service as it was teletyped to them.

In the mid-1930s more aggressive stations were asserting their independence by recognizing the importance of news as a program feature. The bureau was finally booted out of its control of network news after three years, ending a sorry phase of news broadcasting. But along came the Mayflower Decision, a frightening setback for stations that wanted their opinions known in their communities.

Still Commented • There’s practically no documentation, but it’s likely some broadcasters got around the Mayflower Decision through such devices as personal commentaries.

Now, with broadcasting in its fifth decade, the editorial is coming into its own. Why do stations want to editorialize? What impels the decision to shift from neutrality into the type of offensive position the FCC encourages?

Some of the philosophy and practical planning that has led to editorializing will be found in these columns. The cases cited are typical as a result of the random sampling technique. They were not selected on any sort of recognition system but merely culled from the 200-plus questionnaires.

Jules Dundes, vice president-general manager of KCBS San Francisco, explained that the role of radio has been changing in the last few years. “It’s no longer strictly an entertainment medium,” he said, “but is now also an important information source. We believe not only do we have an obligation to inform our listeners on subjects of community interest but also an obligation to state our opinions when we have something important to say.”

One of the overwhelming proportion of stations granting equal time for replies and actively soliciting rebuttal, WDSU-AM-TV New Orleans, makes a point of distributing mimeographed texts of both its editorials and the replies. (The same practice is followed by other stations.) “The WDSU editorial policy has as one of its fundamental purposes to encourage the progress and growth of Louisiana,” said A. Louis Read, executive vice president-general manager.

Early Editorials • WMCA New York started campaigning for the right to editorialize in 1948 and by 1954 was on the air weekly. Now it editorializes a minimum of four times a day (24-hour day). R. Peter Straus, president, holds a tri-weekly conference on station editorials.

“WMCA editorializes to stimulate listener interest toward positive action in local, national and international affairs,” said Michael Laurence, public relations director. He cited a Psychological Corp. of America study showing WMCA audiences “regard the station as a fair-minded crusading broadcasting outlet.”

Mr. Straus contends, “The listener, besides being entertained and informed, must be educated, stimulated and pro- voked if the cause be just.”

Here’s the way Eugene B. Dodson, vice president-manager of WTVT (TV) Tampa-St. Petersburg, Fla., put it: “WTVT believes people prefer to watch the station they can trust, and which they regard as a friend and good, responsible fellow citizen.” WTVT tackled a hot one locally by editorializing on behalf of cooperation between the rival cities and Hillsborough and Pinellas counties. It was delighted when a joint county commission committee and planning group followed.

In many cases the documentary function blends with editorializing, serving both to inform and to present a station’s position. KOIN-TV Portland, Ore., arranged a three-part documen-
“Look what local-issue editorializing can do—and welcome it as your public responsibility.” says John F. Dille, Jr.

(John F. Dille, Jr., who serves on the NAB Committee on Editorializing, is President of WSJV-TV, South Bend-Elkhart, WTRC-AM/FM, Elkhart, WKJG-TV and AM, Fort Wayne, Indiana.)

It can stir up the state legislature.

An Air-Editorial on reapportionment, "The Shame of Indiana," suggested three solutions to the political nose-count problem, probed an accusing finger in the ribs of public officials, and stirred up a wide response.

It can improve the image of a town.

This Air-Editorial was entitled "To Kill A City." It served to erase untrue impressions about South Bend, Indiana as an area of labor unrest. It stimulated citizens to renew their efforts to attract new industry to this city and strengthened their faith in themselves.

"It can change the time of day!"

Indiana's inconsistent clocks came under scrutiny in the Air-Editorial programmed as "Time and Time Again!" The difficulties arising because adjoining counties observe "slow" time or "fast" time during a portion of the year were graphically described. Since this telecast, the South Bend Chamber of Commerce has taken a positive stand, and the City Council is expected to follow.

"If broadcasters want the prerogatives of freedom of the press, they must acknowledge the collateral obligation of effort and expense in the editorial field. Lively, constructive editorializing heightens the stature of the station!"

WKJG-TV  WSJV-TV
FORT WAYNE  NBC  SOUTH BEND-ELKHART  ABC

CALL ATS TODAY! ADVERTISING TIME SALES, INC.
EDITORIALS GIVE STATION PRESTIGE continued

tary in which outstanding scholars led
discussions of world population pres-
sures.

Many of the group broadcast opera-
tions are aggressive editorializers. West-
inghouse and Storer, to name a couple,
consider editorials a basic program ser-
vice.

Editorial experimenting is under way
at Corinthian Stations. Techniques,
personnel requirements and other as-
pects of the problem are being studied
at WANE-TV Fort Wayne, Ind. If the
Fort Wayne trials shake out, Corinthian
hopes to expand editorializing to other
markets.

Otherwise Sterile = Lawrence H.
Rogers II, executive vice president of
the Taft Broadcasting Co. stations,
summed up the need for editorializing
this way, "The continuing concentration
of the ownership control of the printed
press and its relative decline in effec-
tiveness demand an increasing attention
to editorial expression by broadcast li-
censees. A broadcasting operation
without expression of views is not only
sterile; worse yet, it runs the risk of
being merely a conduit for the views
of others through the overwhelming
preponderance of network program-
mimg in television and press association
news copy in radio." All Taft stations
editorialize.

A major entry joined the ranks of
tv editorializers last week. WMAR
(TV) Baltimore accompanied a 25-
minute documentary on juvenile van-
dalism with a three-minute editorial
voiced by Robert B. Cochrane, program
director. The editorial noted that 27
states have laws covering responsibility
of parents for vandalism by their chil-
dren and called for a similar statute in
Maryland. The WMAR editorial was
independent of the Sunpapers, which
own the station. Mr. Cochrane said
documentary-editorial features will be
broadcast monthly, perhaps oftener, on
a regular basis. The station has seldom
taken an editorial position in the past.

Opposition = Then there are reasons
why stations feel they should not edi-
torialize. Del Leeson, general manager
of KPAM-KPFW (FM) Portland, Ore.,
views it this way: "We decided we
could not come up with an acceptable
approach without adding additional
people to do nothing but research . . .
. . . Until we could undertake editorializing
on a consistent, day-to-day basis we
were better off not to initiate the idea."

But J. Michael Early, general man-
ger of WWL-TV New Orleans, said
WWL-TV is "no longer a neutral gen-
der." When a piece of financial legisla-
tion became involved in power politics,
WWL-TV editorialized, "We the peo-
ple were robbed." It has commented
firmly on such topics as bridge tolls, a
shipbuilding tax and school integration.
A three-point policy guides WQXI
Atlanta: Opinions should be sound and
based on truth adduced from fact; an
editorial voice must not be critical sole-
lly for the purpose of criticizing; an
editorial should never be self-serving.

Competitive = "We have improved
our position as a competitor to the lo-
cal newspaper," said Paul F. Skinner,
president-general manager of WHBL
Sheboygan, Wis. Four out of five edi-
torial deals with local matters.

Bill Harrell, KVOZ Laredo, Tex.,
finds editorializing "has opened to

Does editorializing help station's image?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Unknown</th>
<th>Unanswered</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the community</td>
<td>97%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>As competitor to newspapers</td>
<td>76%</td>
<td>6%</td>
<td>9%</td>
<td>8%</td>
</tr>
</tbody>
</table>

newsmen doors that were formerly
closed." KVOZ has attacked local law
enforcement, poor streets and the
narcotics problem with hard-hitting edi-
torial.

But WHRB-FM Cambridge, Mass.,
does not editorialize. David E. Levy,
station manager explained, "We prefer
not to get involved in editorializing and
to devote our time to maintaining the
highest possible standard in our other
programming—classical music, jazz,
folk music, news and public affairs fea-
tures such as drama and documen-
taries."

At times the difference between edi-
torials and commentaries is not sharply
drawn, especially when the personality
aspect is prominent. For example, a
new morning news program on WFLN-
AM-FM Philadelphia, Editorially Spea-
kking, gives Taylor Grant a chance to
voice his own views on news of the day
in a way "to provoke opinion and stim-
ulate conversation."

What "We Think" = "We have no
right to tell people what to think," ex-
plained W. C. Swartley, Westinghouse
Broadcasting Co. area vice president.
"What our editorials do is tell what
we think. A new dimension has opened
up in radio and television journalism."
An editorial researcher and writer pre-
pares editorials.

James E. Allen, WBZ-TV Boston,
and Paul G. O'Friel, general manager
of WBZ-WBZA Boston-Springfield, said,
"We believe our editorial posture is
superior to that of the local newspapers,
which often give the impression of let-
ting their news be colored by their edi-
torial policy. Our news and editorials are
totally separate in every respect."
The stations, along with newspapers,
have long championed urban renewal
and the program is described as moving
ahead.

Charles C. Smith, president of
WESC Americus, Ga., said, "We strive
for the image of good citizen-
ship."

When John S. Knight, newspaper
operator and owner of broadcast mi-
nority holdings, was quoted in the De-
 troit Free Press as saying newspapers
print readers' replies to their editorials,
a broadcaster was moved to reply. Thad
M. Sandstrom, WIBW-AM-TV Topeka,
Kan., cited examples in which public
officials and legislators had accepted
offers of station facilities to reply to
broadcast editorials. "Most broad-
casters believe they have an obligation
to present both sides of controversial
issues," Mr. Sandstrom wrote Mr.
Knight.

WIBW-TV prefers a weekly interval.
"We try to be selective when we edito-
ralize," said Mr. Sandstrom, general
manager of the newspaper-affiliated
station. "Then people know we are tak-
ing a stand on a major community
problem. We believe our editorials
stimulate thinking by many people who
are only casually interested in city and
state affairs.

"Many do not read newspaper edi-
torials but in broadcasting we have a
unique ability to get our viewpoint
across to all who are tuned in."

Mr. Sandstrom decides on policy
after consulting the news director and
department personnel. Spokesmen for
the proposition are not infrequent.

An editorial on the need for hot
water in schools produced dramatic re-
sults, with the school board deciding to
correct the situation.

George Whitney, vice president-gen-
eral manager of KFMB-AM-TV San
Diego, Calif., said, "Broadcasting must
earn a position of stature within the
community. Editorializing is the most
important factor in this process."

And Bob Gamble, news manager of
WFMAM-AM-FM-TV Indianapolis, said
it makes "for best public relations, news
appeal and public information."

"It makes advertising much more be-
Pulled almost twice the audience on WJW-TV as the next 2 stations combined

Now available nationally...130 fascinating half-hour programs

Newest children's show on TV

B'WANA DON in Jungle-La

Bongo Bailey...a chimpanzee who does the "Twist"!
Bongo is B'Wana Don's chief helper and mischief maker.

Elsa the Lion cub...
Bongo's pal and competitor in the wrestling arena, and the unwilling target of Bongo's pranks.

Benny the Boa Constrictor...tame and gentle as a puppy, Benny spends his time and his 7 feet of body wrapped around B'Wana's neck.

ENTERTAINING — EDUCATIONAL... Visitors to Jungle-La range from alligators to zebras — or maybe even from aardvarks to zorils. Go with Bongo on a submarine safari to see rare tropical fish. B'Wana Don brings to Jungle-La virtually every species known to the animal world.

ALSO AVAILABLE AS A ONE-HOUR PROGRAM

OFFICES: Atlanta, Chicago, Houston, Los Angeles / 500 Park Avenue, New York, N.Y.
EDITORIALS GIVE STATION PRESTIGE continued

dievable," said William N. Bate, program manager of KRLW Walnut Ridge, Ark.

In the opinion of W. L. Gleeson, general manager of KICO El Centro, Calif., "it is a waste of facility not to use it fully." J. P. Wardlaw, president of KIST Santa Barbara, Calif., said, "Related or not, business continues to rise."

Fine Response • WAVA Arlington, Va., in the Washington metropolitan area, ignored warnings to stay out of controversy and did just the opposite, according to Arthur W. Arundel, president. Sponsors would quit and listeners turn off WAVA, he was told. What happened? "Listeners who most violently disagreed with our opinion have given us some of the finest letters. We have invited letters, broadcasting the better ones. Sponsors have at least been tolerant. Several threatened to quit but none have done it. The angriest listeners write over and over again."

Mr. Arundel warned that stations planning to editorialize should recognize they are taking a serious, solemn step and must be prepared to face criticism and to spend adequate time in preparing editorials of professional quality.

Dozens of stations observed local newspapers don't take stands on political and controversial issues and when they do often give biased or incomplete versions of situations. This is a natural spot for broadcast editorializing, of course.

In McKinney, Tex., to cite one of hundreds of examples, KMAE is the only source of local facts much of the time, according to George W. Smith Jr., owner-general manager. The station has commented on national and international problems when local issues were not of immediate importance. Mr. Smith, incidentally, was elected mayor of McKinney. KMAE has promoted tax re-evaluation, school changes, city improvements and doubling of the city's area.

Home Problems • Local newspapers tend to editorialize on national and paper city, WOOD Grand Rapids, Mich., points out that editorials give "a second viewpoint on many issues." Michael O. Lareau, station manager, said editorializing "has added an additional maturity to our news presentation." WOOD is one of the Time-Life stations. Willard Schroeder is president-general manager.

Leadership • The newspaper-affiliated WSB-AM-TV Atlanta stations editorialize "because people need to be led, not just fed, by those in a position to know and disseminate the facts," according to Dick Mendenhall, editorial director. He added, "In the area of opinion, people are beginning to consider WSB a voice of its own, and many are listening and reacting."

KNTV (TV) San Jose, Calif., joined the editorializing trend after Allen T. Gilliland, president, attended the NAB convention last March. A fulltime staffers researches, writes and airs editorials five days a week. "Our aim is to promote the citizen interest and governmental responsibility that are required if this area's explosive growth is to have direction and purpose," Mr. Gilliland said.

"We believe one of our obligations in the public interest is to provide thought leadership," said Campbell Thompson, general manager of WGNY Newburgh, N. Y.

"We editorialize to better the area," said Simon Goldman, WJTN James-town, N. Y. "A better community means a more prosperous community."

Without editorials "a station risks being sterile," said Jesse Helms, vice president of WRAL-TV Raleigh, N. C. Like other stations, WRAL-TV has been reported to the FCC for its editorials but has told the Commission the what, how and why of the stands.

"You can't lose by editorializing," said Robert Wells, president-general manager of KIUL Garden City, Kan. "It is our firm belief that even a poor editorial is better than none at all."

Short Editorials • Gordon McLendon, president of the McLendon Stations, features a machine-gun technique in his one-minute editorials. "Rubbish," he observed on the air, in commenting on talk of economic weakness. Another comment, "If we pass a few more bills like Senator Gore's our free enterprise system will finally throw up and give way."

Sherwood R. Gordon, president of KSDO San Diego, Calif., said, "The maturity of our medium is only realized with an editorial voice."

Joseph S. Field Jr., manager of WIRK West Palm Beach, Fla., feels editorializing creates "an atmosphere of adult listening in an era of children's music."

"We feel editorializing represents the logical climax to reporting the news,"
"Swans' eggs to smash... in a thousand American cities... For Kicks"

Today's young Vandal is a faceless phantom whose handiwork defaces a thousand American cities... For Kicks.

His trail is marked by broken glass, smashed street-lights, ransacked schools, false fire alarms and the shattered nests of beautiful birds—all accomplished in his search... For Kicks.

He is a problem IN Baltimore, but not a problem peculiar TO Baltimore, because his work may be seen wherever idle hands itch... For Kicks.

He is the product of many backgrounds, many different circumstances. Average him all together and he is white, male, thirteen, and willful—always on the lookout... For Kicks.

In Baltimore, Station WMAR-TV's cameras have made a searching study of juvenile Vandalism in a graphic documentary entitled... For Kicks.

And in a Station Editorial concluding the study, WMAR-TV says: "...at least a part of the solution lies in a declining sense of responsibility... an atmosphere of parental unconcern which may be fed by the knowledge that, in Maryland, a parent is not legally responsible for the depredations of a minor child.

"...in recent years 27 states... have passed laws under which parents can be made to repair or replace what their children deface or destroy. Station WMAR-TV recommends a study of these model laws with a view to revising Maryland's own regulations to place a fair share of the job of correction and control of the adolescent where it has traditionally belonged... on the parent... in the home."

No Wonder — In Maryland Most People Watch WMAR-TV

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.
EDITORIALS GIVE STATION PRESTIGE continued

said James E. Ashstrom, news director of WPVl Painesville, Ohio.

"Anything we can do to get out of the electronic jukebox classification is important," according to Clair B. Hull, president-general manager of KCID Caldwell, Idaho.

"Prestige-wise nothing does a better job for us than our editorials," said Robert L. Wilson, president-general manager of WKVA Lewiston, Pa.

WCRB-AM-FM Boston caused a stir when it ran a critical series on the March of Dimes and polio foundation costs, pointing to heavy campaign pressures. "Many regard radio as a phonograph but editorializing gives a station character," said David S. MacNelll, news-program director.

KENL Arcata, Calif., started editorializing four years ago because, according to Mel Marshall, general manager, "the dominant daily has many sacred cows and runs few meaningful locally slanted editorials." KENL got into editorializing four years ago when plans for new city hall and courthouse used concrete construction whereas KENL argued local lumber products should be used. Arcata and Eureka were greatly excited over the matter, he said, though the station lost the fight. It's won a lot of local battles since, he said, adding a note of caution, "No station can editorialize successfully unless it is honestly devoted to the public interest as the editorialist sees it unless its policy is consistent, and unless its overall programming is believable."

Jose Ramon Quinones, owner of WAPA San Juan, P. R., put it this way, "We feel we contribute to the guidance of public opinion, which should be one of the functions of broadcasting stations." WAPA followed up a newspaper expose of mishandling of legislative houses with a demand for an investigation. "Our advice was followed shortly by those in authority," Mr. Quinones said.

Special Writer - WTXL Springfield, Mass., like many stations uses a freelance writer to research and prepare editorials but the general manager voices them. "A good editorial writer is hard to find," said Lawrence A. Reilly, WTXL president-general manager. Taking a look at the competitive angle, he added, "Others can crib our slogans, imitate our format and copy our techniques, but our editorials are our own." He added that editorializing is not a cheap undertaking.

Once a station starts editorializing, it seldom abandons the practice. KSET El Paso, Tex., has editorialized four years and likes to say it will continue until there's a law against it. To Roy E. Morgan, executive vice president of WILK Wilkes-Barre, Pa., the editorializing function "is part of our public responsibility." He said it has enhanced the station's reputation as a news medium and has brought new business in some instances.

In a rural community without a daily newspaper, Ronceverte, W. Va., WRON has a special role, according to James E. Venable, president-general manager. He said, "Prior to our editorials there was none to help promote civic projects or community needs." He said two weekly newspapers "are devoted mainly to court house records, births, deaths and ads."

Long-Time Commentator - Twice daily - 8:45 a.m. and 7:15 p.m. - is the policy at KOY Phoenix, Ariz. (see increase in the adult audience because of firm stands on public issues.

Editorial Assistant - WBDM-TV Chicago began editorializing about two years ago on an occasional basis with Clark George, vice president and general manager, appearing on the air. But in mid-March of this year the CBS-owned outlet began twice-daily five-minute editorials written and voiced by the new editorial assistant to the general manager, John Madigan, who formerly was city editor and assistant managing editor of Chicago's American and before that with Newsweek in Washington. An editorial board meets weekly to suggest subjects but Mr. Madigan submits his final editorial to Mr. George each day for review before airing. The editorials are aired 5:50-5:55 p.m. and repeated the next morning at 7:25 a.m.

WBDM-TV’s editorials frequently are controversial and legitimate opposing viewpoints are invited and given equal time. Political candidates are not discussed at the present time. Most successful campaign to date was WBDM-TV’s drive to get voter approval for the state university bond issue. Mr. George feels the editorials have helped bring the station closer together with the community and its leaders. He believes editorializing is part of the responsibility of the station license.

Radio Separate - WBDM Chicago, operated completely separate from tv, has editorialized since early 1960 on an occasional basis, usually three or four times a month. Vice president and general manager Ernie Shomo voices the editorials, written by newsmen John Calloway. There is no definite schedule and the same editorial may be repeated at different times. An editorial board sets policy. Controversy is avoided. Opponents are invited at the close of each editorial. Three potent campaigns have been on children's mental hospital, Cook county jail and school segregation problems. WBDM has neither supported nor opposed a political candidate. WBDM feels the editorials show the station’s interest in the community and its desire to serve in a practical way.

Three-A-Week - WIND Chicago, a Westinghouse station, has editorialized on an occasional basis during the past several years but began seriously last August. Manager Ed Wallis now writes and voices a new editorial on the average of three times a week. Controversial subjects are not avoided. One of the station's most effective campaigns was the "back-to-school" drive last August to help curb student drop-outs. WIND feels editorializing has helped the station’s stature in that it shows listeners the station is interested in community problems and is willing to take a stand.

James W. Allen, general manager of WBZ-TV Boston, delivers an editorial. Members of the WBZ-AM-TV Editorial Board are W. C. Swartley, Westinghouse Broadcasting area vice president; Harry Durning, editorial researcher-writer; Paul G. O’Friel, radio general manager and Mr. Allen.
when you think

NEW YORK RADIO

think

wmca

THE VOICE OF NEW YORK
570 kc
the straus broadcasting group
Represented by AM Radio Sales
Editorial boards usually select topics

MANAGEMENT, STAFF BOTH PARTICIPATE IN DECISIONS ON STATION POLICY

More than two-thirds of the editorial subjects are selected by an editorial board that often includes management. Broadcasting's sample survey of an industry cross-section discloses (see table, page 43). One out of five stations base their selection of topics on a staff conference.

There are various combinations of news staff and top management consultations but in general the editorial board plan prevails. At some smaller stations where the top directing head voices the editorials in person, he often selects the subjects and in some cases writes the editorial.

The analysis of subject selection shows that heavy emphasis is placed on local issues. At some larger stations the editorials often go into regional, national and international subjects.

Weekly Conference * At WIBC Indianapolis the subject matter is picked at a weekly editorial meeting or on decision of the general manager. WFBR Baltimore has a twice-weekly meeting of staff executives, with final decision up to the general manager. In two cases where policemen were assaulted, WFBR brought quick action with documentaries.

KLZ-AM-TV Denver uses the conference method of selecting topics. WQXI Atlanta, besides choosing topics of community need and timeliness, keeps in mind "the other classic functions of the editorial—to entertain and to inform." School segregation was handled by WQXI in an editorial series which touched on other school problems such as the four-quarter system.

Several subjects are selected each day at WWL-TV New Orleans by Phil Johnson, who writes and voices the twice-daily editorials. He is a former Nieman fellowship winner. A three-man editorial board picks one subject each day and sets policy. On the board are J. Michael Early, general manager; William Read, news director, and Mr. Johnson. One editorial led to indictment of an assistant district attorney. Another designed to interest listeners in the state legislature drew 2,000 requests within a month for names and addresses of legislators.

"Say What We Think" * "We have no sacred cows and have not hesitated to say exactly what we think and why," said Joe Moffatt, public affairs director of WSLS-TV Roanoke, Va. Editorials are recorded a day in advance and sometimes must be revised before air time.

KDRS Paragould, Ark., avoids the first-person pronoun, singular or plural, in its editorials except occasionally when an 'I' or "we" is unavoidable. The KDRS Notebook also includes commentaries, depth reporting, book reviews and sometimes pure trivia, according to Ted Rand, general manager.

Besides offering equal time for reply, KPAR-TV Sweetwater, Tex., has its news department sound out opposing views for news stories. The station refuses to allow sponsorship of editorials. A bond-issue campaign was described as an outstanding success.

The special problems of a suburban station in a major market give radio a good opportunity. At WDON Wheaton, Md., just north of the District of Columbia, editorials hit directly at listener interests—roads, taxes, zoning, trash removal and frivolous school spending, for example. "All Montgomery county newspapers are weeklies but we're on the air every day," Everett Dillard, president, observed. WDON keeps a running file of stories dealing with community events for use in editorial research.

Specialized Audience * Issues of interest to a specialized audience can be served by radio editorials. Harry Novik, general manager of WLIR New York, said the station carries weekend editorials reaching its Negro audience, otherwise reached mainly by weekly newspapers. A few letters have complained because editorials, which are repeated several times, are put in a jazz show.

WINX Rockville, Md., a Washington suburb, hit a hot one last spring—editorializing against a summer camp because of purported discrimination. Pierre Eaton, general manager, said, "We emphasize controversy."

The selection of local topics brings many phone calls to WMT Mani- towoc, Wis., said Francis M. Kadow, owner-general manager. "You don't smell the library paste on what we have to say, and the public knows it," he said.

Writer Does Script * A typical formula is that of KRLD-TV Dallas. President Clyde W. Rembert heads a committee that decides on editorial policy. A committee of management, program and news department directors selects subject matter, with an editorial writer producing the script.

WXYZ Detroit picked a hot one when it jumped on the two strike-bound Detroit newspapers for the so-called agreement which states that if one paper has a labor problem preventing publication the other will shut down.

KTVH Wichita, Kan., has tackled such community problems as safety, fire hazards, clean-up of streets, annexation and traffic.

At WTOP Washington, Post-Newsweek station, the week's basic editorial format is planned at a Monday morning conference (see photo above). The list of topics keeps abreast of the week's news under the flexible format used by the station.
Civic indifference is the most costly tax on citizenship.

The most gratifying result of our editorial policy, now in its third year at WLOF-TV, in Central Florida, is the tremendous evidence of public awareness and reaction to our editorials.

We take firm stands on serious and controversial matters of local, regional and national interest. Our editorials place current news and discussion in perspective with the past and the needs of the future.

Sometimes civic action reflects our viewpoint, sometimes not, but whatever the result, we have participated in the democratic process by encouraging healthy, widespread discussion.

We have been praised; we have been criticized. Our reaction is one of satisfaction knowing we have a strong voice that penetrates indifference.

When our editorials inform or stimulate public interest and reaction, pro or con, we have served our community.

One man’s opinion is not enough — neither in Central Florida, nor anywhere else in these United States. Each of us has a responsibility to use our freedom of speech, and to use it wisely and intelligently.
Fifth of stations back own candidates

MOST TAKE STAND ON ISSUES BUT RELATIVELY FEW PICK OWN SLATE

One out of five radio and tv stations that editorialize on the air have taken a stand for or against a political candidate, the Broadcasting editorializing survey reveals.

Based on 202 responses to the questionnaire section dealing with political candidates, the analysis of a cross-section of editorializing stations shows that 42, or 21%, of stations have come out on behalf of or against a candidate for public office.

The survey shows that 132 or 65% of the respondents have not taken a position on a political candidate. Another 28 stations, 14%, reported "not yet" or "plan to later" in reply to the political candidate question.

Two years ago the FCC made a complete station check. It found that of 5,000 stations, only 60 am, 11 fm and two tv stations had taken stands for or against candidates.

The presidential campaign debates of 1960 were an important factor in demonstrating the broadcasting industry's fairness in handling political broadcasts. While the FCC's 1960 check and the results of this questionnaire study are not directly comparable, the trend toward candidate endorsements is clearly shown.

Take Stand on Issues • While only 21% of stations in the Broadcasting sample have assumed an editorial stance for or against a candidate, practically all editorializing stations have made known their positions in the case of campaign issues or referendum ballots involving local or state matters.

Endorsed Kennedy • WMCA New York takes its political editorializing seriously. Its outstanding campaign effort was a 1960 endorsement of John F. Kennedy for the presidency. The station, along with WBNY Buffalo, stated specific reasons for endorsement of Sen. Kennedy.

"This editorial would have been illegal a decade ago," the late Nathan Straus, then board chairman, said in opening the campaign (see FCC history of editorializing, page 56).

Last year WMCA endorsed a Republican candidate, James P. Mitchell, for the New Jersey governorship. It also endorsed Mayor Wagner, of New York, for re-election. Reply opportunity was offered opposing candidates.

WOKE Charleston, S. C., a pioneer South Carolina editorializer, took a stand for the Nixon-Lodge ticket in the presidential campaign of 1960 two months before the election, said Harry C. Weaver, owner-general manager. Editorials are broadcast 11 times a day on a five-weekly basis. Recently a four-day Sunday schedule was added. WOKE was active on behalf of an amendment passed by the legislature. Editorials are titled "Minatorials." South Carolina now has nearly a score of editorializing stations.

Anonymous Critics • Or to put it simply, WMBR Jacksonville, Fla., said after supporting a candidate for the state senate (Broadcasting, May 21): "He won." Incidentally, WMBR "has been rebutted only twice in 3½ years," said Donald R. Smith, station manager.

He said "too many timid souls won't speak for the record but are content to write anonymous letters."

KHOF-FM Los Angeles came out for Richard Nixon for the Presidency, V. Dale Smith, general manager, recalled. "Freedom of expression will only be had as long as we exercise this freedom," he said.

WSAC Fort Knox, Ky., hits national as well as local problems. In editorializing on the medicare problem it proposed a public debate between President Kennedy or Secretary Ribicoff and the American Medical Assn.

In Canton, Ill., WBYS editorialized successfully against secret votes by county supervisors, leading to re-voting on key matters. It was active in bringing about revised election laws. "Editorializing humanizes a station," according to Charles E. Wright, general manager.

WSNY Schenectady, N. Y., staged a campaign against Gov. Rockefeller's compulsory fallout shelter proposals, with legislators receiving heavy mail.

Election Problems • The "fairness doctrine" is unrealistic, according to Lawrence A. Reilly, president-general manager of WTXL Springfield, Mass.

When WGLI Babylon, N. Y., takes political stands, it conducts better interviews with the parties concerned, said David H. Polinger, general manager.

Politicicking was effective at WWLP (TV) Springfield, Mass., according to W. L. Putnam, president. He explained it this way, "I knocked the hell out of him (candidate). He stunk and I said so. He was fired."

Editorial compares tv, newspaper standards

Sometimes a broadcaster editorializes about his own industry. That happened in Orlando, Fla., where WLOF-TV ran an editorial based on television's high advertising standards, comparing them with some of the ads carried the day before in the local newspaper.

The editorial was titled "People Who Live in Glass Houses." It was accompanied by a chamber of horrors, a collection of clippings from the previous day's newspaper.

After reviewing some intimate morsels from the newspaper ads, WLOF-TV reflected this way, "So we're cured for another day. Now we can go back to tv where our code of good practices prohibits us from accepting advertising material which offensively describes or dramatizes distress or morbid situations involving ailments. Tv isn't so bad after all."
Most six-year-olds don't smoke

Nor do most youngsters—teen-agers included—fly to France, buy batteries, take out life insurance. Matter of fact, they rarely do anything that costs very much.

That's why WJR program planners insist on adult programming. Could be this strict policy explains the fact that 89% of WJR's vast audience (2,183,000 people) are 25 years and older, according to the recent WJR-Politz study.

Many of these good people do smoke, of course. And because they are people of considerable means, they buy lots of cars, too, and wash bundles of clothes and eat T-bones and wax floors.

While listening to adult programming and important sales messages on WJR, of course.

Apparently it's WJR's Complete-Range Programming that lures these people to their radios—and keeps them there—all hours of the day and night. Because they keep saying things like: "Great news coverage," "Top sports reporting," "Fascinating shows for home-makers," "Best farm programs," and "Tasteful advertising."

Isn't there something you'd like to sell these unusually receptive people?

Call your Henry I. Christal representative or write WJR soon.

The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.
He contended it "makes special problems at election time, accounting for the reluctance of stations to support specific candidates."

In Greenville, N. C., where Democratic votes outnumbered Republican 12 to 1, WOOW suggested GOP voters get off their seat and on their feet to fight for a two-party system. Forty-seven percent more Republicans voted than in the previous general election and registration was up.

After six months of five-daily editorials, M. R. Sullivan, WOOW general manager, said, "I can't understand why I didn't do it before. It's a great experience and builds audience loyalty." There is nothing greater than the feeling of being involved in the whirlwind of public thinking.

Candidates are invited to guest appearances, answering questions sent in by listeners to KDBS Alexandria, La. The station outlines candidates' qualifications in editorials, discussing platforms and raising pertinent questions.

Stimulates Voters • WAVZ, New Haven, Conn., which has been editorializing on issues and campaigns since 1949, cited two reasons for the practice: First, the disappearance of other media which in the past stimulated the American people to an awareness of the range of choices, and second, the pattern of fairness. Daniel W. Kops, president, added, "Our obligation for fairness has a legal obligation stemming from the licensing of broadcasting. However, every medium which editorializes has a general moral obligation to be fair."

Often political editorials cut into festering local problems. WTOP-AM-FM-TV Washington, which gives its editorials high program priority, stepped into the slot machine racket in Charles County, Maryland. It backed up a 30-minute documentary with two-minute editorials calling for approval of a referendum plan for stricter regulation.

"I am sure we could not have won the passage of this law without your program," Rev. Andrew Leigh Gunn, Methodist minister and president of the county ministerial association, wrote Jack Jurey, who writes and voices the editorials. A listener observed that while WTOP picked up a few enemies, it gained infinitely more friends.

George E. Hartford, vice president-general manager of the Post-Newsweek stations, said, "It should be noted that the WTOP editorials are produced and broadcast entirely independently from those of the Washington Post."

Wide Range • WTOP covers local, regional, national and international topics in its editorials. Sen. Mike Mansfield (D-Mont.) lauded WTOP for "a consistently outstanding and courageous job" in an editorial dealing with Soviet missile testing proposals.

WWDC Washington, one of the early advocates of the short, hard-hitting saturation method of editorializing, took its first stand last spring on behalf of a candidate—David Hume, running for governor of Maryland. Mr. Hume lost as Gov. Millard Tawes was nominated by Democrats. Bob Storer, WWDC president, cheerfully accepted the result after the election this way, "Now that the electorate has made its decision, we congratulate Gov. Tawes upon his victory and wish him well." The range of WWDC editorial topics runs from campaign financing to venereal disease and Billie Sol Estes.

Storer Station Active • WSPD-TV Toledo, Ohio, a Storer station, has been knee deep in politics the last two years, prodding politicians and even getting into labor disputes, according to Keith T. McKenney, general manager. One editorial was read at a governor's cabinet meeting. It dealt with conditions in the state hospital.

Freedom to editorialize came in 1949

Since then FCC has looked with favor on expressing opinion

Broadcasters have had the official approval of the federal government for electronic editorials since June 1, 1949. On that date, the FCC issued the "Magna Charts" for broadcast editorials, titled "Editorializing by Broadcast Licensees."

Since this report, various commissions have been nearly unanimous in their views that stations have the right to be an advocate. And in recent years, individual commissioners have been more and more outspoken in urging stations to editorialize after first acquiring the proper knowhow and staff.

Congressmen Concerned • Many members of Congress still express concern over the growing broadcast practice—especially when editorials center around the open endorsement of one political candidate over another. "Is the public interest served by permitting the private individual owners of broadcasting stations to recommend the election or defeat of candidates for public office?" Rep. Walter Rogers (D-Tex.) asked during a 1959 debate on the House floor.

In its final report on the 1960 elections last spring (Broadcasting, April 23), the Senate Watchdog Subcommittee stated: "The licensee has been encouraged to editorialize, and we would not want to deter editorializing; however, many licensees are loath to follow through, once the medium has been used to editorialize on one side of a public issue, and see to it that the public has a reasonable opportunity to hear the opposing position."

The subcommittee, chaired by Sen. Ralph Yarborough (D-Tex.), suggested that the FCC adopt new rules and guidelines to govern broadcast editorials with provisions for immediate sanctions against licensee violators. Even before that, Commissioner Frederick W. Ford called on the FCC to issue such guidelines, and new rules now are in the advanced planning stage at the commission.

When it was Illegal • Between 1941-49 broadcast licensees were prohibited from editorializing over the air. "In brief, the broadcaster cannot be an advocate," the FCC said in the January 1941 Mayflower case. In that decision, the commission renewed the license of WAAB Boston (owned by the Yankee Network) only after obtaining a promise from the station that it would not editorialize in the future.

WAAB had broadcast editorials—including the endorsement of political candidates—during 1937-38. The station stopped editorializing in September 1938 after the FCC launched an investigation. When WAAB's license came up
We're now well into our 5th year as Washington's earliest editorializing radio station. We have just completed a series on venereal disease. How does our public like this kind of candor? They have kept us a leader among Washington radio stations year after year.
FREEDOM TO EDITORIALIZE CAME IN 1949 continued

for renewal, the Mayflower Broadcasting Corp. applied for the same facility (1410 kc) and a comparative hearing was held. Although Mayflower lost the case, its name was etched forever in law books and future decisions because of the “difficult” question presented to the FCC by WAAB’s “so-called” editorials.

The FCC reached the conclusion that WAAB took “pride” in the fact that the purpose of the station editorials was to win public support for the view favored by WAAB. The Boston station made no pretense at “objective, impartial reporting,” the commission said. “WAAB revealed a serious misconception of its duties and functions under the law. . . . It is clear that . . . the public interest can never be served by a dedication of any broadcast facility to the support of his own partisan ends. . . . In brief, the broadcaster cannot be an advocate.”

And that decision, for all practical purposes, ended the just then starting practice of station editorials for the next 8½ years, although some officials charged that licensees merely entrusted the practice of advocating their viewpoints to commentators.

Reconsideration and Reversal • While the huge majority of licensees had, at this time (1941-49), given no thought to plans of their own to “advocate,” various protests against the rigid FCC decision were voiced, including some from within the FCC. As a result, the commission, “on its own motion,” in September 1947 scheduled an en banc hearing on two issues:

1. To determine whether the expression of editorial opinions by broadcast stations on matters of public interest and controversy is consistent with their obligations to operate their stations in the public interest.

2. To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities.

Clarification • The hearing was ordered, the FCC said, because of a belief that “further clarification of the commission’s position . . . was in order. The agency cited “apparent confusion” concerning its previous statements on editorializing over decision.

Commissioner Rosel H. Hyde is the only present day commissioner who was a member of the FCC at the time the 1947 hearing was ordered. He moved up from the FCC staff in 1946 and was one of the early leaders for a re-examination of the Mayflower case.

Some 70 witnesses testified at the hearing in March-April 1948, with the 4-1 decision handed down 13 months later. The majority consisted of Commissioners Hyde, Edward Webster, Robert F. Jones and Sterling.

Although Commissioners Jones and Sterling issued concurrent statements in which they termed the majority decision ambiguous. The dissent was lodged by the late Commissioner Frieda Hennock while Commissioners Paul A. Walker and the late Wayne Coy did not participate.

Mayflower Ignored • The 1949 report did not rescind the Mayflower decision and, in fact, mentioned it only once and favorably then. This is what led Commissioner Jones to attack the decision, although he concurred in the result. Any document authorizing licensees to editorialize requires a reversal of Mayflower, “which fully and completely suppressed and prohibited the licensee from speaking . . . over his facilities in behalf of any cause,” Commissioner Jones said. “All licensees considered this Mayflower decision as applicable to them. I believe that the commission thus violated the First Amendment and that the commission should acknowledge the unconstitutionality of the Mayflower decision . . .”

The FCC’s report on editorializing is a 13-page document which discusses at length the licensee’s duty to inform the public and the public’s right to be informed; the necessity to present fully and completely all sides to controversial issues; the obligation of the licensee to program his own station, and the fairness doctrine, of which much has been made in recent Congresses.

In the only mention of the Mayflower case, the FCC’s editorializing report cited that decision in stressing that the commission has made clear that in the presentation of news and comment, the license must operate on a “basis of overall fairness, making his facilities available for contrasting views . . . .”

Not Prohibited • The 1949 report concluded that editorials by licensees are not prohibited, but at the same time neither did the report expressly say that they are permitted. The FCC concluded

WDSU-TV New Orleans

produces color and monochrome Remotes . . . studio programs with the Super Universal Zoomar Lens

We have used the Super Universal lens successfully on many kinds of programs, including color and black and white remotes, different types of studio programs, and find it would be almost impossible to accomplish certain effects without this type lens.

Very truly yours,

Lindsey G. Riddle
Chief Engineer

Call for a demonstration on your cameras

JACK A. PEGLER • BILL PEGLER
TELEVISION ZOOMAR COMPANY
500 Fifth Avenue, New York 36, New York — BRyant 9-5835

58 (SPECIAL REPORT)
"The thoughts expressed in your editorial get to the heart of the problem in a forthright manner . . ."

HERBERT C. GODFREY, JR.
Director Hillsborough County Aviation Authority

"I appreciate the intelligent and informed view which you expressed . . ."

WILLIAM R. VINES
Planning Director
Manatee County

"...I could not help but notice the soundness of the ideas presented . . ."

PAUL E. DIXON
Tampa City Attorney

"I wish to express my appreciation and commend you and your staff for the fine editorials . . ."

RUSSELL M. O. JACOBSEN
Planning and Zoning Director
Pinellas County

"It very clearly states the facts and is certainly in the interest of the taxpayers."

ELLSWORTH G. SIMMONS
Chairman Hillsborough County Board of Commissioners

*Editorializing daily since October 20, 1958, to stimulate thoughtful community action.
FREEDOM TO EDITORIALIZE CAME IN 1949 continued

with the admonition that licensees must devote a "reasonable percentage of their broadcasting time" to the discussion of public issues and that such programs offering opposing viewpoints. It is up to the station to decide the format for such presentations, the FCC said, and explained:

"Such presentation may include the identified expression of the licensee's personal viewpoint as part of the more general presentation of views and comments on the various issues, but the opportunity of licensees to present such views...may not be utilized to achieve a partisan or one-sided presentation of issues. Licensee editorialization is but one aspect of freedom of expression by means of radio. Only insofar as it is exercised in conformity with the paramount right of the public to hear a reasonably balanced presentation of all responsible viewpoints on particular issues can such editorialization be considered to be consistent with the licensee's duty to operate in the public interest."

Webster Concurs • In his concurring statement, Commissioner Webster said the report "still leaves the licensee in a quandary and a state of confusion...to determine what he can or cannot do...". The commissioner said the licensee is entitled to as "concise and unequivocal language as possible" to guide him.

Commissioner Jones maintained that the editorializing question and its resolution must center around a discussion of the Mayflower case—which the FCC failed to do. "The failure of the majority to discuss Mayflower and to repudiate the ban on editorialization created by Mayflower is under such circumstances extraordinary," he said. "The majority report in failing to discuss the effect of Mayflower on the main problem here presented either indicates a reluctance to admit the error of the earlier decision or a desire to perpetuate its evil effect."

Even if the FCC's approach to the problem was correct, then Commissioner Jones do the form of the decision is "entirely improper. Neither the general policy created nor the qualifications on the right to editorialize are made clear."

The Dissent • Commissioner Hennoek, the only woman ever to serve on the FCC, dissented on the grounds the decision would raise more questions of fairness than the agency's staff could handle. "The standard of fairness as delineated in the report is virtually impossible of enforcement by the commission with our present lack of policing methods and with the sanctions given us by law," she said.

"We should not underestimate the difficulties inherent in the discovery of unfair presentation..." or the fact the FCC could impose no penalty at the time except revocation, she said. With this in mind, she stated, "It seems foolhardy to permit editorialization by licensees themselves...In the present circumstances prohibiting it is our only instrument for insuring the proper use of radio in the public interest."

It is under this 1949 order, then, that the industry and the FCC have been operating in the approach toward editorializing. The subject of broadcast

Washington attorney Robert F. Jones, a member of the FCC from 1947-52, agreed in the ultimate conclusion of the 1949 report that a broadcaster had the right to editorialize but issued a concurring statement almost as long as the report. He maintained the FCC had violated the First Amendment in the Mayflower case and cartesian the commission for not repudiating the earlier decision.

editorials, however, can hardly be divorced from FCC requirements that public issues be discussed, that all sides to a controversy be presented and the fairness doctrine, drafted into law by Congress in the 1959 amendment to Sec. 315 of the Communications Act. Must Be Fair • This fairness doctrine applies to all programming and not just to political broadcasts. The commission, in 1960, issued its often-quoted policy statement on programming, which delineates licensee responsibilities in all areas of programming.

No serious challenge of the 1949 editorializing order has ever been made although the FCC has twice denied requests by the American Civil Liberties Union that the case be reopened. These came in 1952 and 1954.

Several stations have been publicly and privately reprimanded by the FCC for their editorial positions but no broadcaster has as yet had his license placed in jeopardy on these grounds. Several licensees were reminded of the mandate to be fair as a result of editorials in 1958 against pay tv.

On this same issue, however, the FCC told Skiratlon (principal advocate of pay tv) that the networks had been fair on this issue.

In April 1950, two stations in New York and Detroit received letters from the FCC telling them that they had violated the fairness doctrine of the 1949 statement. The two cases were not related and involved entirely separate issues. In late 1959, a multiple tv-station owner was told by the FCC that it had violated the editorializing statement in a special program on labor corruption.

The commission changed its position, somewhat, on the editorializing statement in a July 1959 letter to KNOE Monroe, La. Prior to then, the FCC had charged licensees with the responsibility to "seek out opposing viewpoints. This was changed in the KNOE letter to read that the licensee must follow a "reasonable standard of fairness" in the presentation of controversial issues and must "aid and encourage the broadcast of opposing views."

The Commissioners Speak • Past and present members of the FCC have been outspoken in urging licensees to exercise their right to be an advocate. Ex-Chairmen Coy and John C. Doerfer, particularly the latter, urged broadcasters to editorialize.

In August 1956, Commissioner Robert T. Bartley told the Southern California Broadcasters Assn. that broadcasting is "as an important element in community life, should not be reluctant to take an editorial position on various public issues." Every present commissioner, in fact, has at one time or another publicly endorsed the concept of editorializing either in speeches, panels or congressional testimony.

Commissioner Frederick W. Ford has repeatedly urged broadcast stations to accept the challenge to help better inform their public through editorials. "One of the things that strike me particularly...is that in the course of investigating a community and determining those things on which you want to editorialize, you in effect comply with the policy statement on programming of reviewing the needs of your community," Commissioner Ford told last spring's NAB conference on editorializing.

Strong Stand • The former chairman has taken a strong stand in favor of broadcasting political editorials.

Also addressing the NAB conference, FCC Chairman Newton N. Minow said that if broadcasting is to take its rightful place and accept its responsibilities,
Editorials are not new to KLZ Radio and Television. In 1955 we editorialized against Canon 35 which was later relaxed in the State of Colorado. This led to KLZ's receiving national recognition in the form of the first Paul White Memorial Award. True, our editorials are not regularly scheduled, but then, neither are vital issues needing support or refutation. When an editorial is indicated, the subject is carefully researched and reported by our own full time editorial department, including recent editorials on airport parking, air pollution, the police scandal and drag racing.

Last month Denver voters were asked to consider a police reform charter amendment and a higher sales tax. We felt that approval of these measures was vital. Editorials supporting this legislation were broadcast twice each day for five days. Equal time for opposing views was offered and accepted. Both issues were subsequently approved by the voters.

Following the passage of these proposals, Denver Mayor Dick Batterton stated: "...KLZ Radio and Television's editorial stand was highly instrumental in the approval of these important issues."

*CBS in Denver*  
**KLZ**  
**Radio and TV**  
TIME-LIFE BROADCAST INC.
First editorials, hardest, code head believes

Editorializing is great once the tears and hurdles of first efforts have been passed. This observation was made by an early top executive of a major operation — Robert D. Swezey, former executive vice president and general manager of WDSU-AM-TV New Orleans and now director of the NAB Code Authority.

The firm, fair and decisive methods of the stations are being continued under the present regime of A. Louis Read, executive vice president and general manager, and John Corporon, news director.

"Most of us who ventured into the editorializing field early in the game did so with considerable trepidation," Mr. Swezey recalled in a recent talk. "To do a good editorial job is no easy assignment," he added. "It takes a sound mind, a strong back, a steady hand and a stout heart. Believe me, no nice need apply."

Feared Trouble * Like other editorializers, Mr. Swezey was on the lookout for trouble in the early days of position-taking by the WDSU stations. "We were pretty confident that we would find ourselves in continual hot water with our sponsors and audiences," he said. "Do you know that in over two years of day-to-day experience with a vigorous editorial policy — and I mean vigorous — I can't recall receiving a single complaint or irate reaction from any sponsor? On the contrary, many of them heartily commended our efforts. Not that there weren't other complaints. We had slew of them, but we also had the perfect answer to those directly involved in our editorial comment: 'Let us give you time to tell the public what you think of our position.'

"And believe me, some of the statements we broadcast in answer to our own editorials were lulus. We always scheduled them in the time spots customarily occupied by our editorials, and I sometimes think they did more to build up circulation for us than the editorials themselves.

"I believe that almost without exception stations who have editorialized correctly would realize that we fairly have found that the opposition and difficulties encountered were far less serious than anticipated, and that their efforts were well rewarded in terms of increased acceptance and stature in the community, and in the real satisfaction which is the inevitable consequence of accomplishment."

An editorial service properly conceived and administered has every chance of success unless the community in which it is launched is so unintelligent, controlled or corrupt that it is incapable of responding to the appeal of truth and reason. I trust that there are few which meet that description."

then licensees must be willing to express a point of view about the news they provide. He said the FCC wants to encourage editorializing and predicted, "The day is coming when the broadcaster who aspires to stature and influence in his community will have to see, hear and speak about evil."

With the disappearance of so many daily newspapers in metropolitan areas, "broadcasters have little more choice in the matter" except to provide listeners with a "second editorial voice," he said. "Though broadcast law legally evade their responsibility to provide second and third choices [of opinion], morally they are compelled to answer the compelling need for more information, more opinions and, of grave import, more courage."

From the Senate * In its final report this spring, the Senate Watchdog Subcommittee made several recommendations to the FCC in the field of broadcast editorials, particularly political. First, the committee said, the FCC's 1959 report should be readopted by the commission as a rule, with violators subject to license revocation.

"Licensees should editorialize," the senators concluded. "Strong convictions are to be encouraged. A licensee may entertain any opinion that officeholder A should be retired from public life or that candidate B would be a better public servant . . . " as long as the other side is given an opportunity to respond, the committee said.

In cases where complaints are made, the FCC should act immediately, the report said, and recommended seven ground rules for broadcast editorials which it said the FCC should adopt. These proposed rules would require that texts of editorials be kept on hand for at least one week, that advance notice be given the candidate against whom an editorial is to be directed and that equal time to reply be granted, among others.

The Yarborough committee also recommended that the FCC require a licensee to "set in motion an effort to schedule the opposing viewpoint" before a political editorial is aired. In addition, the Senate report would have the FCC readopt immediately the commission’s refusal of any offer to buy time which would advocate a position contrary to that of the licensee.
First For Editorials...
First For Documentaries...
First For News...

WEEI-RADIO
CBS, BOSTON • REPRESENTED BY CBS RADIO SPOT SALES

CONTINUING EXCELLENCEx
In the last four years WEEI has received five first-place awards for Documentaries, Editorials and News from the United Press International. A few days ago, the UPI Broadcasters Association of Massachusetts awarded WEEI two additional first place awards for the station's editorials and documentaries during 1961. Professional broadcasters again confirm WEEI as New England's choice for Community Service.
Problems, too, created by editorials

STATIONS TELL HOW THEY MEET SITUATIONS THAT ARISE

Not everything is foolproof, broadcasters soon learn after they take up regular editorializing. There are problems from time to time—problems of unfavorable reaction, to put it mildly, and problems of preparation.

Few of the troubles that stations experience in their editorializing are beyond normal management solution, but Broadcasting's survey of a random sample of editorializing stations shows that difficulties can be expected.

Here are some of the situations that arise in the life of editorializing stations, gleaned from the 200-plus questionnaires in the random sample:

Irresponsible Critics • The worst problem encountered by WTJ (TV) Miami has been the occasional effort of irresponsible people who want to get on TV in response to an editorial, according to Lee Ruwitch, executive vice president-general manager. WTJ solves it by selecting responsible citizens to speak out in behalf of opposing viewpoints.

Taking no chances, WEEI Boston sends its offers of reply time by registered mail. It's often difficult to get someone qualified to present an opposing point of view, according to Thomas Y. Gorman, WEEI vice president-general manager. Mr. Gorman was interviewed on a Boston TV station after broadcasting a radio editorial criticizing a state legislator who charged other legislators were involved in an illegal bookie business exposed in a CBS-TV documentary. In this case an attorney for the legislator accepted WEEI's offer for rebuttal. The incident brought widespread newspaper publicity and local praise for WEEI's handling of the matter.

Slum Documentary • Despite threats from property owners, WCKT-TV Miami, Fla., broadcast documentaries about slums. It placed blame on these owners and aroused citizen officials made a tour of areas in question.

A drawn-out newspaper strike in Minneapolis brought a forthright editorial from WTCN Minneapolis, which actually was benefiting from the strike from a commercial standpoint. WTCN called on the strikers to go back to work.

At WRTA Altoona, Pa., with a three-year editorializing record, there's a problem of doing the necessary research. Here's how the problem was solved, according to Louis H. Murray, vice president: "Work longer hours." WRTA campaigned about police negligence in a gambling fight, leading to eventual trial and conviction of an individual charged with the assault.

Threats of personal injury have been received at WBOY-TV Clarksburg, W. Va., according to Roger Garrett, managing director. How was that problem solved? "We took a firm stand each time," Mr. Garrett said. Successful campaigns were waged for renovation of the bus terminal, modernization of the airport waiting room and blacktopping of a road.

Sometimes a campaign isn't popular with merchants. KSIG Crowley, La., met this situation after an editorial opposing legal sale of fireworks. Louis M. Basso, owner-manager, worked it out by sitting down with merchants and explaining the station's position.

Critic Changes Mind • An advertiser who threatened to cancel his time on WBSR Pensacola, Fla., changed his mind after talking it over and now defends its right "to speak up," said Harry Hughey, news director. "People look to us for the truth," he said, "knowing we have no personal, selfish axe to grind in this one-paper town." He said editorializing "has brought us more listeners and increased sales" as well as a better rating.

"A major advertiser disagreed with a position we took," said Robert P. Sutton, vice president-general manager of KNX Los Angeles. So what happened? "We let him cancel," Mr. Sutton explained.

Threats of violence came to WLOF-TV Orlando, Fla., as it exposed sordid gambling operations. An expose of 8% investment companies wound up in a grand jury indictment with a WLOF-TV representative a witness.

Then there was the time a few weeks ago that WEJ Scranton, Pa., editorialized against a 15-minute free parking minimum. The next day the toll booth at the parking lot was wrecked by an auto, moving WEJ manager, Cecil Woodland, to announce there was no connection between the editorial and the wrecking of the booth.

Editorials Studied in Schools • Located on the Georgia-Alabama border, WRBL-TV Columbus, Ga., tries to adapt local material "so it would suggest similar problems elsewhere in its coverage area," according to Ridley Bell, station manager. Editorials are written and voiced by George Gingell, news-public affairs director. They are titled Personal Opinion. Mr. Bell said editorials are used for classroom discussion and are often quoted, and sometimes denounced, in churches. "Most of those who oppose our opinions still respect us," he said.

Dale Clark, news-public affairs director of WAGA-TV Atlanta, Ga., reminds that "close liaison with legal counsel" is advisable. WAGA-TV has been active in such matters as school integration, the county unit system and tax equalization. It attacked the county unit system for two years. The system was killed by court order.

Here's the way Wilbur R. Powell, president of WFTW Fort Walton Beach, Fla., described WFTW's position on controversial issues: "We like them." He credits an editorial with unseating a member of the school board who opposed school consolidation.

Network-owned station feels views important

A licensee has a community responsibility be it network owned or an independent, says Sam J. Slate, general manager of WCBS New York, a regular editorializer in the biggest market in the world. WCBS—its sister station (WCBS-TV) carries editorials on an irregular basis—averages as many as two editorials a week (about five minutes in length), each repeated once (always slotted at 8:15 a.m. and at 8:15 p.m. to avoid "over saturation").

Only restrictions for a network-owned station: The broadcaster leaves national and international issues to the network, keeps its finger on the local, "regional" (New York area covers parts of New Jersey and Connecticut) pulse. An editorial board sits each Monday, goes over possible editorials for the week, assigns one or more to researchers and for writing. Mr. Slate delivers them.

Since Jan. 1, 1962, WCBS has broadcast more than 50 editorials. It's determined in the attempt to get "replies" on the air but is careful to screen for responsibility. As a result, it has granted a dozen replies, including the governor of Connecticut (commented in an editorial on the New Haven Railroad).

Mr. Slate believes the editorial, used judiciously, helps give the station "dignity and status." No other network owned stations in New York editorialize, though NBC and ABC have kept issues under continual review.
“We have Death Control Without Birth Control”

...Sir Julian Huxley,
KOIN-TV, April 29, 1962

An urgent problem faced by all mankind is that of world over-population. Where is Man to live in the future? Where will he obtain the resources so necessary for survival? How can Man control his destiny... somehow balance birth control with death control?

In keeping with its continuing public information policy, KOIN-TV recently invited three famed scholars to participate in discussions of world population pressures. Ready acceptances came from Sir Julian Huxley, Dr. James Tuck and Dr. Gregory Pincus. These distinguished scientists were in Portland at the invitation of Reed College, one of the nation’s most widely recognized centers of higher learning, which is observing its 50th Anniversary. The three-part series was aired in prime time throughout KOIN-TV’s 34 county viewing area.

Oregonians heard famous biologist Sir Julian Huxley express his views upon the dangers of “death control without birth control”; the importance of conserving our food and energy sources. Dr. James Tuck, director of Project Sherwood at Los Alamos, New Mexico, explained in layman’s terms future energy sources to be derived from controlled nuclear reactions. Dr. Gregory Pincus, director of the Worcester Foundation for Experimental Biology, discussed contraceptive methods of population control.

Once again, KOIN-TV’s viewing audience was presented with a thought-provoking and timely problem. World-renowned scientists expressed controversial and sometimes startling opinions. And the people learned.
Results of station campaigns impressive
NEARLY EVERY MARKET CAN CITE EXAMPLES OF SUCCESSFUL DRIVES

The recent history of station editorializing is packed with examples of opinion-influencing comments that have affected local and regional affairs. While many stations editorialize on topics of national and international significance, it's obviously difficult to trace their influence.

But the files of editorializing stations teem with stories that show how the public responds to voiced editorials as the influence of the newspaper editorial wanes.

Dick Cheverton, news director of WOOD-AM-TV Grand Rapids, Mich., said the editorial schedule "has been a regenerative force in the community.

"Most community controversies are in the grey scale," he said. "Different interpretations of the grey area tend to give greater perspective and more balance to those affairs where the individual citizen must make up his own mind."

Birthright - With all the problems and the hazards, stations are boldly taking the role they might have assumed decades ago had not the influence of bureaucracy kept them passive roles.

Now the story is different. Some of the examples of successful editorializing service have been culled from the 200-odd questionnaires. Here again the case histories appear as a result of random selection and are in no sense a cumulative file of what the industry has done. The random sample has revealed many successful examples of effective editorializing. Here are some of them:

A month ago WMCA received outstanding recognition for its editorial and community zeal—a U. S. Supreme Court order setting aside a lower court's dismissal of WMCA's challenge of the constitutionality of the New York State's legislative apportionment.

Win Proxmire Praise - WITI-TV Milwaukee was the third Storer Broadcasting Co. station to adopt an editorial policy, joining WAGA-TV Atlanta and WSPD-TV Toledo last Feb. 5. An editorial calling for support of Cuban refugees being sent to the city was praised by Sen. William Proxmire (D-Wis.).

Sometimes the social consequences of an editorial campaign can be documented. In the District of Columbia, the Adult Education Division of the school system followed up an alcoholism series on WWDC-AM-TV Denver drew wide attention Dec. 9-11, 1955 when Hugh B. Terry, president, said a court radio-TV ban in the John Gram murder trial was in direct violation of the constitution. The KLZ stand drew nationwide attention.

The case is a classic, inspiring broadcasters in many other states to work on behalf of revision of Canon 35.

Mr. Terry contends any responsible mass communicator must express opinion on matters of local interest.

Long active in editorializing is WAVZ New Haven, Conn., headed by Daniel W. Kops, recently reappointed chairman of the NAB Editorializing...
CONGRATULATIONS FROM WBKB CHICAGO

TO THE WINNERS OF ITS AWARD MOVIE TIMEBUYER’S TALENT TEST!

These four timebuyers’ astute estimates of Channel 7’s Sunday night “Award Movie” ratings have won them two weeks’ vacation (for two) at the Hotel and Casino Aruba, Netherlands West Indies . . . prizes which include round-trip, first-class air transportation, top accommodations and meals and a one hundred dollar bar allowance.

Thanks to winners and to non-winners alike for accepting our “challenge” . . . But this is what all the hoopla is about . . . the ratings on WBKB’s 10:15 Sunday night “Award Movie” . . . proof positive that it’s Tops in Chicago with all rating services . . .

Trendex Telephone Recall for March 25—April 29... 19.2 rating . . . CPM/$1.60*
ARB for March 23—April 19... 21.0 rating . . . CPM/$1.60*
Nielsen for April 2-15 & April 23-May 6... 20.5 rating . . . CPM/$1.70*

*Based on end rate

WBKB’s Award Movie is the highest rated and most cost-efficient movie in Chicago’s Sunday evening lineup.
Committee. The station achieved its first important success when it got behind the campaign to revitalize once-backsliding New Haven.

"We began with a city that had little faith in its future and a defeated attitude about civic improvement," Mr. Kops said. "The city's two newspapers, under single ownership, were an important factor in that they opposed virtually every project involving change."

Kops Drive • Against that background Mr. Kops began a steady editorial drive. Currently the city is spending over $200 million for redevelopment. Similar WAVY, like its sister station, WTRY Troy, N. Y., has tackled community problems even if the position was unpopular. "We have never had a major problem at either station," Mr. Kops said.

As a result of its editorials, Mr. Kops said, WAVY is now invited to inner-council of important community activities whereas radio was once, "an afterthought, if considered at all." Local advertisers have watched the effectiveness of radio. Mr. Kops concluded, "I have no doubt that this has helped bring in various advertising contracts, and it has been a key factor in developing an image of an institution that shows concern and offers leadership."

Influential • "I believe our broadcast editorials not only reach but influence many more people than newspaper editorials," said Lee Ruwitch, executive vice president-general manager of WTVJ(TV) Miami, one of the South's effective editorializing stations.

"After watching results of our daily WTVJ editorial for five years, we know that it is a staggering force for good in the community. If every station editorialized, bringing new voices of responsible leadership to every community, Americans could bring a new vitality and awareness to this nation almost overnight."

Mr. Ruwitch said WTVJ's successful campaigns urged construction of expressways (they were built and more are in progress), closing of B-girl gypsy joints (they're closed) and rehiring of the city manager (he was rehired).

Miamians aren't likely to forget the WTVJ campaign against B-girls and vice. Labeled "Honky Tonk," the campaign included dramatic broadcasts exposing night-club conditions. Ralph Renick, news director, aired documents based on concealed tape recordings and live interviews showing police corruption and pay-offs.

Oppose Paper's Views • When KWTV(TV) Oklahoma City editorialized critically against local newspaper editorials that led to a libel suit by the candidate who was attacked by the newspapers, the station received a petition signed by 377 people in Midwest City, an suburb, praising KWTV for its position. Edgar T. Bell, KWTV general manager, and Bruce Palmer, news director, who voices and writes station editorials, also received many phone calls.

WMAL-AM-TV Washington was praised by Donald Clemmer, director of the Dept. of Corrections of the D. C. government, for its editorial campaign calling for changes in the treatment of suspected sex offenders. A business-men's association praised editorials against unnecessary parking meters.

WSJV(TV) Elkhart - South Bend, Inc., stirred up interest in the South Bend slum problem in its series of half-hour editorial documentaries, presided over by John F. Dille Jr., station president and a member of the NAB Editorializing Committee. Other topics were state reapportionment and industrial development. Mr. Dille summed it up this way, "We're saying, 'Here is a problem which involves everyone of us. Let's do something about it.'"

Closer to Public • WESH-TV Daytona Beach, Fla., has been editorializing a little over a year. Thomas S. Gilchrist, general manager, said after broadcasting some 300 editorials. (Broadcasting, May 28) that they have brought the station into closer contact with its public. As to letters from viewers: "Some have been most complimentary, most flattering; some have been most vehement in their disagreement, and some have included suggestions concerning my personal future I don't care to experience."

In Orlando, Fla., radio and TV stations staged a joint program and editorial campaign to help push over a $5.35 million bond issue for civic improvement. The twice-defeated plan

Small editorials

Often it's difficult for the small station to find time for personnel to research editorial subjects. WDUN Gainesville, Ga., faced this problem and found an answer—"Editorial Thought."

WDUN's thoughts are brief—four or five sentences followed by this comment. "This editorial thought by WDUN is designed to stimulate your own thinking and expressions of opinion."

"We can be consistent on a daily basis," said John W. Jacobs Jr., president-general manager, "putting one thought or idea across without allotting a lot of research time—which we haven't got."
Editorial leadership is the highest form of community service. . .

from a speech by Daniel W. Kops, President
RADIO STATIONS WAVZ and WTRY.

Milestones on the editorial trail . . .

- Began editorializing shortly after FCC reversed its famous "Mayflower ruling" wherein broadcasting stations were prevented from taking sides on most community affairs ............................................mid-1949
- First editorial taking sides in local election...October-1949
- Backing federated fund raising (United Funds) for voluntary health and welfare causes against competition from unaffiliated national health causes .................1952
- Editorial endorsement of a candidate in a presidential campaign .................................................................1952
- WTRY joins WAVZ in conducting continuing editorial campaigns for urban redevelopment, better schools, better housing and enlarged opportunities for all citizens .................................................................1957
- With firm foundation of editorial reliability and acceptance on local issues, both stations broaden base of editorials on national and international topics. Documentary "Listen, Amigos," and follow-up editorials on Alliance for Progress broadcast ...........................................1962

LOOK TO WTRY and WAVZ
FOR OUTSTANDING LEADERSHIP
CORINTHIAN
SCHOLARSHIP PROGRAM
UNDER WAY

THE CORINTHIAN STATIONS
was approved by the voters. All radio and tv stations editorialized, according to the mayor's advisory committee, which included Joseph Brechner, WLOF-TV, and Carl Halberg, WDBO-AM-FM-TV.

Mr. Brechner said WLOF-TV receives daily reruns requests for copies of its editorials, often requests for quantities. Letters of praise have come from high Washington, state and local officials.

Success in Campaign • A long-term campaign by WABQ Cleveland for placement of life-saving equipment on the lake front was successful. Another was directed at a movie advertisement: "White baby murdered, Negro maid guilty, sentenced to hang." The ad was changed because of listener response. Editorials are written and voiced five to eight times a day by Valena M. Williams, public service director.

The superintendent of schools congratulated Ben Ludy, manager of KWFT Wichita Falls, Tex., for a station editorial on teenagers' fights. Protests by WMFG Hibbing, Minn., were followed by action—removal of the garbage dump from city limits.

A Saturday afternoon editorial campaign by WCAP Lowell, Mass., led to tapping of the Merrimack River as a water source. WCAP leaves phone lines open for at least 40 minutes after an editorial for comments on its editorial. Israel Cohen, general manager, cautioned that editorials should deal with local and area issues "and not pontificate on something going on halfway around the world."

WSAU Wausau, Wis., persuaded several townships to get water tank trucks to aid firemen in fighting rural fires.

Altered Opinion • "Our consistent stand in favor of urban renewal led to a slow but definite reversal of public and newspaper opinion," said Richard A. Orkin, public affairs director of WLN Lancaster, Pa.

Gary L. Wilson, news director of WJOB Hammond, Ind., said, "Our reporters and other personnel demand more respect as a result of editorializing."

Even unsuccessful campaigns bring important results, Norm Schrader, news director of WDAY Fargo, N. D., pointed out. The station lost a fight on behalf of a school bond issue but felt its editorials created exceptional interest in the election, leading to a heavy vote. Mr. Schrader said WDAY only editorializes when it feels impelled to state a position on a community problem. He believes more frequent editorializing would increase the impact.

Civic leaders praised KMOX St. Louis for helping "turn the tide" in a bond issue proposal that had been twice defeated. Robert Hyland, CBS vice president and KMOX general manager, warned "there is no magic in editorializing if it is not done well."

Force in Radio • "As newspaper editorials were weakening in impact, radio editorials gained," Mr. Hyland said. "They seem to have more force, more vitality, more influence than the cold printed word. The editorializing broadcaster has now taken his place within the circle of decision makers and prime persuaders in most of our communities. Well-labeled editorial opinion is a natural and necessary adjunct to the growing demand for news, news interpretation and information."

Most of the KPIX (TV) San Francisco editorials are read by Louis S. Simon, general manager of the Westinghouse Broadcasting Co. outlet, although Philip G. Lasky, vice president, voices editorials occasionally. Wide distribution of printed copies is made.

"We have public officials and community leaders seeking our continuous editorial support on matters of community-wide interest," Mr. Simon said. "The concept in the formulation of all KPIX editorials is that they contribute to the public betterment and fuller measure of information and understanding." The policy calls for a minimum of three editorials a week, using 11:15 p.m. and Saturday-Sunday afternoon time. Two writer-research people write the editorials.

Counsel Support • The Los Angeles City Council adopted a resolution supporting the editorial stand of KNX, that city, for its demand that the state highway department re-examine its policies on freeways. Other campaigns cited by KNX are a change in the state sales tax law and a clean-up of the nursing home situation.

"Criticism is something the local paper avoids like the plague," said A. T. Gilliland, president of KNTV(TV) San Jose, Calif. He added, "People seem to appreciate our policy."

"Our newspaper has completely changed its attitude from headlining unfavorable sensations toward boosting the good," said Floyd Jeter, owner-manager of KFLJ Walsenburg, Colo. The station fought stubbornly for hospital zoning and a bond issue was passed by a ratio of 11 to 1.

KELD El Dorado, Ark., editorializes to show it is a "real citizen in the community," according to W. N. McKinney, president-general manager. "The response first gave me the assurance I could run for mayor and win. I ran and I won." An editorial drive forced an illegal appointee to the tax board to resign, Mr. McKinney said.

Listen and Comment • Tom Johnson, vice president-general manager of KTOK Oklahoma City, Okla., said, "Main Street merchants who have tried to buy unavailable adjacencies realize what editorials have done to our prestige. All our newspaper friends listen..."
Taking sides necessity, Collins thinks

NAB PRESIDENT HAS STRONG CONVICTIONS ON NEED FOR EDITORIALIZING

The only way broadcasters can develop their full potential is to take sides on issues of the day, according to NAB President LeRoy Collins.

In his industry leadership role Gov. Collins has spoken frequently and with force on behalf of editorializing. He has made his position clear at industry meetings and in his numerous speeches around the nation.

Gov. Collins came out for editorializing in his first major industry appearance May 8, 1961, at the NAB convention in Washington, a few moments after President John F. Kennedy had declared "broadcasting has new and untried possibilities for education." The President had added that "the full development of broadcasting as an instrument of education is one of the most significant challenges which confronts your industry."

Print Takes Sides • Against this background Gov. Collins said, "The reason—the only reason—the print media are regarded with the esteem they enjoy is that the best of them do more than transmit information and entertainment; they take sides. They editorialize."

He explained print media aggressively taking people it will challenge them; beyond praising right it will damn the wrong."

Joins Minow • Again at his second all-industry meeting, the 1962 NAB convention held April 1-4, Gov. Collins came out vigorously for editorializing, a stand also taken by FCC Chairman Newton N. Minow (see FCC story page 56).

In his luncheon address to the convention April 2, Gov. Collins said: "On-the-air editorializing is one of the most sensitive needs facing broadcasters these days. While the field is fraught with dangers, and it was made clear in the conference that no professionally-unprepared station should attempt to editorialize, we should take full advantage of this great potential for service to the public and for the enhancement of the prestige and influence of broadcasters."

At the editorializing clinic last March, Gov. Collins told the group, "Although increasingly radio and television stations have commenced editorializing—some of them with outstanding proficiency and character—broadcasting has not yet built up an established and recognized tradition of editorializing upon which to draw for substantial guidance to the future."

The newspaper editorial tradition "is not totally one to be envied or emulated," he said, asking: "How many editorial pages which reflect depth of understanding, warmth of feeling, eloquence of expression, keenness of perception and, above all, courage of conviction? How many are worthy of being models for broadcast editorializing? There are some, but, unfortunately, all too few."

Gray and Boring • Calling attention to a "dreary trend toward a gray and boring conformity on newspaper editorial pages," he observed:

"In many cases at least, the low level of editorial readership can be more appropriately applied to the quality of..."
It's so easy for people to register displeasure. In broadcasting, an audience can ignore you with a mere turn of a knob or the push of a button. A choice is presented, a judgement is made. There is only one device in the world that will lock a station selector in place: consistently good programming. People listen. People watch. People know.
This is the group that decides on topics and policy for editorials which are heard on WEEI Boston. They include (1 to r) news director Fred Cusick, general manager and CBS radio vice president Thomas Y. Gorman, public affairs director Art King and editorial researcher and writer Richard Horne.

thinking the editorial, itself, reflects.

"Of all the reasons offered for broadcasters not editorializing, I think the only one which makes sense in terms of a professional approach to broadcasting is a reluctance to editorialize without adequate preparation. Nothing could be worse than editorializing off the top of the head, and those broadcasters who decline to editorialize because they feel professionally unprepared are to be commended rather than criticized.

"But the day is here when broadcasting must prepare itself professionally to editorialize. Broadcasting has become such a vital part of American life—and its influence is so powerful and pervasive—that it no longer can indulge in the luxury of avoiding news-gathering and editorializing in a professional manner."

Bell Viewpoint = Howard H. Bell, NAB industry affairs vice president who handles the association’s participation in this phase of broadcasting, said NAB is trying to clear up some of the confusion in the minds of broadcasters in editorializing and under Sec. 315. The NAB clinic last March 1-2 gave hundreds of broadcasters an opportunity to compare methods and to review the whole subject.

"Our voice in the community has become more potent in recent years by our stimulation of public concern for local issues, through editorializing," Mr. Bell said. "I hope more stations will join the ranks of those who perform this valuable service. While we have been slow in exercising a right that was clearly recognized by the FCC in its 1949 reversal of the Mayflower Decision, broadcast editorializing is making a contribution to public enlightenment."

NAB, Mr. Bell said, has waged a vigorous campaign against Sec. 315, contending broadcasters' performances have demonstrated they can be fair and just in handling political broadcasts.

Douglas A. Anello, NAB general counsel, dealt with the legal aspects of editorializing at the March clinic. He explained the fairness doctrine this way: "All it means is that you be factually correct, have your facts at hand, draw your own conclusions. Additionally, however, it means that you have an obligation to air the other point of view, or the view of the other candidate." He added that it is not necessary to put the opposing candidate on the air after opposing him editorially, suggesting this might be a problem when three or four candidates are running for the office.

**GROUPS SEES EDITORIAL ADVANTAGES**

Kockritz believes political advocacy is most important

Group ownership provides many editorializing advantages, with home office and large staff providing the time and research needed in this phase of broadcasting, according to Ewald Kockritz, vice president of Storer Broadcasting Co.

Mr. Kockritz' views were explained at the NAB public affairs-editorializing conference held March 1-2 in Washington.

Explaining that Storer stations are allowed to support political candidates, he said the group moved carefully into this phase of editorializing.

Need Reason = "I believe the support of political candidates should be done on a selective basis, and should be done with good reason," Mr. Kockritz said. "Station support of a candidate might be the natural outcome of editorials previously run on certain political matters. This would develop into a very logical support for a candidate."

"There might be a candidate who voices a station's exact position in terms of opinion on political matters, but I believe just the indiscriminate support of candidates merely for the sake of supporting a candidate dilutes the effectiveness of the function.

"I believe that in all editorializing it is important to give each editorial the closest attention and not to put on an editorial just for the sake of saying something."

"I consider the support of political candidates a logical and necessary consequence of editorializing. We support the practice and I would caution you, on the basis of our experience, to be properly prepared right on down the line.

**Stations Autonomous** = "In our stations the effect of the background of editorializing for or against legislative actions and similar political matters has been worthwhile in developing the understanding, the know-how of the station to move into the area of candidate support. Our stations are autonomous; they decide their own editorial opinions. When it gets into the realm of national and international politics, we like them to tell the home office about it because we do not want one station taking one position and another station a diametrically opposed position without a well-defined and specific reason."

"I believe it would be an error for broadcasting stations to follow the practice of many newspapers and decide, just because there is an election, which one of the candidates is best and then support that candidate."

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**Most editorials repeated**

The practice of running editorials several times a day prevails at nearly half (46%) of the stations surveyed by Broadcasting. Since a large number of stations feature the one and two-minute type of editorial, the scheduling of these opinion features throughout the day greatly enhances the size of the audience reached.

Replies from the random sample covered by this questionnaire survey show:

15% run them twice daily (7% of these in the morning and at night).
12% of stations use evening scheduling.
11% favor afternoon.
11% have no special choice of hour.
5% like a morning schedule.
ally authorized by the player if he wishes such representation. Payment of minimum re-use fees for commercials depends on the agent's performance of a list of eight specific duties, including seeking, arranging and negotiating for the commercial; advising the actor about provisions of exclusivity, releases, warranties and other special clauses; keeping records and informing the agent of exclusivity commitments, clearing conflicts and obtaining releases where necessary and negotiating re-release from exclusivity and other restrictions when the commercials have been withdrawn from use; maintaining records of employment and usage class, cycles and payments and reminding employers of payments due and SAG of late payments; bargaining separately for other rights the employer wants; maintaining records of maximum periods for use and re-use; advising the actor of expiration dates and notifying the advertising agencies when the actor elects not to grant renewals; and making periodic inquiries.

Production ban - As previously announced (Broadcasting, Sept. 11, 1961), SAG is continuing its prohibition of production activities by agents and is terminating all waivers of that provision in the contracts with agents by providing suitable “work out periods” for the agents involved. MCA, a major example of a talent agent active in production through its ownership of Revue Studios, has notified SAG that it will surrender its agency franchise by Wednesday (July 18) (Broadcasting, July 9). While forbidding agency financing of a theatrical motion picture or TV series, the new agreement does permit an agent to finance up to six episodes in a series in a year, provided he does not acquire an ownership interest thereby. Distribution of TV films, previously permitted, is now allowed only where the agent has no ownership and does not share in the profits.

SAG has added new rules to those prohibiting an agent collecting commissions on employment in packages he represents and requiring that his clients get their customary salaries for work on these package shows. The new measures prevent the agent representing the owner or producer of a TV series in connection with claims or grievances, requiring the producer—not the agent representing a package—to be responsible for casting and drafting employment contracts and calling for copies of contracts for actors employed on such package programs to be supplied to SAG.

If approved by the SAG membership, the new regulations become effective July 31, to apply for five years. All previous agency regulations covered at least 10-year periods.

WBKB shelves film

Although other stations and media are doing features on Paul Crump, convicted of murder charges, WBKB (TV) Chicago said last week it is going to stick with its original decision not to show its controversial 74-minute film of his story and rehabilitation until after Illinois Gov. Otto Kerner rules on a clemency petition (At Deadline, July 9). After years of reprieves, the Negro prisoner is scheduled to die Aug. 3 for the 1953 killing of a white factory guard.

WBKB is withholding the film at the request of its attorney. The ABC-owned station meanwhile has announced that this summer it will air five other documentaries it has produced on current topics.
Seven Arts tv sales
$12.2 million in ’61

Seven Arts Assoc. concluded sales to television stations amounting to $12,199,118 during the fiscal year ended last Jan. 31, according to the annual report of the parent company, Seven Arts Productions Ltd., which was distributed to stockholders last week.

The annual report said Seven Arts Productions, which produces motion pictures and Broadway plays and tv programs, had net earnings of $1,100,555 for the year, compared to a deficit of $1,090,212 for the previous fiscal year.

Seven Arts Assoc. has been distributing three packages of post-’50 Warner Bros. features, 191 Looney Tunes cartoons and various special features to tv stations. The company recently acquired additional major features from 20th Century-Fox and Warners, which will enable Seven Arts to maintain sales levels through 1966, according to the annual report.

The report points out Seven Arts Assoc. has acquired two new television properties. They are En France, a series of 26 half-hour entertainment-language films designed for adult instruction in French, and Armchair Theatre, 43 one-hour dramas produced in Britain.

Caesar & new sponsor: each to do own job

An understanding sponsor was the magnet that brought Sid Caesar back to television, tv’s one-time top star told a news luncheon in Hollywood last Tuesday (July 10). “The Consolidated people told me, ‘We make cigars; you do the show, and neither of us tries to do the other man’s job,’ and what more could any one ask? I asked what would happen if I made fun of the cigars and they said as long as what I did in good taste it would be okay with them.

“We’ll try to keep the commercials interesting and fun to watch and we’ll try not to have the kind of advertising that beats you over the head to make an impression. My feeling is that all this does is to start a callus which grows and gets so thick you can’t feel anything.”

As to the programs themselves, “we plan to do what nobody else has done,” he said. “We’ll do things in a different manner. There’ll not be a production number as such; we’ve seen some of the greatest singers and dancers already. What we want is an idea, a reason for doing it, not just a production number for its own sake.”

Mr. Caesar will do one commercial on each of the nine monthly half-hour programs, As Caesar Sees It, which Consolidated Cigar Sales Co. will sponsor on ABC-TV, starting Tuesday, Oct. 16, 10:30 p.m., through Papert, Koenig, Lois, New York.

Three of the programs for October, November and December have already been taped in Hollywood.

UAA releases
33 post-50’s

United Artists Assoc. is adding some seasoning to its tv syndication library of over 2,000 feature films. The firm is placing 33 post-1950 United Artists films into syndication for fall release. The pictures cost the company $85 million to produce. The package—“United Artists Showcase for the Sixties”—includes eight features in color.

Several of the films have already been seen on tv on ABC-TV’s Sunday night motion-picture feature Hollywood Special (8:30-10:30 p.m. EDT). Erwin H. Ezers, executive vice president of UAA calls the package “unique” as it involves feature films which “have distinguished themselves as proven programs” on the ABC-TV series.

Among “Showcase” pictures are “Sweet Smell of Success” with Burt Lancaster and Tony Curtis; “Pride and the Passion” with Cary Grant, Frank Sinatra and Sophia Loren; “Witness for the Prosecution” with Marlene Dietrich, Tyrone Power and Charles Laughton; “Marty” with Ernest Borgnine; “Run Silent, Run Deep” with Clark Gable and Burt Lancaster, and “Johnny Concho” with Frank Sinatra, Keenan Wynn and Phyllis Kirk.
NOW A PROFESSIONAL PHOTO LIGHT THAT FITS THE PALM OF YOUR HAND... SO SIMPLE ANYONE CAN USE IT

COOLING VENTS for instant escape of heat.

ADJUSTABLE HEAD tilts for bounce lighting, is calibrated 30° below and 90° above horizontal. Control arm makes it easy to tilt and lock head at any angle.

SILICON RECTIFIER LIGHT SWITCH has dimmer control for modeling and setup lighting levels, is conveniently located on handle for instant light control.

ORIGINAL EQUIPMENT ALSO INCLUDES:
FLOOD LENS Dual-purpose lens affords choice of 110° x 40° or 50° x 50° beam for broader light coverage of subject area.
PORTRAIT LENS Made of specially tempered glass for close-up work. Softens lens light and reduces contrast.

SUN GUN PROFESSIONAL PHOTO LIGHT

Here's the finest in professional photo lighting. Professional photographers across the country are using it to shoot their commercial productions—both movies and stills.

This SUN GUN® Professional Photo Light takes the place of studio lights 10 times bigger, 10 times heavier, 10 times more expensive. It produces 5000 watts of exposure at only 1000 watts electrical cost—does the work of much studio lighting equipment easier and better.

Good? So good it won a 1962 Academy Award! Want to know more about this new SUN GUN Professional Photo Light? Ask your photo dealer—or mail the coupon below.

MAIL THIS COUPON TODAY FOR MORE INFORMATION

Sylvania Lighting Products
Division of Sylvania Electric Products Inc.
60 Boston Street, Salem, Mass.

Please send me free technical information on the new SUN GUN Professional Photo Light.

Name________________________Address________________________

City__________Zone__________State__________
5-day CBS series studies U.S. economic problems

Five special half-hour telecasts studying the major economic problems of the day will be presented by CBS News in prime-time periods on five successive evenings in August. The series, Where Do We Go From Here?, will be broadcast Aug. 20-24, according to Richard S. Salant, president, CBS News.

In announcing the week-long series, Mr. Salant said that conventional news formats would "not satisfy the need for a systematic exposition of the fascinating, complicated and urgent world of economics." The time represents an estimated $400,000 at gross rates.

The series will feature noted experts on American economics with David Schoenbrun, CBS News chief Washington correspondent as host. They'll explore government's role in economic life, money and growth, credit and the relationship between American business and government.

Where Do We Go From Here? will be seen: Mon., Aug. 20, 10:30-11 p.m.; Tue., Aug. 21, 9:30-10 p.m.; Wed., Aug. 22, 7:30-8 p.m.; Thur., Aug. 23, 10:10-30 p.m., and Fri., Aug. 24, 10-10:30 p.m.

Perry Wolff, producer of the recent White House tour with Mrs. John Kennedy, will produce the series with Arthur Bonner as associate producer.

Program notes...

Venice cup winner • Robert Lawrence Productions, New York, has won the Cup de Venice at the ninth International Advertising Film Festival. Given by the City of Venice, Italy, the award honored the production company's commercials for General Motors, Clairol Corp., Robert Burns cigars, Martinson's coffee and RCA Victor. It was the first time the cup had been given to an American company, it's reported.

BG expands library • The BG-Library of Mood and Bridge Music has added 16 fully orchestrated original tunes to its catalogue of more than 500 musical selections. BG says the material is for background use, mostly "neutral." Details are available from H-R Productions Inc., 17 E. 45th St., N. Y. Y. 17.

New TV producer • Metrovision Inc. has been formed to produce motion pictures and film strips for TV, education, business and industry. The company is located at 117 W. 48th St., New York. Phone: Plaza 7-3270. John P. Hudak is president.

Problem help • WTOP Washington, D. C., initiates a series of 40-second informational shows providing advice on the availability of area health and welfare services with a 25-minute introductory program Thursday (July 19, 7:35 p.m.). Working in cooperation with the Health and Welfare Council of the National Capital Area, WTOP is trying to bring the services of more than 300 private and public local agencies to listeners who may not know "where to turn.

Thirteenth specials • KTRK-TV Houston began a monthly series of locally-produced, one-hour special programs Friday (July 13) with "Salute to Young Houston," which starred young Houston performers. The ch. 13 station is planning other programs in drama, current events, art, history, and music, scheduled for the 13th of each month.

First series • Television City Arizona, planned as Phoenix program production center for TV programs, theatrical motion pictures, commercial, industrial and educational films, has set as its initial program TV series starring Dorothy Kilgallen. Pilot is to be filmed in August. TCA is now selecting site for its studio buildings.

Bad medicine • KDKA Pittsburgh presented four half-hour documentaries last week concerning questionable medical practices investigated by the station staff and a private detective agency (The Shadow World of Medicine, July 8-11). Subjects included a sinus clinic operated by Pittsburgh chiropractors, a local cancer clinic, unusual "cures" and therapy, and law enforcement. John Kulamer, public services director, produced the programs; Paul Long narrated.

To do specials only • Reuven Frank will give up his post as producer of NBC-TV's The Huntley-Brinkley Report and Chet Huntley Reporting to devote his time exclusively to producing NBC News specials during 1962-1963. Mr. Frank has been producer of the two shows since 1956. During the past season, he produced three one-hour news specials.

Hillbillies in Hollywood • Production of "The Beverly Hillbillies," which starts on CBS-TV in the fall, is scheduled to get under way tomorrow (July 17) at General Service Studios in Hollywood. Paul Henning, who created the series, will also write and produce it for Filmways Productions. Richard Whorf will direct the program, which stars Buddy Ebsen. The half-hour series, Wednesday, 9:9:30 p.m., starts on the air September 26. Sponsors: Kellogg Co., through Leo Burnett Co., Chicago, and R. J. Reynolds Tobacco Co., through William Esty Co., New York.

Phantom police • Independent Television Corp., New York, last week announced the release of Ghost Squad, a one-hour, first-run series co-produced

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78 (PROGRAMMING)
Films sales...


*Dear Wrestlers* (CFCN-TV Calgary, Alta.): Panel show with U.S. and Canadian wrestlers as panelists, has been sold to CJAY-TV Winnipeg and CFQC-TV Saskatoon. Now in 3 markets.


*The Defenders* (CBS Films): Sold to RAI Televisione Italiana, state-owned tv system in Italy. This is the 13th overseas sale of the series.

*The Lone Ranger* (half-hour series) (Telesynd): Sold to WLWD (TV) Dayton, Ohio; KCOP-TV Salt Lake City, and WRGB (TV) Schenectady, N. Y. Now in 55 markets.


*Dr. Hudson's Secret Journal* (Tv Marketers Inc.): Sold to WABC-TV New York; KGGM-TV Albuquerque; WLWC (TV) Columbus, Ohio; WTCN (TV) Minneapolis; KTVI (TV) St. Louis; WXEX (TV) Petersburg, Va.; KYOS-TV Bellingham, Wash.; WBBR-TV Wilkes-Barre; KRIS-TV Corpus Christi and WICS (TV) Springfield, Ill.

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KABC uses billboards for summer promotion

KABC Los Angeles is teasing motorists with a summer billboard campaign theme: "She does... Almost everybody enjoys KABC conversation radio." Two other posters in the series will feature a male ("He does...") and a young adult couple ("They do..."). The campaign is showing posters in the central Los Angeles, west Los Angeles, Long Beach, San Fernando and San Gabriel Valley areas.

WOWO event includes beauties, boats, races

If WOWO Ft. Wayne, Ind., personnel ignored the Miss Universe contest Saturday, it wasn’t through lack of interest in feminine pulchritude. The staff was eyeing the 50 finalists in WOWO’s annual “Belle of the Beach Ball” contest at Lake James, Ind.

The WOWO contest included national championship boat races and water skiing, promoting the state’s recreational facilities.

WDMV’s farm approach is paying off in sales

WDMV Pocomoke City, Md., is turning what it considers "a revolutionary approach to farm radio" into the best sales record in its seven-year history.

Programming to the farmer like his city cousin—throughout the broadcast day instead of in limited time segments—WDMV uses 60-second beeper announcements from its 18-member Farm Advisory Board, "locally recognized agricultural professionals" on the Del-MarVa Peninsula (Delaware-Maryland-Virginia).

Maryland Gov. J. Millard Tawes said the informational announcements from the agricultural figures merit particular commendation and provide "an invaluable service." WDMV is reaching the farmer when and where farm journals can’t, says Ernest Tannen, station owner.

The informational tapes, broadcast hourly each day, are combined with an aggressive sales policy and recorded endorsements from local product users. In addition, says Mr. Tannen, WDMV is getting point-of-sale tie-ins for its farm merchandising program.

Gov. Keyser attends WJOY-FM opening day

WJOY-FM Burlington, Vt., the state’s first fm station, reports that when it aired its first scheduled broadcast (June 26), the nation’s youngest governor, Vermont’s F. Ray Keyser Jr., was on hand to lead the applause.

Governor Keyser, editor Robert Watoff (FM Listener’s Guide), station officials and 250 other guests celebrated the opening at a station banquet. Manager Frank Balch said 25 sponsors...
had contracted for time before the first broadcast.

WJOY-FM, is entirely separate from sister station WJOY-AM, noted Mr. Balch.

Drumbeats...

Indianapolis rundown - WIRE Indianapolis has published a compilation of market data on Metropolitan Indianapolis (all of Marion County), "Watch Out... Indianapolis Is Racing Ahead." Paul Raikes, promotion director, says the 23-page book brings together in convenient form data and information not formerly available from one source. WIRE emphasizes the market is growing (690,000 population), versatile and has "an excellent potential."

Personalized news - WDXB Chattanooga is promoting its local news operation in an unusual way. Utilizing bus cards, trash can posters, newspaper ads, and movie trailers, WDXB is running such attention-getter statements as "If you shoot your husband, you'll be on WDXB News," and "If you poison your girl friend, you'll be on WDXB News," according to Luke Wilson, vice president and general manager.

Charlotte story - WBTN (TV) Charlotte, N.C., will be host to Chicago advertising executives at a luncheon in that city tomorrow. WBTN executives and its national sales representative (TvAR) will explain the Charlotte television market. Station personality Arthur Smith and others will provide entertainment.

Fourth fest - KNX Los Angeles re-created an old-fashioned Fourth of July patriotic rally in cooperation with the American Legion last week, attracting about 8,000 persons to the city's Mac-Arthur Park for a two-hour afternoon program (also broadcast by KNX) of speech-making and music. KNX plans to make it an annual affair.

WSB-TV 'Salute' for Fourth

WSB-TV Atlanta says its second annual televised "Salute to America" Fourth of July parade drew more than 250,000 spectators to the Peachtree Street observance featuring marching units and colorful floats.

WSB-TV personalities Ruth Kent and Ray Moore paraded too before narrating the festivities. Victor Jory (star of Manhunt) was honorary parade marshal. Other celebrities included Ken Tobey and Craig Hill (Whirlybirds), country singer Eddy Arnold, gospel singer Wally Fowler, Miss Georgia of 1962 (Jeanie Cross), and WSB-TV's John Palmer, Don Stewart, Dick Mendenhall and George Page.
Sec. 315 relief: temporary, at best

BROADCASTERS HAD LOTS TO SAY, BUT THE SENATE WAS SLIGHTLY DEAF

Some of the broadcasting industry's most prominent figures urged Congress last week to free broadcasters from the strictures of the equal-time law and permit them to exercise their own judgment in presenting political candidates.

But it seemed apparent that their arguments didn't carry much weight with members of the Senate Communications Subcommittee.

Sen. John O. Pastore (D-R.I.), subcommittee chairman and an advocate of substantial modification of the equal-time requirement, put it bluntly to NAB President LeRoy Collins:

"This idea that you're going to get an out-and-out repeal of 315 is a little bit of wishful thinking." The best broadcasters can hope for, he indicated, is a temporary suspension of the equal-time requirement for a limited number of offices.

He also told the NAB head, who had urged complete elimination of the equal-time section, that it's unrealistic to think Congress would approve a bill that doesn't contain a strong fairness provision. Unless members of Congress are confident they'll get fair treatment from broadcasters, they won't approve any liberalization of the equal-time requirement, he said.

Nearly two dozen The subcommittee, in three days of hearings, took testimony from 22 witnesses on six bills and resolutions to eliminate the equal-time requirement, in whole or in part, permanently or temporarily. Opposition to any change in the law came mainly from representatives of minority parties and civil rights groups.

Sen. Pastore made his comment before hearing from witnesses opposing any change in the law, but after members of his subcommittee had questioned the wisdom of any drastic surgery on Sec. 315 during this session.

Joining Gov. Collins in endorsing a bill (S 3434) to repeal the equal time requirement for all candidates were Frank Stanton, president of CBS; Robert Sarnoff, board chairman of NBC; Walter Thayer, president of Whitney Communications Corp., which owns Corinthian Broadcasting Corp.; Lazar Emanuel, president of Communications Industries Corp.; R. Peter Straus, president of WMCA New York; Richard Cheverton, news director of WOOD AM-FM-TV Grand Rapids, Mich., and president of the Radio and Television News Directors Assn. The bill (S 3434) was introduced by Sen. Vance Hartke (D-Ind.).

But Leonard Goldenson, president of American Broadcasting-Paramount Theatres, broke broadcasting's solid front. Mr. Goldenson, who is out of the country, submitted a statement recommending that repeal be limited to candidates for president and vice president. He said the exemption shouldn't be extended to other candidates until Congress gives further study to the problems involved.

Norman Thomas, the 77-year-old leader of the Socialist Party, also called for elimination of Sec. 315—but not on terms endorsed by the broadcasters. He called for "a new approach" under which broadcasters would be required "to devote X hours of good listening time every week to the discussion of public issues and that for a limited number of weeks these hours be devoted to campaigns for public office, especially federal office."

He was not impressed with broadcasters' offers of free time to major party candidates—"those who need it least in terms of financial solvency." "The old and never-too-useful equal time for parties, big and little, must be abandoned or suspended" during campaigns, he said.

Hardships • Those favoring relaxation of the equal-time requirement said it inhibits campaign news coverage and works against—rather than for—the best interests of minority party candidates. They said so long as broadcasters must give time to all candidates in a contest if they give it to one, they're not likely to make any available.

But members of the subcommittee were unconvinced about the wisdom of a wholesale change in the law. Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee and author of a bill (S 204) to end the requirement for broadcasts presenting presidential and vice presidential candidates, said broadcasters would be given "a great deal of political power" if Sec. 315 were suspended for all contests—the power to decide what candidates and races would be publicized on the air.

Sen. Clair Engle (D-Calif) said he was concerned that radio and television stations might follow the lead of newspapers and favor Republican candidates. He said he would trust the broadcasting industry to do a fair job of reporting on the national level, but that local stations "could easily do a job on a fellow." Other members of the subcommittee expressed similar fears. Several indicated they might be willing to support a temporary suspension, to give broadcasters "a trial run." But there was no enthusiasm for all-out repeal.

The members' uneasiness was under-
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But there were others, he indicated,
who would probably create problems—
more, in fact, than the commission
could handle.

Wants no change • As a result, al-
though the commission took no official
stand on any of the Sec. 315 proposals,
Mr. Minow indicated he would prefer
to see the section left intact. It may be
imperfect, he agreed, but the alterna-
tives are not necessarily better.

He said if Sec. 315 were eliminated,
the commission would be required to
rely on the fairness doctrine to deter-
mine whether stations are fair to can-
didates. Since this doctrine involves
subjective judgments, he added, its val-
ue in protecting candidates' rights
would be questionable. Furthermore,
he said, the commission isn't staffed to
police 5,000 radio and 600 television
stations in their dealings with candi-
dates.

He suggested that Congress do noth-
ing more than suspend Sec. 315 for a
limited number of contests. This would
give broadcasters a further opportunity
to demonstrate their responsibility, he
said.

Dr. Stanton, however, argued that
broadcasters demonstrated their matur-
ity during the 1960 suspension of the
requirement for the presidential con-
test, and that it is now time to lift the
restrictions entirely. He warned that
they constitute "an unnecessary and
potentially dangerous abridgement of
the freedom of broadcasters to contri-
but as effectively as they can to the es-
sential process of creating an interested
and informed electorate."

For keeps • The CBS president added
that any revision of the provision should
be permanent—not put in the form of
"year-to-year handouts"—and should
be all-inclusive. He said the argument
that exemption of the equal-time sec-
tion is worthwhile in some cases and
not in others is "puzzling."

Mr. Sarnoff said Congress must de-
cide whether it trusts broadcasters to
be fair, "or whether it believes that po-

tical coverage should continue to be
hobbled by an equal-time restriction
which makes a fetish of mechanical
equality." This policy, he said, dimin-
ishes the service broadcasting can pro-
vide.

But in endorsing the Hartke bill, both
Mr. Sarnoff and Gov. Collins recom-

mended that it be amended to assure
that existing prohibitions against broad-
caster censorship of candidates be re-
tained in the law. The Hartke bill and
several of the others under considera-
tion delete that prohibition.

They said broadcasters should not be
empowered to censor candidates. Mr.
Minow took the same position, declar-
ing that lifting the prohibition would
be "intolerable." He urged the sub-
committee to make sure the ban is in
any bill it approves.

Libel liability • Mr. Sarnoff noted
another reason for retaining the no-
censorship ban: its elimination would
leave broadcasters open to libel suits
growing out of remarks by candidates
on their stations. He noted that since
broadcasters are banned from censor-
ing candidates, the courts have held
they can't be sued for what a candi-
date says. "We believe the resulting sit-
uation is a sensible one that need not
be disturbed."

Gov. Collins conceded he didn't

speak for all NAB members in urging
repeal of Sec. 315. Some broadcasters,
he said, "consider Sec. 315 not as a
straitjacket but as a shield" which per-
mits them to deny free time to one candidate on the ground he'd
have to make it available to all his op-
ponents.

But these broadcasters who seek the
easy way out are in the minority, he
said. Most broadcasters would prefer
to be treated as responsible journalists,
he added.

Mr. Thayer, a member of the Presi-
dent's Commission on Campaign Costs,
edorsed a resolution (SJ Res 193)
introduced by Sen. Pastore at President
Kennedy's request following a recom-
mandation of that commission. The
resolution would merely suspend Sec.
315 for the duration of the 1964 presi-
dential campaign.

But Mr. Thayer went beyond that
to endorse the Hartke bill. He called
it the "most desirable solution to the
political broadcast problem because it
offers the most comprehensive
appraoch."

Paul Porter, who was FCC chairman

During the Seattle World's Fair, studios
of KTNT-TV (Seattle-Tacoma) are aboard
the DOMINION MONARCH, the world's
largest floating hotel, moored on the
Seattle waterfront, housing many of the
Fair's most glamorous and famous visitors.
This makes possible more exciting, more
thrilling TV, as special events involving
important celebrities will be telecast
direct from the huge ship.
This is programming with imagination . . .
this is KTNT-TV . . . this is a great chance
for advertisers to sell the big "Fair-happy"
Pacific Northwest.

KTNT-
Channel 11

 Studios in Seattle and Tacoma
represented by
PAUL H. RAYMER CO.
Political study group members urge changes in TV debates

A group of political scientists and journalists have proposed changes in the programming of TV debates by presidential candidates in future campaigns.

The suggestions and analysis of the impact of the joint Kennedy-Nixon 1960 TV appearances are contained in a report issued today (July 16) by the Center for the Study of Democratic Institutions, Santa Barbara, Calif.

Lead-off man in the unanimous call for revisions is Earl Mazo, head of the Washington bureau of the New York Herald Tribune. He suggests that candidates restrict the first two or three encounters to one or two overriding issues; present the vice presidential candidates either independently or in company with the Presidents candidates on one or two shows; hold the last debate a week or 10 days before the election; and make it a no-holds-barred verbal contest between the candidates with no one in the middle.

The study also incorporates the views of Malcolm Moos, an author who has been on the staff of the Rockefeller Brother Fund in New York since 1961, and former special assistant to President Eisenhower; Hallock Wheeler, former professor of political science at Washington & Lee U., now in residence at the Center.

Several appearances = Mr. Moos proposes that the TV networks be required to allocate time for at least three and as many as five joint appearances by the presidential candidates of both major parties. He strongly favors continuing joint appearances, but writes that "it is easy to understand how political television becomes a giant supermarket for the projection of personality." He adds that "each candidate seeks identity with virtue as relentlessly as Lassie, Rin-Tin-Tin or Hairbreadth Harry pursued the triumph of good."

Mr. Hoffmann’s critical view attacks the theory that TV has given the citizen greater understanding of the office seeker. He says TV has turned campaigns into "non-political personal popularity contests. . . . For the detached observer, the outstanding quality of the 1960 television campaign was its absence of attention to any of the new and important facts about the world."

Mr. Wheeler opposes the idea of a "debate," recommending that the candidates conduct their first and fourth programs in separate studios, and that the others be handled as news conferences. He would add political scientists and economists to the panel of interrogators. To summarize his criticisms of the joint appearances in 1960, he writes: "The popular concern over who was winning the debates was not so much a concern over who was right as over who was presenting the better image."

The writers agree on one major point: President Kennedy's election victory was made possible by his performance in the joint TV appearances with former Vice President Richard Nixon.

from 1944-46 and is a member of the President's Commission, also endorsed the Pastore resolution. But he favors "the principle" of the Hartke bill and another (S 2035) introduced by Sen. Pastore, which would apply to candidates for president, vice president, governor, senator and congressman.

Congressional review = But he said these proposals should be effective only through the 1964 campaign "so that Congress can continue to review" the activities of broadcasters as freed from some of the law's shackles." He said Congress could enact permanent legislation if the results warrant it.

The same note of caution ran through the remarks of all those favoring legislation more limited than that of Sen. Hartke's. Mr. Goldenson said Sec. 315 is still needed to avoid discrimination among candidates below the level of president and vice president. He said the protection the section affords candidates "should not be whittled away without appropriate safeguards."

If the equal-time law were revised for candidates below the national level, he said, broadcasters would be required to provide time to legitimate candidates "as a matter of fairness." But, he said, even well-intentioned broadcasters might not recognize the development of a significant third party. States where elections are non-partisan, such as Minnesota, present another problem, he said.

Sponsors of senate resolutions proposing suspensions of the equal-time law also took a go-slow approach. Sens. Jacob K. Javits (R-N.Y.) and Joseph Clark (D-Pa.) are co-sponsors of S J Res 196, which would suspend the law for the 1962 congressional campaigns. Sen. Harrison A. Williams (D-N. J.) is sponsoring S J Res 209, which would suspend the requirement for the 1962 gubernatorial and congressional contests and the 1964 presidential race.

Lessons to learn = All three said the lessons to be learned from such suspensions of the law could be applied in deciding whether to enact permanent legislation.

Sen. Clark suggested an even more limited approach as a possible "compromise." Under it, the equal-time requirement would apply only to major party candidates and to those of minor parties that poll at least 4% of the vote in the preceding election.

Sen. Clark said several of his Senate colleagues running for re-election indicated they would oppose any blanket suspension of the equal-time law.

Opposition to the changes sought by the broadcaster was expressed by representatives of two minority parties, plus the National Association for the Advancement of Colored People, the American Civil Liberties Union, and Lar Daly, perennial splinter party candidate.

Charles E. Rice, of the Conservative Party of New York, said his party has based its entire campaign on the equal-
time law and that it would be “unfair at this late date,” to change the law. Mr. Rice didn't oppose exempting presidential and vice presidential candidates from the requirement. Third parties with followings in only a handful of states couldn’t affect the outcome of a national election, he said. But the Conservative Party hopes to hold the balance of power in the New York state elections this year, he said.

Negro candidates = Clarence Mitch-ell, director of the Washington Bureau of the NAACP, said elimination of the equal-time law would open the door to censorship of Negro candidates. He noted two cases in Mississippi in which Negro candidates were unable to buy time on stations until the FCC intervened. Instead of liberalizing Sec. 315, he said, Congress should strengthen it to require stations to sell time to candidates who seek time.

Nathan Karp, speaking for the Socialist Labor Party, said repeal of the equal-time law would give broadcasters “the unrestricted power to arbitrarily decide which candidates for public office are to have access to the airwaves.” He said it would provide a basis for suppression and censorship by the broadcasters.

Lawrence Speiser, representing the ACLU, said modification of Sec. 315 may be necessary, but that a vote for its repeal at all levels “would be a vote to give a perpetual monopoly” in radio and television to the two major parties. He suggested an amendment to require broadcasters to make “equitable” rather than “equal” time available to candidates. He said this would provide some flexibility without prejudicing the rights of minor party candidates who seek air time.

Mr. Daly, who did not make the trip to Washington from Chicago, said in a statement that without Sec. 315, the “big” radio-tv networks would decide who could run for office and who could not.

To symbolize his stand, Mr. Daly picketed the federal building in Chicago’s Loop Thursday at noon. He said he is appealing to the “bleeding-heart U. S. senators, usually known as ‘liberals’ who, as apparent ‘servant boys’ of the tv-radio networks, are leading the campaign to abolish Sec. 315 completely and destroy what is left of equal time.”

NEW SPOTMASTER Rack Mount Cartridge Tape Equipment
Engineered for heavy-duty precision programming—as is all Spotmaster equipment—the 500R combination recorder-playback unit and the 505R playback unit are furnished complete with rack chassis slides ready to mount in your rack. Each unit slides in and out of the rack for ease of head and capstan cleaning, as well as other routine maintenance. All connections are made by use of convenient plugs in common use in all broadcast stations. Amplifiers and other components are conveniently placed for ease of servicing. The Model 500R is a complete recorder-playback unit and mounts in only 7” of rack space, as does the matching playback unit, Model 505R. Playback units may be mounted in multiple to provide complete facilities in one rack. Plug-in remote control and cue-trip amplifiers for automatic sequential switching available as optional extras on all playback units. Also available for immediate delivery, are the standard best selling 500 and 505 compact monophonic units. For information on our complete line of cartridge equipment contact:

BROADCAST ELECTRONICS 8800 BROOKVILLE RD., SILVER SPRING, MD. JU 8-4983

Theatre owners fighting pay tv were counter-attacked on two fronts last week.

The government opposed a request by Connecticut theatre owners seeking a U. S. Supreme Court review of the Hartford, Conn., Phonevision pay tv test; the applicant for a similar FCC authorization in Denver objected to a suggestion by Denver theatre owners that its application be denied or set for hearing.

The first pay tv demonstration, set for a three-year period under FCC approval, began June 29 in Hartford. Scrambled signals using Zenith Radio Corp.'s Phonevision system of pay tv are being broadcast over RKO General's ch. 18 WHCT (TV) Hartford to an initial group of 500 subscribers (BROADCASTING, July 9).

Although neither RKO General nor Zenith filed with the FCC and the Dept. of Justice in opposition to the theatre owners' move for Supreme Court review, it was understood they may file a response in a week or so.

No Doubt of Power • The basic question raised by the Connecticut theatre owners is whether the FCC has the authority to authorize pay tv, and there's no question about that, the commission told the U. S. Supreme Court July 6. The commission's brief was in opposition to a request for Supreme Court review of the FCC's authorization last year permitting a pay tv test of Phonevision over WHCT (TV) Hartford, Conn., filed by the Connecticut Committee Against Pay Tv.

The FCC's answer to the theatre owners' petition emphasized that the commission's power to authorize a pay tv trial is beyond question and was upheld by a unanimous three-judge court of appeals decision last March. The appeals court held that the FCC has the right to encourage new forms of radio communications and that pay tv is in this category.

To the charge that the FCC did not take into account its duty to regulate rates charged subscribers who view the scrambled tv programs, the commission claimed the issue was raised for the first time and therefore is not properly before the court.

In any event, the FCC said, there is no need to determine this facet of pay tv since the authorization is for a test only. The FCC said it reserves the right to act if the charges prove objectionable.

The petition for Supreme Court review was filed last month by five Hartford area theatre owners, and the Connecticut Committee after the appeals court upheld the FCC's 1961 action authorizing a three-year test of Phonevision subscription tv in Hartford. (BROADCASTING, June 11).

10,000 Minimum • The break-even point for the Denver Teleglobe pay tv trial is 10,000 subscribers, the applicant told the FCC last week in submitting its opposition to the request for denial or hearing filed by Denver theatre owners last month (BROADCASTING, June 18).

Along with the opposition, KTVR, Teleglobe-Denver Corp. and Macfadden-Bartell Corp. (all associated in the subscription tv trial) estimated annual income and expenses based on 2,000 subscribers, 10,000 subscribers and 35,000 subscribers.

With 2,000 subscribers—and the Denver group plans to inaugurate its system of pay tv with this number—gross annual income will amount to $240,000 and expenses $323,000, a loss of $83,000. With 10,000 customers, gross income and expenses will be equal, $1.2 million each. With 35,000 subscribers, gross income will amount to $4.2 million; expenses $3,842,000 and profit $358,000.

Expenses include a 5% royalty to Teleglobe Pay TV Systems Inc., the company which developed the pay tv system, and payment of airtime to KTAT at approximately its card rates related to the number of subscribers. The profit goes to the franchise holder, in this case Teleglobe-Denver Corp., a joint venture of Teleglobe Pay TV Systems and Macfadden-Bartell Corp.

Hearing Unnecessary • In opposing the Denver theatre owners' request for a hearing, the Denver pay tv entrepreneurs emphasized that no facts could be adduced that would make the Denver trial different from the Hartford demonstration. An evidentiary hearing, the group said, would be "pointless."

The group presented a breakdown of programs carried on KTAT and on other Denver stations to prove that Denver viewers would not suffer deprivation of regular tv programs. "Further," the document states, "substitution of new feature films and additional programs to be offered will vastly improve the present program offering of KTAT."

Terminating as "curious" the theatre owners' suggestion that the FCC investigate the rates being charged Teleglobe-Denver by the telephone company, the applicants emphasize that this is purely an intrastate matter and that the local phone on file with the Colorado Public Utilities Commission is being followed. The FCC has no jurisdiction in the matter, they say.

Answering other issues raised by the Denver theatre owners, the pay tv applicants insisted:
• The licensee of KTAT retains the right to reject any program proposed to be paycast over the station.
• KTAT has a 4% share of sets in...
Interference invades rights, say WFMT fans

Approximately 150 quality music adherents in the Chicago area told the FCC last week that interference to their fine arts music FM station is causing them "substantial injury and great mental anguish."

The North Shore Fine Arts Committee asked the commission to deny a license to WRSV (FM) (98.3 mc, 1 kw) Skokie, Ill., on the grounds that the new station is causing harmful interference to WFMT (FM) Chicago (98.7 mc, 120 kw), which provides the quality music. "The public interest requires the preservation of petitioners' rights to the use of their property [FM sets] and to the privacy of their homes, free of interference from said station, and to petitioners' right to receive fine arts programs within their homes," the committee said.

WRSV's power "far exceeds that power required to satisfy local broadcasting purposes" and the "mass group" to which the station appeals already is adequately served, the group asserted. WFMT is the only cultural station serving their area, the petitioners said, in charging their "property rights . . . have been adversely affected by the invasion of said interference." The quality service lost far exceeds the value in quantity of the service gained, the protestors told the commission.

They said the interference "greatly impairs" the education of their children and that the "full education and general welfare of the families of petitioners require the existence of fine arts broadcasting."

use between 6 p.m. and midnight Monday through Saturday, reaching an average of 7,800 homes during that time segment, according to American Research Bureau report for March. Thus, even a "moderate" degree of success would enable KTVR to serve comparable or even larger numbers of people in relation to its present audience.

There is sufficient financial capital available (up to $350,000) so there is no need for further financial investigation.

The Denver Teleglobe pay TV application was filed March 30. It proposes to broadcast the video portion of a pay TV program (first run movies, opera, sports, ballet, educational and special events) in the clear and to feed the sound element directly to subscribers via telephone lines (BROADCASTING, April 2).

KTVR is owned by J. Elroy McCaw, Washington state broadcaster, who is selling the ch. 2 independent to Bill Daniels, community antenna broker and management consultant, for $2 million. This transfer is still awaiting FCC approval.

The Denver Committee Opposed to Pay TV represents 12 theatre firms owning 32 movie houses in the area.

New York court refuses review of Faulk award

New York Supreme Court Justice Abraham N. Geller last week declined to set aside a jury's award of $3.5 million to former WCBS New York personality John Henry Faulk in his libel suit against Aware Inc. and two individuals (BROADCASTING, July 2).

Counsel for the defense, calling the award 'excessive,' had asked Justice Geller to review it. The judge noted that if he upheld the defense contention, it would mean that a new trial would have to be held. He said the jury's award "was evidently intended to express the conscience of the community . . . concerning a matter of fundamental rights deemed of great importance to the general public and the country."

Mr. Faulk had charged that he was libeled by an Aware publication, which characterized him as pro-communist. He sued Aware, research consultant Vincent Hartnett, who helped prepare the bulletin, and the late Laurence A. Johnson, who died shortly before the case went to the jury two-and-a-half weeks ago.

Lake Huron agrees to drop ch. 12 plan

Lake Huron Broadcasting Co. and WIRT (TV) Flint, Mich., settled their differences "out of court" last week, Lake Huron agreeing to dismiss its application for a new TV station on ch. 12—the same frequency licensed to WIRT.

A comparative hearing, scheduled for last week between the Lake Huron application and WIRT's bid for a license renewal was postponed indefinitely by Hearing Examiner H. Gifford Irion. Lake Huron is licensee of WLPA (TV) (ch. 9) Alpena, Mich., and licensee of WKNX-AM-TV (ch. 57) Saginaw-Bay City, Mich.

WIRT has agreed not to lodge an objection to any rulemaking sought by Lake Huron looking toward shifting ch. 9 Alpena to Bay City or further north, provided the transmitter site is at least 60 miles from WIRT. The Goodwill Stations Inc., licensee of WIRT, also owns WJR-AM-FM Detroit and WSAZ-AM-TV Huntington, W. Va.
Rau asks commission to forgive WDOV-AM-FM's trespasses

WDOV - AM - FM Dover, Del., pleaded guilty last week to violations of FCC rules but asked the commission to consider mitigating circumstances and levy a fine instead of going through an announced revocation hearing.

Five weeks ago the commission ordered WDOV-AM-FM to show cause why its license should not be revoked for alleged “willful and repeated” violations, false program logs, lack of candor, misrepresentations to the FCC and double billing (Broadcasting, June 11). The FCC also ordered the hearing to determine if the public interest might be served better by fining WDOV-AM-FM up to $10,000 instead of revoking the am-fm licenses.

Henry Rau, president and principal owner of WDOV, replied last week that this personal investigation discloses that the station did violate FCC rules the night of Sept. 19, 1961, when the daytime-only station stayed on the air because of a hurricane alert. “However, I also believe from my investigation that there were certain mitigating circumstances which do not entirely excuse these failures but which serve to explain the various omissions and acts which took place.”

During the confusion of the evening (Mr. Rau was in his home in Washington but had been informed that the station was remaining on the air past sign-off) normal “caution and prudence” were discarded and routines for safeguarding the FCC’s rules broke down, Mr. Rau said. WDOV said the evening in question was one of “virtual chaos” and the decision to stay on the air was made at the request of state police, shortly before normal sign-off time.

WDOV aired several commercial Mutual newscasts (for which it received no pay) and three commercials for a local client without logging any as commercial. According to the FCC, WDOV Manager William S. Cook informed the agency that no commercial time was sold during the evening in question.

Improper Logs – An improper and incorrect log was reconstructed the next day which was “clearly in error” although there was no “conscious attempt to mislead the commission,” WDOV said. The staff inserted in the log specific public service announcements at specific times which were not actually broadcast, the station admitted, although many were aired that night.

“These actions were clearly ill-advised,” WDOV confessed. “In this connection, however, and . . . other allegations concerning misleading statements to the commission, it appears that the motivation was one of fear and confusion rather than malice.”

Mr. Rau said that he had no previous knowledge of any of the misleading statements made to the FCC by WDOV personnel and that “far more stringent regulations” now are in force to prevent a recurrence.

WDOV also admitted that it had, in the past, engaged in the practice of double billing but that “it did not involve many accounts and that it was terminated on March 9—the day the FCC released a public notice warning licensees not to engage in the practice (Broadcasting, March 12).” The fact that it was necessary for the FCC to issue an across-the-board warning to all licensees indicates that the practice was rampant within the industry, WDOV said, in maintaining that it must be judged in terms of the mores of the industry.

“I can categorically state that the practice (double billing) has stopped and has not been resumed and will not be,” Mr. Rau said.

Another station principally owned by Mr. Rau—WOL-FM Washington—asked the FCC not to levy a $1,000 fine as proposed for an engineering violation. WOL-FM, cited at the same time the WDOV revocation order was released, said an engineer erred in allowing a new antenna system to be used before securing FCC permission.

WOL-FM said the unauthorized use was not intentional, nor was it repeated, and that use of the antenna caused no interference to existing stations. No attempt was made to conceal the error or to deceive the FCC, WOL-FM said.

Mr. Rau’s ownership in WOL-AM-FM is 76.1%. He owns 73.6% of WDOV-AM-FM. He also has interests in WNAV-AM-FM Annapolis, Md.; WARK-AM-FM Hagerstown, Md., and in an application for an am station in Richmond, Va.

Kaiser files for uhfs in California markets

The broadcasting division of Kaiser Industries Corp., which owns stations in Hawaii, turned its attention toward the mainland last week. The company filed applications with the FCC for new tv stations on uhf channels in Los Angeles and San Francisco.

Richard C. Block, Kaiser manager for broadcasting, said uhf offers a “challenging new opportunity for serious broadcasters to provide much needed freedom of choice to the public” in announcing the Kaiser applications. He said the company plans to file for additional tv stations in the future. Kaiser applied for ch. xx in San Francisco and ch. 45, assigned to Corona, Calif. (a Los Angeles suburb).

Kaiser Industries presently own KHVH-AM-TV Honolulu and KHJK (TV) Hilo.
RADIO-TV AND THE TAX CUT

Government's new property depreciation guidelines give broadcasters new freedom, quicker write-offs

A new approach to the depreciation of property, adopted last week by the Internal Revenue Service, provides greater freedom for broadcasters in their tax methods.

Essentially the IRS ruling kills the 1942 Bulletin F regulations by replacing their schedules of broadcast equipment life with a new group guideline. This is based on a suggested period of six years for equipment depreciation.

The ruling has a moratorium clause of "great importance," according to the IRS. This moratorium, which lasts for three years, means a broadcaster can adopt new depreciation guidelines and, as one official put it, "the revenue agent won't touch you." This is based on the assumption the taxpayer must show a consistent pattern of replacement.

Unofficial interpretations of the new ruling were heard all over Washington last week, but IRS said it would be some time before the intricate provisions of the new language could be explained in detail.

The effects - Among effects of the ruling ("Depreciation Guidelines and Rules, Publication No. 456, July 1962") are these:

- A new administrative climate will clip the wide and arbitrary powers of revenue agents to apply Bulletin F schedules.
- The fast development and obsolescence of broadcast equipment come under a more realistic interpretation.
- The composite overall 10-year average life for equipment is replaced by the suggested six-year life, a flexible working formula.

Simpler schedules - IRS replaced its detailed depreciation schedules by new, shorter guideline lives applied to broad classes of equipment. The categories have been cut from 5,000 to 75 broad classes.

Secretary of Commerce Luther H. Hodges, a former business executive, said the new rules "should induce many a businessman to modernize his equipment more rapidly than planned." He said they will stimulate technological innovation "and in general provide industry with a forward-looking basis for management decisions in the years to come."

An IRS question-answer explanation offered this advice: "Every taxpayer should continue to base his depreciable lives on his own best estimate of the period of their use in his trade."

Shorter lives - An important phase of the procedure is a new Reserve Ratio Table. It provides "objective guides for establishing that a taxpayer is entitled to use even shorter lives than he has used in the past." The reserve ratio test was defined this way: "An objective technique which can be used to demonstrate that the retirement and replacement practices being followed by a taxpayer with respect to a guideline class are consistent with the class life being used."

Specialists in broadcast taxes said the new IRS rules can't be applied until they have been studied and interpreted, but appeared to agree the industry will share importantly in the speedup of write-offs. One network economist said the situation was "about the same as in most industries in deferring taxes."

It was suggested that broadcast companies that have been using shorter equipment lives than normal would not experience important benefits, but the tax reduction could be substantial for those depreciating for a period representing normal life.

How to use it - This question was posed by one broadcast executive: "Is it necessary to change the book depreciation now used or is it sufficient to just turn in the claim (or write-off) to the government and then ask for a tax adjustment?"

IRS emphasized that the six-year guideline life is not to be treated as a minimum. It said: "Shorter lives which have already been established or which may in the future be justified as reflecting the taxpayer's existing or intended replacement practices will be permitted. Thus the new procedure will not disturb the continued use of below-guideline lives which a taxpayer has already demonstrated to be realistic."

While IRS sources didn't care to make a flat statement on the subject, it appeared that tv film rentals and leases are not affected. They come under amortization procedures by which costs are pro-rated over an appropriate period. These procedures involve disputed methods of allowing a heavier write-off for first-run use of films. One film rental case is pending before the U. S. Tax Court.

The Bulletin F regulations, now obsolescent, provided group lives ranging from four years for tv equipment to 10 years for transmitter and studio control equipment, 15 years for towers and 20 years for buildings. Under the group items IRS formerly listed three-score types of specific items with recommended obsolescence schedules.
When words fail, FCC engineers find, a sledgehammer helps

Understandable pride in new radar automobile speed monitoring equipment caught the police of one Texas city in their own trap. A proud police captain invited an FCC field engineer to attend a demonstration of the radar in action. The radar worked well, but without benefit of commission authorization, and the blushing captain learned FCC authority is needed.

This and other incidents recounted by FCC field men were reported in a commission release last week. A sampling:

* A distraught father wrote the FCC's New York office requesting that his son's amateur license be revoked because he was spending so much time with his radio that he was neglecting his studies. The son, not so slow on the uptake, wrote the same office, even to the FCC's greater surprise, asking that his father be restrained from thus interfering with the operation of an amateur station.
* Would be winners in the old game of "beat the bookies" were frustrated by an FCC engineer when they took to the air at the Jefferson Downs racetrack. They were caught illegally transmitting by radio. The results of a race were broadcast by a low-power device from within the track to a car parked outside. From there a second man transmitted the information over a licensed domestic public land service station. The licensee of the station was unaware of this use because the messages were in code form for a non-existent contracting company.

Busy • Two more men were caught in Hot Springs, Ark., using walkie-talkie radios and a pay telephone to "past post" the races. They were spotted when a drugstore employee complained that the telephone booth was being monopolized for suspiciously long periods of time.
* The happy music of a community fair was cut short when engineers from the FCC Los Angeles office found its source to be a homemade, unlicensed transmitter in one of the concessions. The operator closed down when he was told his broadcasts were illegal.
* In Kalamazoo, eye strain was ended for many people trying to watch ch. 10 when it was found that a radiating tv booster-coupler was connected between a high-gain antenna and four tv sets. It had been interfering with sets in the area.
* In the past 20 months, engineers have made field strength measurements of about 600 am stations and found over 10% with deficient signal coverage. The trouble usually was sometimes like a deteriorated ground system, a leaky base insulator, or a corroded tower joint.

A hammer was all FCC commission engineers needed when they traced a Florida missile-tracking base's complaint of excess electrical noise to three points; voltage regulators, two rusty wires, and insulators on an electrical power line half-a-mile away. In each instance, a sharp rap on or near the offending item with a sledgehammer stopped or temporarily-localized the noise.

Appeals court upholds FCC's grant to WRJC

The U. S. Court of Appeals in Washington last week upheld the FCC's grant of a new am station in Mauston, Wis. (WRJC), to John D. Rice. The case has been appealed by WTMB Tomah, Wis., which charged that Mr. Rice, Bill S. Lahm and others conspired to prevent WTMB from establishing its Tomah operation (Broadcasting, Sept. 18, 1961).

Prior to the court appeal, the commission had rejected WTMB's petition to revoke the WRJC construction permit and WRJC went on the air in August 1961.

In a related case, the FCC declared Mr. Lahm's construction permit for WRNE Wisconsin Rapids, Wis., forfeited and deleted the station's call letters. Mr. Lahm had asked for an extension of completion date, a move that was protested by WFHR Wisconsin Rapids and the WRNE application was set for hearing to determine a financial qualification issue. The permittee, who earlier asked for approval of the sale of WRNE to Tedesco Inc. (the application was later withdrawn by Tedesco), returned his construction permit after the hearing was ordered.

The commission had made its refusal to reconsider the WRJC case without prejudice to whatever action it might take in the WRNE proceeding.

Space debate continues despite Telstar news

There was little doubt on Capitol Hill last week that the success of Telstar added emphasis to the need for action on a bill establishing a communications satellite corporation.

But a small group of senators continued to sound its opposition to an Administration measure which would establish a government-regulated private corporation to administer the U. S. portion of an international space network.

Sen. Estes Kefauver (D-Tenn.), leader of the opposition which supports complete government ownership, praised the NASA-AT&T launch, but added: "The public ought to know that AT&T's owners are not risking one dime of their money on Telstar." The senator argued
that half the $50 million development cost was absorbed in a tax write-off, and the rest could be charged to customers as "operating expense" paid for by higher rates.

Another bill opponent, Sen. Russell B. Long (D-La.), said the Telstar success and the increased public knowledge it generated would strengthen the opposition. "The more the public understands it, the more opposition there will be to this bill," he said.

Meanwhile, Sen. Kenneth Keating (R-N.Y.) lending GOP support to the Administration proposal, warned that inaction might lead to an AT&T monopoly in space communications which Kefauver fears. He criticized the opposition and deplored the extended debate, saying the success of Telstar lent "weight to our arguments (for) . . . an effective partnership."

The Senate, frustrated by a talkathon against the Administration bill, put off debate and turned to other matters.

**Tele-Broadcasters asks waiver for tv filing**

Tele-Broadcasters Inc. has put in an early bid for a tv station on ch. 7 El Centro, Calif.—and at the same time has asked the FCC to bend its rules to accept an application for El Centro before the channel is allocated to that city.

In submitting its application last week, Tele-Broadcasters asked the commission to finalize a rule assigning chs. 7 and 9 to El Centro, permitted under a recent allocations agreement between the U.S. and Mexico (Broadcasting, May 7). At present, neither channel is allocated to El Centro, which has no tv station.

Tele-Broadcasters owns WPOP Hartford, Conn., KUDL Kansas City, KZON Tolleson, Ariz., KALI San Gabriel and KOFY San Mateo, both California. H. Scott Killgore is president and general manager.

**WIBC denies its buy plan is 'consideration'**

WIBC Indianapolis told the FCC in a July 6 filing that its proposed purchase of WLWA (TV) Atlanta from Crosley Broadcasting Co. cannot be termed "consideration" that would be given in return for a proposed withdrawal by WIBC from the Indianapolis ch. 13 case.

The Broadcast Bureau has opposed the Crosley-WIBC arrangement whereby Crosley would pay WIBC $100,000 for the latter's expenses in the ch. 13 case and in turn sell WLWA to WIBC for $3.4 million (Broadcasting, July 2). Crosley, which won the original comparative hearing in 1957 for ch. 13 (WLWI [TV]) and lost a second decision to WIBC last fall, also has replied to the bureau (Broadcasting, July 9) and has asked the FCC to reconsider the grant to WIBC.

Because WIBC's dismissal of the ch. 13 application is predicated upon the purchase of WLWA, the bureau "in some manner not stated" charged the Communications Act governing dropouts would be violated, WIBC said. "The mere fact that two otherwise valid proposals are conditioned upon the performance of both or neither does not render invalid what would otherwise be valid." WIBC said.

The apparent winning ch. 13 applicant said it was impelled toward a consideration of the package deal by a sequence of events beyond its control. The proposed purchase price of WLWA from Crosley is a "fair and reasonable price" considering the station's earnings and the fact that most of the WLWA equipment is obsolete and in need of replacement, WIBC said.

"It was arrived at after arm's-length bargaining between the parties," WIBC said. "The case, the fact cannot be said that the price to be paid for Atlanta was anything but a fair price and it certainly cannot be presumed, as the Broadcast Bureau suggests, that the Atlanta transaction contains any element of payment in consideration of the dismissal of the WIBC Indianapolis application."

**Etv asks FCC to deny ch. 5 to WCCA-TV**

Pleading that the allocation of ch. 5 to Columbia, S. C., would be "inimical to the development" of educational tv in the state, the South Carolina Educational Tv Commission last week asked the FCC to deny such a request by WCCA-TV (ch. 25) Columbia.

WCCA-TV had asked that the FCC abandon plans to make Columbia all uhf by deleting presently assigned ch. 10 (WIS-TV). Ch. 5 would be shifted from Charleston, S. C., with WCSC-TV there moving to ch. 7, presently reserved for evt. Ch. 12 then could be added to Charleston at short-spacing for evt, WCCA-TV recommended.

The educational commission said it plans to apply for ch. 7 Charleston, using available federal funds, and that the WCCA-TV plan would result in an "admittedly less desirable channel" for evt. Also, the educator group said, it has been negotiating with WNOK-TV Columbia for the use of that station's ch. 19 facilities for a planned evt station in Columbia.

WNOK-TV, the governor, the entire South Carolina congressional delegation and other officials have asked the FCC to retain ch. 10 in Columbia and to add ch. 8 in the South Carolina city (Broadcasting, May 7).

**ABA Canon 35 report delayed until 1963**

Contrary to earlier expectations, the special Canon 35 committee of the American Bar Assn. will not have a final report on recommendations ready for the annual meeting of the ABA House of Delegates in San Francisco in August.

ABA said last week it now appears that only a progress report will be
made with the final report to come sometime next year after additional experiences in courtroom broadcasting and photography are obtained by the committee from courts in Colorado and Texas. The committee chairman, John H. Yauch Jr., Newark, N.J., called a meeting in Chicago earlier this year to hear newsmen's pleas for lifting of Canon 35, which bans court radio-tv and pictures coverage (Broadcasting, Feb. 19).

The July issue of the ABA Journal includes both an article and an editor's comment against relaxation of canon 35. The article is by Harvard Law School Dean Erwin N. Griswold. He writes that "it is a matter of real concern that the possibility of modifying canon 35 is even a subject for serious consideration within the organized bar of the United States."

Dean Griswold attributes most pressures for modification of canon 35 to the news media and not to the bar, although he feels that those judges who do favor radio-tv and pictures in the courtroom "should be restrained." He believes the idea of leaving discretion to the individual judge is merely a "nose in the tent" approach and would introduce intense pressures upon the elected judiciary.

Journal editor Richard Bentley lists the various articles, both for and against, which his publication has carried on canon 35 in recent years. Giving his personal belief, he feels the arguments for retention of canon 35 "far outweigh the arguments for its relaxation," wherein "lurk inherent and serious dangers to the even-handed administration of justice, which must always be the paramount concern of our profession."

UHF-VHF SET LAW GIVES TV BIGGEST BOOST—FCC

President Signs Bill; FCC Now Can Draw Up Rules

The signing into law of the all-channel set bill is, in the FCC's opinion, the most important move yet made to aid commercial and educational uhf television. President Kennedy signed the bill late July 10 after attending the All-Star baseball game in Washington.

The bill amends the Communications Act to require that all tv sets shipped across state lines be equipped to receive the 70 uhf channels as well as the 12 vhf channels. The FCC is charged with the task of drawing up rules to make the law effective after a transition period.

In anticipation of presidential signing, the Commission had begun a series of conferences with the set-making industry, receiving suggestions from the manufacturers. When rule-making procedure has been completed, a date will be set when rules become effective.

No all-channel sets can be said to meet FCC performance characteristics at this time, it was explained, because technical requirements must be drawn up. Station transmission standards aren't changed by the new law, nor are present vhf sets affected. The Commission said present vhf sets can be used as long as they are operable.

The new law, FCC explained, is aimed at the incapability "of most present sets to receive the uhf channels on which tv must depend for growth." The Commission believes that uhf development will, over the years, lead to a truly nationwide commercial and educational tv system and a wider range of program choice for the public.

Program curbs bill for D.C. gets hearing

Opponents of legislation to restrict the kind of programming Washington, D.C. radio and tv stations may carry will testify before a House District subcommittee today (Monday).

The bill (HR 9686), recommended by its supporters as a means of protecting the morals of Washington, D.C., children, provides criminal penalties for television and radio stations carrying programs between 4 and 8 p.m. that stress sex or violence, or that contain obscene language. The measure was introduced by Rep. John Dowdy (D-Tex.), subcommittee chairman (Broadcasting, July 2).

Among those scheduled to testify are Howard Monderer, Washington-based attorney for NBC; W. O. Theodore Pierson, representing WWDC-AM-FM; Fred Houwink, general manager of WMAL-AM-TV; Julian Brylawski, president of the Motion Picture Theatre Owners of Washington, D.C.; and Edward Cooper, of the Motion Picture Assn. of America Inc.

The motion picture industry representatives are concerned about a provision in the bill which would permit District commissioners to set a minimum age below which youngsters wouldn't be permitted to attend movies or other public exhibitions that contain "indecent or lascivious language" or that exploit sex, crime or violence.

The subcommittee also will hear today from representatives of women's groups, religious organizations and the clergy. During hearings on the measure last month, women's club members and local ministers endorsed the proposal.

JFK Names Wiesner to Head Science Office

Dr. Jerome B. Wiesner, special science adviser to President Kennedy, was nominated to be director of the Office of Science and Technology in the White House. President Kennedy sent Dr. Wiesner's name to the Senate last week.

The new position was created by the President this spring under his reorganization authority and was not vetoed by either house of Congress. Dr. Wiesner, who has been acting director of the new office, will coordinate all government activities in science and technology following confirmation by the Senate. He will continue to act as special adviser on science and technology to the President.
COOL TO COOLIE LABOR

Shoe-on-the-other-foot department: Japanese radio manufacturers are feeling the competition in selling transistor radios to the United States. The rivalry comes from Hong Kong exporters and the Japanese government has been persuaded to ask that the British Crown Colony restrict exports to the U.S., according to the Kyodo News Agency, Tokyo. Apparently in question is the assembly of radios in Hong Kong with low-cost labor which permits the receivers to be sold in the United States for less than those made in Japan.

MIT DEVELOPS LIGHT BEAM TO CARRY 20 TV CHANNELS

A diode for space age communications has been developed by the Lincoln Lab of Massachusetts Institute of Technology, Lexington, Mass. The new type of diode can convert electric current into a light beam capable of carrying 20 tv channels, or 20,000 telephone calls, at one time, MIT announced at a conference last week in Durham, N. H.

The experimental diode device has successfully transmitted a high-quality tv picture, although the range was only 275 feet. But MIT engineers foresee construction of units that can transmit for 30 miles, and they predict that the device will be applied to uses originally proposed for the laser (light amplification by stimulated emission of radiation).

The diode's wavelengths of infra-red light cannot be modulated, as can those of a laser. The diode, which uses gallium arsenide as a semiconductor, is sent in terms of changes in amplitude of the electric current. The diodes operate at some 350 million megacycles per second, which is about 10 million times the frequency of radio signals normally used for tv.

AMPTEX SEE 10% SALES RISE

A 10% increase in sales in 1963 over the $84.1 million received in the fiscal year ended April 28, 1962, was predicted last week by William E. Roberts, president of Ampex Corp. In the annual report issued last week, Mr. Roberts said he expects net earnings to increase at a much greater scale. Ampex's net earnings for the 1962 fiscal year were $3.2 million (41 cents per share on 7,786,487 shares) (BROADCASTING, June 25). Ampex has sold 1,045 Videotape recorders to broadcasters and production firms, the annual report states.

1962 SET SALES UP, BUT MAY SEE SLUMP

Tv and radio set production and sales to distributors for the first five months of 1962 continued upward. Electronic Industries Assn. reported last week. May factory output and distributor sales declined, however, from the month before, EIA said.

The figures:

PRODUCTION

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<th>Period</th>
<th>Tv</th>
<th>Radio</th>
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<td>Jan.-May '62</td>
<td>2,674,848*</td>
<td>7,542,572**</td>
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<tr>
<td>Jan.-May '61</td>
<td>2,186,018</td>
<td>5,911,027</td>
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SALES

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<tr>
<th>Period</th>
<th>Tv</th>
<th>Radio</th>
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<tr>
<td>Jan.-May '62</td>
<td>2,243,528</td>
<td>3,759,976***</td>
</tr>
<tr>
<td>Jan.-May '61</td>
<td>2,029,770</td>
<td>3,373,542</td>
</tr>
</tbody>
</table>

*Includes 206,163 receivers with uhf tuners compared to 112,181 in previous period. **Includes 2,642,473 auto radios and 367,921 fm radios compared to 1,863,781 auto radios and 287,787 fm radios in the 1961 period. ***Excludes auto radio sales.

RCA'S NUVISTOR PLANT WORKS AROUND THE CLOCK

RCA's Harrison, N. J., nuvisor plant has been put on a 24-hours-a-day schedule, instead of a two-shift basis, to meet increased demand, it was announced Wednesday (July 11).

Nine commercial versions of the ceramic-metal tube are now on the market for a wide range of applications in aerospace, military, industrial and entertainment electronic products.

JERROLD BUYS ANALAB FILM

Jerrold Corp. has acquired Analab Instrument Corp., Cedar Grove, N. J., the company announced last week. The purchase, for an undisclosed amount of Jerrold common stock, is subject to ratification by Analab stockholders. Analab manufactures specialized oscilloscope test instruments in the digital, medical and geographical fields. Morton G. Scheraga continues as president of the Analab firm and Clee Marsh as vice president.

GE GROSS, NET UP FOR 1962

General Electric had a gross income the first six months of 1962 of $2,318,836,000 compared to $2,074,425,000 for the same period last year, it reported last week. Net income reached $119,977,000 ($1.34 per share) compared to $93,478,000 ($1.05 cents per share) for the same 1961 period. GE is a major radio and tv manufacturer and owns WRGB-AM-FM-TV Schenectady, N. Y.
SIX TV NETWORKS FORESEEN IN UK

White Paper delays final decision on commercial television

The first British government reactions to the Pilkington report on U. K. broadcasting were revealed in a White Paper which approves most of the report's recommendations for an extension of BBC broadcasting in radio and TV but delays any decision on the commercial network's future. The White Paper foresees six nation-wide TV networks in operation by the end of 1982 at the latest.

BBC-TV gets approval to set up its second network which will beam on 625 lines with some programs in color. Starting date set is mid-1964 in London with gradual expansion to national coverage. It is estimated that the annual cost of this new network, Britain's third, will be around $56 million.

The government accepts the Pilkington recommendation that BBC Charter and the Television Act 1954, which set up the commercial network, should be renewed for 12 years from July 30, 1964, when the current charter and act expire.

Powers Unchanged: Britain's Postmaster-General remains the government minister responsible for broadcasting. No major change in government powers are proposed and the traditional independence of both BBC and ITA in program content and day-to-day management will continue. The government, which organizes the financing of BBC, recognizes the need for additional income.

Following another Pilkington recommendation, the government came out against any new radio broadcasting system. BBC radio air time of two of its three networks will be increased. Its hightower "Network Three," now broadcasting only in the evening, will transmit throughout the day. Its "Light Programme" net will begin at 5:30 a.m. and continue until 2 a.m. BBC intends to fill the additional time with music.

Commenting on the Pilkington criticism of commercial TV that the profit-seeking aim conflicts with the need for good programming, the White Paper says there are two opinions on this point. The report's proposal that the ITA, now a regulatory body, should itself sell advertising time, produce some programs and buy others from the TV companies "requires a most thorough examination," says the White Paper.

Proposals Later: The government will submit to Parliament its own proposals about commercial TV at some later date. Meanwhile advertising magazines, short programs containing commercials and plugs in an entertainment format, are to be abolished. Under the 1954 Act only spot commercials are allowed and they must be clearly separate from program content. (A performer delivering a commercial in his own show is taboo.)

Pay-TV, which the Pilkington report was against, remains a possibility. The White Paper recognizes arguments in its favor and reserves its decision. Big screen TV in theatres and cinemas for paying audiences, opposed by Pilkington, gets government approval. Each application to provide such entertainment will be considered "individually on its own merits."

Comment: Sir Ivone Kirkpatrick, chairman of the Independent Television Authority, has called the Pilkington report's comments on commercial network programming "incorrect and misleading."

Speaking at a lunch after the latest regular ITA meeting Sir Ivone said, "The Authority wishes ... to say at once that it repudiates the attitude towards television which is attributed to it in various passages of the report. This is not in accordance with the evidence which the Authority gave."

The Pilkington report severely criticised the commercial network, over which the ITA has regulatory powers. It said the network's programming "falls well short of what a good public service of broadcasting should be."

Other attacks on the report from commercial TV:

John Spencer Wills, chairman of Associated-Rediffusion Ltd., "As the report points out, broadcasting costs are high and advertising costs are high; the profit in ads is only .50-50. Few viewers are likely to read it. For their benefit I will give a summary: We find the BBC beyond reproach. Their ideals are lofty and so are their programs. We find independent television guilty. Guilty of what? Guilty of being successful."

Peter Cadbury, chairman of Westward Television Ltd., "It would mean virtual nationalization. This must destroy the regional character of companies that serve particular areas."

Scottish Television Ltd., in an official statement said, "We had hoped for objective and accurate assessments of program patterns which would give us helpful guidance in program planning for the future. But the assessments are neither objective nor always accurate and are full of generalizations."

Canada tv set sales setting four-year high

Tv set sales in Canada were highest in four years for January-May 1962 reports Electronics Industries Assn. of Canada. Sales were up 20.7% over the same period last year to 141,758. May sales were up 9%.

Sales of Canadian-made radio sets were up 7.7% to 185,406 for the five-month period. Although demand for radio receivers is increasing, 60% of the total market is going to imports EIAc said. (As part of Canada's austerity program a surcharge of 15% was applied to imported radio and tv prices in June.)

Rhodesian trade fair sees etv demonstration

The conversion of a classroom and laboratory into a fully equipped etv studio was demonstrated before an audience of more than 110,000 Africans by Blender-Tongue Labs., Newark, at the African Trade Fair, Bulawayo, Southern Rhodesia, last month.

A live demonstration of the studio-classroom was shown simultaneously with a closed-circuit broadcast over a studio TV monitor in the American pavilion at the fair. Headphones were provided to give an explanation of etv.

Blender-Tongue officials described closed circuit classroom instruction as a "technological breakthrough" for nations lacking school facilities and trained teachers.

Religious group plans Curacao radio outlet

Trans World Radio Corp., Chatham, N. J., a non-profit international religious broadcaster, has signed an agreement with the government of the Netherlands, Antilles, in the Caribbean, for the construction of shortwave and standard broadcast facilities at Curacao.

Dr. Paul E. Freed, founder of Trans World, said the station would be "pow-
erful enough to reach any spot on
earth," and the initial work would cost
$1 million.

Constituting what Trans World calls a
"world-wide voice of Protestantism," the
operation will utilize 250 kw short
wave and 10 kw standard broadcast
transmitters, to be constructed "soon"
on a 150-acre site near Willemstad, the
capital.

The shortwave station will beam in-
terdenominational gospel broadcasts and
other programs in 22 languages to Eu-
rope, Africa and the Western Hemi-
sphere.

Screen Gems offers
weekly Canadian tv fare

Screen Gems (Canada) Ltd., Toronto,
will provide about 10 hours produc-
tion weekly for Canadian television
networks this fall. Ray Junkin, general
manager, says production will be at
Toronto, Montreal, Ottawa and Van-
couver. Screen Gems will work with a
number of Canadian tv stations.

At CFTO-TV Toronto, five half hours
of an afternoon game show Line 'Em Up,
will be produced with Canadian con-
testants and prizes. CFTO-TV also
will originate about half the late night
one-hour Pierre Berton Show and re-
maining broadcasts will come from
Ottawa and Montreal locations. Chan-
tv Vancouver, B.C., will produce a
half-hour show, People in Conflict, for
daily showing.

British ATV restricts
cigarette advertising

The new code of Britain's Interna-
tional Television Authority, the public
body controlling the country's commer-
cial television puts a ban on five kinds
of cigarette commercials.

The move is intended to take sex
and glamour out of tobacco advertising
on television, said Postmaster General
Reginald Bevins in a report to Parlia-
ment last week (July 10). The Author-
ity's action follows its review of a warn-
ing report on the effects of smoking on
lung cancer by the Royal College of
Physicians, said the M.P.

The "no-go" ban covers tv commer-
cials which:
* Greatly over-emphasize the pleas-
ture to be obtained from cigarettes.
* Appeal to pride or general manli-
ness.
* Feature the conventional heroes
of young people.
* Use a fashionable social setting
for the impression that cigarette
smoking is an essential part of the
pleasure and excitement of modern liv-
ing.
* Link romance to smoking.

West German tv plans
commercial time boost

West German and West Berlin tele-
vision broadcasters plan to increase the
availability of their daily minute total
of spot commercials to 24 minutes.

The regional stations now make avail-
able an average of 10 minutes for spots
each day, although some are filling as
much as 22 minutes.

Increased commercial time is a hot
issue in West Germany. The proposed
uhf network, Laender-Fernsehen,
Mainz, also plans heavier commercial
operations. The action, say some,
could lead to a surplus of commercial
time; but right now there's a shortage.

The militant "small business group"
of the government party (CDU) still
is fighting commercial tv in the West
German parliament at Bonn on grounds
that rates are so high they favor "big
business."

Pilkington's effect
on U.S. tv studied

A study of Great Britain's Pilkington
Report has been started by Televi-
sion Program Export Assn., New York,
to determine how it may affect U. S. tv
programs produced and distributed by
such TPEA member companies as
Screen Gems, ABC, CBS, NBC, Desilu
and others.

John G. McCarthy TPEA president,
arrived last week in London for an
on-the-spot study of all aspects of re-
actions and potentialities of the gov-
ernment-ordered Pilkington Report,
which recommended, among other
things, a second non-commercial tv net-
work to be operated by the BBC in
two years (Broadcasting, July 9). Mr.
McCarthy, who will report his findings
in detail to TPEA's board of directors
when he returns later this month, will
meet in London with the European
managers of the organization's member
film companies.

Abroad in brief...

Third German channel = Westdeutscher
Rundfunk, Cologne, a regional West
German radio and television vhf broad-
casting organization, plans to establish
its own uhf operation when the embry-
onic uhf group, Laender-Fernsehen,
Mainz, gets on its feet. Meanwhile, the
Cologne broadcasters will carry feeds
from the Mainz group on a temporary
basis, said Klaua von Bismarck, man-
ger of the Cologne firm.

German tv set sales up = The sale of
84,735 tv sets in West Germany during
May marked a 21% increase over 1961
sales for the same period. Registered tv
sets in West Germany and West Berlin
toted 6,578,146 as of June 1, an in-
crease of 1,382,894 over a year ago.
Radio sales were up, too, although mod-
erately. Despite the sales, West Ger-
man tv and radio set production is
down. Television units were off 163,-
000 fewer in the first four months of
this year than last. Corresponding fig-
ures for radio sets were down 231,000.
Swiss tv operations = A total of 25
transmitters now beam television in
Switzerland, 12 carrying German lan-
guage broadcasts from the Swiss Tele-
vision Service, eight French language
and five Italian. Additional transmitters
are planned.

Fox adds three = 20th Century-Fox
Tv International has added three new for-
ign markets to its list of outlets, Alan
Silverbach, international sales director,
reports. Six series: Three Guessed,
M'Friend Flicka, Margie, Dobie Gillis,
Bus Stop and Adventures in Paradise
have been sold to Rediffusion (Hong
Kong) Ltd. Adventures in Paradise will
start this fall over the Nigerian tv sta-
tion in Lagos, NBC's new affiliate in
Nigeria. Dobie Gillis, Five Fingers, My
Friend Flicka, Adventures in Paradise
and a block of post-1948 feature mo-
tion pictures have been sold to Telibor,
ABC affiliate in Beirut, Lebanon.
BROADCast Advertising

Herbert S. Laufman, for past two years executive vp of R. Jack Scott Inc., Chicago advertising agency, joins Helene Curtis Industries, that city, as director of advertising. He succeeds Jack K. Lipson, who has been named to newly created position of director of advertising services. Mr. Lipson will coordinate expanding advertising services for Curtis’ beauty salon, international and consumer products division as well as for Kings Men and Lenthalic, according to David H. Kutner, marketing director. Before joining Scott, Mr. Laufman was head of his own Chicago TV film packaging firm for 12 years.


Franklin J. Hennessy, financial vp of Kenyon & Eckhardt, elected treasurer of New York-based advertising agency in addition to present position which he has held since 1957. Mr. Hennessy joined K&E in 1944.

Leo M. Langlois, for past five years independent TV commercial producer in Hollywood, joins Clinton E. Frank Inc., Chicago, as broadcast supervisor. Mr. Langlois, in TV commercial work for 14 years, was previously with Maxon Inc., Detroit, and Archer Productions and Campbell-Ewald, both New York.

Earl G. Tyree, with Glenbrook Labs. division of Sterling Drug, New York, named divisional vp and executive assistant to president of Glenbrook Labs. Company manufactures and distributes proprietary health products including Bayer Aspirin and Phillips’ Milk of Magnesia.

Philip M. Monroe, former director of animation division of Warner Bros. and in Hollywood animation field for more than 20 years, joins Leo Burnett Co., Chicago, as animation director of TV commercial department. Mr. Monroe’s TV work has included Hamm’s beer, Jell-O, Gillette, and American Dairy Assn.

Charles L. Getz Jr., pr director of KYW-AM-FM-TV Cleveland, resigns to join Norman Wain, former program manager of WDOM-AM-FM, that city, as partners of Wain & Getz Assoc., advertising-pr agency, Cleveland.

Norman W. Rau named cereals advertising manager for Ralston Div. of Ralston Purina Co., St. Louis. Before joining Ralston in 1961, Mr. Rau was account supervisor and member of plans board of Taylor-Norsworthy, Dallas advertising agency.

Dr. David B. Learner and Dr. Dick W. Twedt elected vps of BBDO. Dr. Learner is manager of agency’s New York research office. Dr. Twedt is director of marketing services and chairman of plans board of BBDO’s Chicago office.


Mort Silverman, managing director of KMRC Morgan City, La., and former vp and general manager of Southland Broadcasting Co., forms his own advertising agency, The Sterling Co., with offices located at 910 Royal St., New Orleans. Telephone: 523-3022. In addition to normal agency functions, Mr. Silverman proposes to service limited number of radio and TV stations on counseling basis.

Elizabeth Buttke, Mervin & Jesse Levine Inc.; Samuel Katz, Marsteller Inc., and Daniel D. Bingham, BBDO, join copy staff of Doyle Dane Bernbach, New York.

Dolores G. Golombek, formerly in charge of on-the-air promotion and pr of KFMB-TV San Diego, joins Sea-breeze Construction Co., that city, as secretary-assistant to Wally Blake, director of advertising and promotion.
Both vp's named associate added duties of radio director.

Before joining network of ABC News, elected program department of Locke Co., promoted with Charles ager of WBBM -AM head of Chicago Washington. Both are Post -Newsweek sales lenberg was general manager WJXT -TV, promoted with WOW sales manager. Mr. Burke, who resigned, as vp of WOW sales manager. Mr. Schellenberg, named general sales manager WTOP -AM -FM San Francisco, assumes charge of nighttime TV's program department.

Edward T. McCann Jr., recently with station rep firm of Eckels & Co., Boston, joins WEZT, that city, as sales manager.

William A. Gietz, general sales manager of WTOR-AM-FM-TV Norfolk, Va., is attending 20th session of Columbia U.'s Executive Program of Business Administration, which is held twice each year at Arden House on Harriman Campus in New York.

Frankie Claudia Rock of New York City was married on July 7 to George W. Bolling, president of The Bolling Co., New York-based station rep firm, at Grace Episcopal Church in Traverse City, Mich. Bridegroom was attended by Robert Hill Bolling, his brother, and bride by Gabriel Krohman of Los Angeles.

Ken Quaife, assistant sales manager in charge of nighttime sales of WOW-AM-FM Omaha, named sales manager of WOW-TV, that city, succeeding Fred Ebener, who resigned. Russell G. Gast, member of WOW sales department for past seven years, promoted to midwest sales manager. Mr. Quaife has been with WOW for nearly 11 years. Mr. Ebener, who resigned without announcing future plans, joined WOW in 1938. He was local and regional sales manager of WOW radio from 1946-49, and filled same post in tv sales until being appointed tv sales manager in 1951.


James Frost, assistant promotion manager of WBZ-TV Boston, joins WJIZ-TV Baltimore (both stations are owned by Westinghouse Broadcasting Co.) as advertising and sales promotion manager. He replaces H. Taylor (Bud) Vaden, who resigned last week to join WFIL-AM-FM-TV Philadelphia as director of advertising and promotion.

W. C. (Bud) Blanchette, national sales manager of KFBB-AM-TV Great Falls, Mont., promoted to general manager. Station was incorrectly identified in Broadcasting, July 9.

Carl Tillmanns, account executive in sales department of CBS-TV, New York, elected to newly created post of vp in charge of eastern sales. Sam K. Maxwell Jr., general sales manager, named coordinator of network sales department, also newly created post. Gerald J. Leider, director of special programs and program sales, resigns Aug. 1. Joseph N. Curl, CBS-TV daytime sales manager, elected vp of daytime sales. Robert F. Jamieson, assistant business manager and director of station clearances, named to newly-created position of manager of station sales.

Gordon Mason, field manager for affiliate relations of CBS Radio and former general sales manager of CBS-owned KNX Los Angeles, resigns after 10 years with network to join Golden West Broadcasters, effective July 30, in newly created post of national sales manager. Mr. Mason will be headquartered at KMPC Los Angeles, but will also represent other Golden West stations, KSFO San Francisco and KVI Seattle, plus KEX-AM-FM Portland, Ore., if FCC approves its acquisition from Westinghouse. He will concentrate on sale of sports packages, which are GWB specialty.

Jim Allen, account executive with WTVH (TV) Peoria, Ill., joins KWK St. Louis, in similar capacity.

Robert Chatfield joins WSOR Windsor, Conn., as account executive.

James Kinkade joins WSM Nashville, Tenn., as account executive.

Larry Bates, sales representative with Amarillo Paper Co., and Joe Cooper, recently on active duty with U. S. Army, join KZIP Amarillo, Tex., as account executive and promotion director-air personality, respectively.


Roderick Guardan, NBC Spot Sales, joins tv department of rep firm's New York office as account executive.

Jackson Fleming joins Mullins Broadcasting Co. as general manager of KBTR Denver. Mr. Fleming, who began his broadcast career nearly 20 years ago, for past three years has been general manager of KGW Portland, Ore.

Terry Foster, program director of KOBW Laramie, Wy., and "Bink" Meyer, account representative, promoted to station manager and sales manager, respectively.

Ralph G. Schwarz elected assistant vp of New York Herald Tribune. Mr. Schwarz, who also is assistant to Tribune's president, Walter N. Thayer, will continue in that capacity. In his new position, he will assist Robert T. MacDonald, administrative vp, with business administration of Herald Tribune. In addition, as liaison between Tribune and Whitney Communications Corp., Mr. Schwarz will further coordinate interests of Corinthian Broadcasting Corp. (100% owned by Whitney Communications, which is wholly owned by John H. Whitney, owner of Herald Tribune) and Herald Tribune Radio Network (66½% owned by Whitney Communications). Before joining Herald Tribune in April 1961, Mr. Schwarz was with Bethlehem Steel Co. for 12 years.

Andy Andrews appointed production director of WTKO Ithaca, N. Y.

Roy H. Holmes, general manager of Quality Music Stations, appointed national sales manager of QXR Network, New York. Previously, Mr. Holmes was sales manager of WINS New York for eight years and in station relations at NBC for 15 years.

Adam K. Riggs, account executive with WFIL-TV Philadelphia (licensed to Triangle Publications Inc.), joins Triangle Stations' national sales department in New York, effective July 23, in similar capacity. He succeeds Gordon Grant, who resigned.

Daniel (Pat) Carroll, formerly with Radio & Appliance Distributors, Chattanooga, Tenn., joins WRGP-TV, that city, as account executive. Jane Krida, copy writer and assistant pr director of Liller, Neal, Battle & Lindsey, Atlanta, to WRGP's copy and merchandising department.


Cal Zethmayr, program-promotion manager of WKTG Thomasville, named assistant manager of WMNZ Montezuma, both Georgia.

Pat Polillo joins WJZ-TV Baltimore as news editor.

Alice Limperis, executive secretary of John F. Pival, president of WXYZ Inc. (WXYZ-AM-TV Detroit), named public service coordinator of ABC-owned Detroit tv outlet.

T. Gathings appointed program director of WOOK-TV, ch. 14, Washington, which has expected target date of early September.

Charles A. (Tony) Brooks, for past year freelance production and program consultant in Southern California, joins WMYB Myrtle Beach, S. C., as program director, effective Aug. 15.

Robert E. Petrie, operations director of WTMJ-TV Milwaukee, appointed program manager.

Jim Bentley resigns as program manager and film buyer of Shasta Telecast-
ing Corp. [KJEO (TV) Fresno, KVIP-TV Redding, and KVIQ-TV Eureka, all California].

C. Edman (Bud) Adams, formerly with WTHI-TV Terre Haute, Ind., joins WLWD (TV) Dayton, Ohio, as production manager.

Mrs. Joel Goldblatt, wife of head of Goldblatt Dept. Store, Chicago, and former actress-model, joins WBKB (TV), that city, as hostess of Woman on the Go, new weekly program starting today (July 16) at 10:30-11 a.m. She will use air name of Lynne Walker.

Larry Fraiberg, former national sales manager of KPIX (TV) San Francisco, joins Metro Broadcast Sales (sales arm of Metropolitan Broadcasting Co. stations) as assistant to H. D. Neuwirth, Metro's vp and managing director.

Joan Shepard, program assistant of National Educational TV-Radio Center, New York, joins WNDA (TV) Newark, N. J., as production assistant-director. Miss Shepard is succeeded at NET by Rita Broder.

John P. Twaddle, formerly with WFIL-TV Philadelphia, joins WHYY (TV), etv ch. 35, that city, as producer of Lyrics and Legends, station's current series project for National Educational Television.

Albert E. (Red) Quilleash, production manager of KTIV (TV) Sioux City, Iowa, joins KMTV (TV) Omaha as producer-director.

Richard DeBeck, formerly with news and production departments of WKLA Ludington, Mich., joins staff of WDTM (FM) Detroit, working in news, public affairs and creative programming areas.

Bill Evans, news director of WIBX Utica, joins WHEC Rochester, both New York, as newscaster.

Gerald Pearson, program director of WTEN (TV) Vail Mills (Albany-Schenectady-Troy), N. Y., appointed program director of Channel 13 of Rochester (N.Y.) Inc., interim operation consisting of eight applicants.

William C. Duffy joins Capital Cities Broadcasting Corp. as controller.

Charles T. Michaelian, controller, American Export Lines, named controller of Adam Young companies:

Where blindness is not a handicap

Mrs. Polly Thiebaud, a newscaster at WJER Dover, Ohio, is probably different from most of her newscasting colleagues throughout the country. Aside from the fact that she is a woman, she is blind and is the sole support of an invalid husband and three children.

Earlier this year, Mrs. Thiebaud joined WJER as a result of a prior meeting she had with William Sties, general manager of the station.

WJER reported that since Mrs. Thiebaud's first broadcast (Feb. 5), listener response has increased. Now, in addition to her 4:30 p.m. daily news program, she has another every Sunday at 12:30 p.m.

Until recently, few listeners or people she deals with on her "beat" knew she was blind. Moreover, because of the time required to translate information from her various sources into braille to be read on the air later, Mrs. Thiebaud memorizes the news, rewrites it in her mind and gives an off-the-cuff news-

Adam Young Inc., Young TV Corp., and Young Canadian Ltd.

Robert L. Gibson joins WTVJ (TV) Miami as assistant in promotion department.

PROGRAMMING

H. I. Bucher, former general attorney and assistant general counsel of ABC, New York, elected vp in charge of legal and business affairs of Independent Television Corp., that city. Before joining ABC, Mr. Bucher was general attorney and secretary of National Telefilm Assoc.

Albert G. Hartigan, eastern division manager of ABC Films, elected vp and general sales manager of Video House, New York.

Sandy Frank, New York division sales manager of Telesynd, named national sales manager.

Dick Berg, producer of The Fred Astaire Premiere series, elected president of Hollywood chapter of Academy of Television Arts & Sciences, succeeding Gail Patrick Jackson. Other officers elected: Sandy Cummings, first vp; John Scott Trotter, second vp; Danny Landres, secretary, and Howard E. Johnson, treasurer.

Alex Horwitz, Major Programs Inc., Karl Von Schallern, American Tel Talent Inc., and Al Banks, Canadian Sponsor magazine, join western, midwestern and Canadian divisions, respectively, of MGM TV as sales representatives.


Meyer (Mike) Newman, for past four years with U. S. Department of Justice, joins Four Star TV, Hollywood, to work in contract administration and business affairs.

Jack Donohue signed as director of The Lucille Ball Show which debuts Oct. 1 on CBS-TV. Desi Arnaz will serve as executive producer with Elliott Lewis as producer. Permanent writers of new half-hour series are Bob Carroll Jr., Madelyn Martin, Robert Weiskopf and Robert Schiller.


Stefan Hatos, former producer of NBC-TV's It Could Be You audience participation show, signed as producer of network's Your First Impression, daytime game show.

Lawrence E. Vredevoe, professor of school administration and personnel management at U. of California in Los Angeles, appointed liaison representa-
Owen D. Young, electronics pioneer, dies at 87

Owen D. Young, 87, founder of RCA and first chairman of its board, and chairman of board of General Electric for 17 years, died in St. Augustine, Fla., last Wednesday (July 11). He had been in failing health for several months.

Mr. Young's name is familiar to historians for his role in series of international conferences from 1919 to 1930 concerning German war reparations. With Vice President Charles G. Dawes, he was co-author of Dawes plan for German reparations and originator of Young plan for fiscal rehabilitation of Germany.

In 1919 at request of President Woodrow Wilson, Mr. Young created RCA to prevent American radio patents from falling into European hands. Mr. Young, then vp of General Electric, also became chairman of board of RCA. In 1922 he was elevated to board chairman of GE. Mr. Young was board chairman of RCA until 1929 when he became chairman of its executive committee. Three years later he removed himself from RCA position to comply with consent decree in government anti-trust suit aimed at separating RCA from GE. He retired as GE chairman in 1939 at age 65, but returned to GE for three years during World War II.

Brig. Gen. David Sarnoff, board chairman of RCA, last week said Mr. Young "will be remembered as one of the nation's most dedicated public servants and industrial statesmen."

Upon retirement, Mr. Young returned to his native Van Hornsville, N. Y., population 125. He gave town new school to replace one-room school he attended. Plaque listing contributors to school's construction listed him as "rocking chair consultant," designation he was reportedly most proud of. Mr. Young served as member of New York State Board of Regents from 1934 to 1946 and in 1949 headed commission which recommended establishment of present State U. of New York.

He was recipient of 24 honorary college degrees and five decorations from foreign countries.

Mr. Young was subject of second Our Respects to.... sketch to appear in Broadcasting magazine. It was published in Nov. 15, 1931, issue.

Owen D. Young, vp and general manager of Associated TeleVision. Limited, Toronto, holding company of CFRB and CJAD.


H. H. Berger, former chief engineer of Robert Lawrence Productions Ltd., Toronto, joins CFTO-TV, that city, as director of engineering. J. A. Tester and Robert M. Auld join CFTO as manager of research and development and commercial production representative, respectively.

Alex R. Findlay, formerly with Stovin-Byles Ltd., station rep firm, Toronto, appointed general sales manager of CKRC Winnipeg, Man.

William Valentine, formerly with CKRC Winnipeg, Man., named sales manager of CJAD Montreal.

Jean Lacroix and Andre Link join Quebec and Atlantic province sales staffs, respectively, of ZIT Programs (Canada) Ltd., Toronto, with headquarters in Montreal.

Jack Gettles, production manager of KVOS-TV Bellingham, Wash.-Vancouver, B. C., presented "Admark Man of the Year" award by Advertising & Marketing Assn. of Vancouver.

ALLIED FIELDS

Shirley Hamilton, formerly with Talent Inc. and Patricia Stevens Inc., Chicago, forms her own talent agency to function in radio-tv, film and allied fields at 360 N. Michigan Ave., Chicago. Telephone: De 2-1803.

Mike Wise, formerly with Jaffe Agency and Columbia Pictures Corp., joins motion picture and tv function of Rosenberg-Coryell Agency, talent reps, Los Angeles.

Sidney A. Dimond, associate professor of broadcasting at Boston U., named assistant to dean of university's School of Public Relations & Communications.
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MONITORING, INC.  
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445 Concord Ave., Cambridge 38, Mass.  
Phone: 2358-2810

CAMBRIDGE CRYSTALS  
417 Newbury St., Boston 6, Mass.  
Phone: Trowbridge 6-2810
Mr. Dimond, specialist in tape-recorded documentaries, will have special responsibility for alumni contacts and development.


EQUIPMENT & ENGINEERING

Mr. Gunther  Mr. Miller

Clarence A. Gunther, chief engineer of RCA defense electronic products, and N. Richard Miller, director of product planning staff, elected divisional vps, respectively, of RCA's technical programs and business planning.

John L. Utz, with Philco for past 26 years, joins Emerson Radio, marketing subsidiary of Emerson Radio & Phonograph Corp., Jersey City, N. J., as vp and assistant to president.

Robert G. Lynch, equipment sales manager of electronic tube division of Sylvania Electric Products, Emporium, Pa., elected vp in charge of marketing for division. He will be responsible for receiving tubes, tv picture tubes and other cathode ray tubes and microwave devices to government and to Sylvania distributors and manufacturers of original equipment. Mr. Lynch, who joined Sylvania in 1950 and has served as division's equipment sales manager since 1960, was formerly with Bendix Corp.

Maurice M. Leifer, formerly head of his own Chicago mail order merchandising firm, appointed national director of dealer development for Motorola Consumer Products. He replaces Harry Chrabot, who has been named regional development manager.

Albert L. Dolnick, field engineering manager for electronic tube division of Sylvania Electric Products, New York, named product manager of Sylvania's receiving tubes and new products.

DEATHS

Edwin J. Smart, 24, sales manager of CJET Smiths Falls, Ont., died July 4 from automobile accident when his car struck a power line on Highway 29 near Frankville. Mr. Smart had been with CJET for past three years.

Ann Holden, former hostess of Ann Holden Show on KGO-AM-FM San Francisco, died July 8 in Arcadia, Calif., after prolonged illness. She began her radio career in 1923 as musician with KPO (now KNBC) San Francisco and moved following year to KGO with her own program, Women's Magazine on the Air. Later, as hostess of KGO's Ann Holden Show she interviewed thousands of theatrical stars and other celebrities. Miss Holden retired last March.

Will Price, 49, former movie and television writer-director, died July 4 of apparent heart attack enroute to Veterans Administration Hospital in Jackson, Miss.

Robert Pelgram, 46, producer of travel programs and former director of publicity of KRCA (TV) Los Angeles, died July 6 following heart attack while playing golf in that city.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting July 5 through July 11 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.


Existing am stations

APPLICATIONS

KVOR Colorado Springs, Colo.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (Request waiver of Sec. 1.354 and 324(g) of rules.) Ann. July 11.

WCVF Murphy, N. C.—Cp to increase hours of operation from daytime to unm., nighttime power 500 w, install DA night-time, change trans. location. (Request waiver of Sec. 1.354 of rules and for acceptance of application for filing.) Ann. July 11.

KITE Terrell Hills, Tex.—Cp to increase nighttime power from 1 kw to 5 kw. (Request application be accepted for filing Mar. 12, 1962 when originally submitted, or, in alternate, request waiver of Sec. 1.354 of rules.) Ann. July 9.

AFN Fort Morgan, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 8.

CALL LETTERS ASSIGNED

KBBO Yakima, Wash.—Yakima Bstg. Co.; changed from KLOQ.

KFBI Wichita, Kan.—Wichita Great Empire Bstg. Inc.; changed from KIRL.

KMLOMPO, Colo.—KPC, Colorado, Inc.; changed from KIPL.

KILW Cedar Rapids, Iowa—Black Hawk Bstg. Co.; changed from KPG.

KVIO Cottonwood, Ariz.—Peter Viotti. WAKU Latrobe, Pa.—Toweradio Inc.; changed from WSH.

WEWA Waynesboro, Va.—Music Productions Inc.; changed from WWV.

WNSH Highland Park, III.—North Suburban Radio Inc.

WSNO New Orleans, La.—Raymac Radio Inc.; changed from WJWB.

WUNS Lewisburg, Pa.—Wireline Radio Inc.; changed from WITT.

WYOD Tampa, Fla.—John M. McLendon; changed from WSR.

New fm stations

APPLICATIONS


Robinson, Ill.—Ann Bstg. Corp. 105.3 mc, 1 kw. Ant. height above average terrain
187 ft. P. O. address box 208, Robinson. Estimated construction cost $15,179; last year operating cost $6,000; revenue $11,000. Principals: Kathryn Duncan (97%) and others, Miss Duncan is 97% owner of WTAT-AM Robinson. Ann. July 6

Existing fm stations

APPLICATION


CALL LETTERS ASSIGNED

KAYFM- Beumont, Tex.—Texas Coast Beasts, of Beaumont Inc. changed from KHIC-FM.

KBOX-FM Dallas, Texas.—Radio Station KBOX.

ARMW-FM Warrenburg, Mo.—Central Missouri State College: changed from KCMW(FM).

KEVE-FM Golden Valley, Minn.—Western Broadcasting Corp.

KKEZ-FM Anahiem, Calit.—Radio Orange County Inc.; changed from KEKR-FM.

KRGN(FM) Las Vegas, Nev.—Mr. E. W. Cragin, KSEL-FM Lubbook, Texas.—MC/Allister Bestg. Corp.; changed from KRKH-FM.

WARH(FM) Warrenton, Va.—United States Transportation Co.

WAXO(FM) Kenosha, Wis.—Service Broadcasting Corp.

WKLO-FM Louisville, Ky.—Mid America Bestg. Corp.

WTRE(FM) Greensburg, Ind.—Clear Tone Bestg. Inc.

WIVI-FM Harrisburg, Pa.—Newhouse Broadcasting Corp.

Station deleted


Ownership changes

APPLICATIONS

KWLW Nampa, Idaho—Seeks assignment of license from Colby C. Whittlin (owner), to Doyle Cain and Howard Nafziger (each 20%), d/b/a as Rain Inc. Community Owners, Inc., Mr. Cain is sales and station manager of KFXD Nampa, and Mr. Nafziger is half owner of a retail clothing store. Ann. July 11.

KVOG-TV Ogden, Utah—Seeks assignment of cp from Arch G. Webb (48%); Lakita Madsen (24.5%), Clifford E. and Dorothy D. Madsen (21.5%), d/b as United Telecasting & Broadcasting; Aurora of Education of Ogden City, non-profit organization. Consideration $155,000 to assignor and $15,000 to United Broadcasting. Ann. July 11.


WUGS North Augusta, S. C.—Seeks relinquishment of positive control from Martha White Mills Inc. (36.1%), to same (50%). H. C. Young Jr. (37%) and Jerome Gaiser (12.1%), Colstar Associates of America Inc. Mr. Young will pay transferor $2,919 and Mr. Gaiser $973. Ann. July 10.


KILO Grand Forks, N. D.—Seeks assignment of license from B. H. H. Ridgway (60%), M. M. Oppeged Voluntary Trust (31.4%), Tabacomia National Bank of Commerce (10%), Marie R. Owens Trust (5%), and M. M. Oppeged (3.1%), and others, d/b as Grand Forks Herald Inc. to Carl Bloomquist (49%), Ralph F. Nelson and Howard F. Gueutt (each 24%), tr/as KILO Inc. Consideration $125,000. Mr. Bloomquist is sole owner of WVEV Eveleth, Minn., and is partner with Mr. Nelson (each 50%) in laundromat; Mr. Gueutt has interest in two restaurants in Grand Forks. Ann. July 5.

WROD Daytona Beach, Fla.—Seeks assignment of license from Mining Journal Ltd. (50%) and Iron Mt. Publishing Co. (50%), d/b as Daytona Beach Bestg. Corp., to Lee Ruwitz and Gordon Sherman (each 47.5%) and Ernest R. Currie and Richard C. Fellows (each 2.5%), tr/as WROD Inc. Consideration $135,000. Mr. Ruwitz is executive vp and general manager of WTVJ, NBC affiliate in Miami, and is president of Orlando Radio and TV Bestg. Corp. licensee of WHYI, has 36% interest in WMAY Springfield, Ill.; Mr. Sherman is special asst. for Rowland Bestg. Co.; Mr. Fellows is special asst. for sales and promotion at WJXT(TV) Jacksonville, Fla. Ann. July 5.

WLOG L. W. vs.—Seeks assignment of license from Robert O. Grever, individually and as executor of estate of Clarence H. F. Grever, deceased, and former partner of Mr. Grever, to A. S. Ammar, Joseph Eros Jr., Phil Glick, C. O. McCormick Jr., James A. Muscia, and W. L. Robinson (each 16.66%), d/b as Guyan Valley Bestg. Co. Consideration $80,000. Mr. Ammar is manager of retail clothing store; Mr. Eros Jr. is president and 55% owner of Coca-Cola bottling company; Mr. Glick owns 50% of dry cleaners company and has other local business interests; Mr. McCormick is partner in department store; Mr. Muscia is president and 20% owner of newspaper and printing companies; Mr. Robinson owns insurance agency. Ann. July 3.

KSID Sidney, Neb.—Seeks assignment of license from William C. Greve (80%) and Lewis W. Grove (20%), d/b as W. C. Grove Inc., to David W. and Mary E. Young (jointly 60%) and Anna M. Young (jointly 40%), tr/as KSID Inc. Mr. Wm. C. Grove is president of Rawlins Bestg. Co. licensee of KRAL Rawlins, and executive general manager of KFPB-AM-TV Cheyenne, both Wyoming. Ann. June 26.

Hearing cases

* Hearing Examiner David I. Kraushaar issued initial decision looking toward grant-
ing application of Allen C. Bigham, Jr., for new am station to operate on 988 kc, 1 kw, 10,000 feet, in Salinas, Calif., conditioned that program tests will not be authorized unless prior written permission is obtained from the station KOCN. The petitioners have failed to show that they have severed all connections with station KOCN Salinas, and pre-sunrise operations in daytime would be precluded pending final decision in Doc. 14419. Action July 9.

OTHER ACTIONS

• Commission denied application at May 15 initial decision which looked toward granting application of Boca Bestg., for new am station, to operate on 1680 kc, 500 w, in Boca Raton, Fla., conditioned that pre-sunrise operations in daytime would be precluded pending final decision in Doc. 14419. Action July 9.

• Commission on July 9 granted petition by New Mexico Bestg., for extension of time from July 12 to July 26 to file reply comments in proceeding involving State of Vermont. Action July 9.

Routine roundup

• Commission is notifying United Broadcasting, New York, Inc., that it is apparently liable for forfeiture of $10,000 for willful or repeated violations of broadcast rules, in proceeding on application for new fmc station. Action New York City. Action July 3.

• Commission invites comments by August 13 to a Further Notice of Proposed Rulemaking looking toward assigning ch. 10 to Midland, Tex. On August 11, Midland Tele-casting Co., permitted station KDCD-TV on ch. 10 to Midland, carved in from ch. 6, and reserving latter channel for noncommercial use. It deferred action on KDCD-TV assignment pending comments to determine whether to order its modification accordingly. Action August 11.

• By order, commission denied motion by WGAU TV Inc. (WGAU-TV, ch. 8), Lancaster, Pa., to proceedings on rulemaking which looks toward reallocating ch. 10 to Manchester-Lebanon; considered WGAU's opposition to new code on proposed rulemaking; and extended time for comments from July 18 to July 23 and replies from Aug. 3 to Aug. 10. Action July 9.

• By report & order, commission amended its broadcast rules (subpart G, part 4) to, in effect, preclude licensing wtx trans-lators to tv broadcast stations just to extend the latter's service area, effective Aug. 15. However, this prohibition will not apply to vhf translator to tv station if translator is intended to improve reception of parent station's signal to any community within five mile radius of contour of such station. Action July 1.

• Commission invites comments by Aug. 15, from any interested party in its rulemaking proceeding involving emergency operation by broadcast station in St. Louis, Mo., by operating by fm, (including edu. fm), and tv broadcast station, which stem from 1960 petition by KMOX Radio Co., Arkadelphia, Ark., which would amend rule Sec. 3.205 and add new Sec. 3.240. The proposal is made for the purpose of providing emergency operations by day time am stations. Latter is separate commission proceeding, comments on which were extended indefinitely from last May 15 pending issuance of further decisions. Action July 3.


• By Commission T. A. M. Craven,

• Granted petition by Broadcast Bureau, and extended time to July 11 to file exception to proposed rulemaking proceeding on applications of S & W Enterprises Inc., for new am station in Woodbridge, Va., et al. Action July 2.

• By Commission T. A. M. Craven,

• Granted petition by Broadcast Bureau, and extended time to July 8 to file reply comments in proceeding on application for new am station in Kennett, Action July 2.

• Granted petition by Broadcast Bureau and extended time to July 5 to file exceptions to preliminary decision in proceeding on applications of S & W Enterprises Inc., for new am station in Woodbridge, Va., et al. Action July 2.

By Chief Hearing Examiner James D. Cunningham


• Because of current workload of Hearing Examiner, transferred proceeding on applications of Space Cell Bestg., Corp. of Ohio and Greene County Radio for new am stations in Kettering and Xenia, Ohio, respectively, to Hearing Examiner Charles B. French for completion of presidential officer duties and preparation and issuance of initial decision. Action July 8.

• Granted joint petition for approval of Edgar G. Shelton, Jr., and Bi-State Bestg. Inc., for new am station to operate on 1520 kc, 250 w, in Danville, Va., from Lebanon to Richmond, Va., to become effective July 16, 1962. Action July 8.


• Granted petition by Bright's Bestg., Co. (BBS), for new am station in Washington, D.C., conditioned as requested transcript of oral argument. Action July 2.

• By Chief Hearing Examiner James D. Cunningham

• Granted petition for amendment to spec 3.98, 3.298, 3.597 and 1.153 rules in proceeding on application for new fm station in Lebanon, Ohio, subject to a finding of the Hearing Bureau that the applicant has suffered in the public interest because of the change in location of the new station and that the application of Pioneer States Bcstrs Inc., for new am station in New York City, is not affected thereby. Action July 2.

• By Chief Hearing Examiner James D. Cunningham

• Granted petition by Robert T. A. Huntington, for new am station in Rochester, N. Y., tv ch. 13 proceeding on application for new fm in Rochester, N. Y., to extend time for filing joint petition to extend to continuing July 2 hearing on their am application to July 25. Action July 2.

By Hearing Examiner Walter W. Gruenther

• Denied motion by Citizens TV Translating Corp. (WNBTV-TV, New Britain, Conn., and Springfield TV Bcstg. Corp. (WWLP), Springfield, Mass., and scheduled oral argument for July 12 in connection with motion to quash subpeonas duces tecum filed July 28 in proceeding on application of Triangle Publications Inc. (WNHC-TV, New Haven, Conn.) for new fm station in Hartford, Conn. Action July 8.

• Pursuant to rulings made on record of July 6 hearing, set continued July 11 hearing on application of Triangle Publications Inc. (WNHC-TV, New Haven, Conn., scheduled for a joint proceeding concerning new engineering rebuttal exhibits, and Sept. 10 for further hearing. Action July 5.

By Hearing Examiner Anne Neal Huntingdon


By Hearing Examiner H. Gifford Irion

• Continued July 11 hearing to Sept. 10 in proceeding on application for new fm station in Flushing, N. Y., tv ch. 13, to further hearing and to file joint petition to extend to continuing July 11 hearing on their fm application to Sept. 10 for further hearing. Action July 5.

• On own motion, continued July 9 further prehearing conference to July 18 in proceeding on applications by two New York City companies for new fm stations in New York and WEVD (Debs Memorial Radio Fund Inc., New York City) for new fm station in Woodbridge, N. J. Action July 9.

• Continued further prehearing conference to July 17 to Oct. 1 in proceeding on applications of Citizens Bcstrs Inc., for two new fm stations in Ashtohe and Mebane, N. C., procedural dates established following informal conference, will be adhered to, Action July 9.


By Hearing Examiner David I. Kraushaar

• By order in Syracuse, N. Y., tv ch. 9 proceeding (Docs. 14384 et seq.), denied petition for reconsideration of grant of approval of the petitioner's application for new fm station in Syracuse. Action July 9.

• By order in Syracuse, N. Y., tv ch. 9 proceeding (Docs. 14384 et seq.), granted petition for reconsideration of grant of approval of the petitioner's application for new fm station in Syracuse. Action July 9.

By Hearing Examiner Charles J. Frederick

• Scheduled further prehearing conference to July 25 in proceeding on applications by two New York City companies for new fm stations in New York City, and WEVD (Debs Memorial Radio Fund Inc., New York City) for new fm station in Woodbridge, N. J. Action July 9.


• By Hearing Examiner Charles J. Frederick

• Scheduled further prehearing conference to July 10 in Flint, Mich., tv ch. 12 proceeding. Action July 3.

By Hearing Examiner David I. Kraushaar

• By order in Syracuse, N. Y., tv ch. 9 proceeding (Docs. 14384 et seq.), denied petition for leave to amend applications by Citizens Bcstrs Inc., for new fm station in central New York, to provide for reconsideration of grant of approval of the application for new fm station in Syracuse. Action July 9.

• By order in Syracuse, N. Y., tv ch. 9 proceeding (Docs. 14384 et seq.), granted petition for leave to amend applications by Citizens Bcstrs Inc., for new fm station in central New York, to provide for reconsideration of grant of approval of the application for new fm station in Syracuse. Action July 9.

• By Chief Hearing Examiner James D. Cunningham

• Scheduled further prehearing conference for July 13 in proceeding on application for new fm station in Niles, Ohio, for new am station in Woodbridge, Va., et al. Action July 2.

• By Chief Hearing Examiner James D. Cunningham

• Granted motion by Muskegon Heights Bcstrs Inc., for new fm station in Muskegon, Mich., and extended time to July 6 to reply to petition by WMGN-TV, Muskegon, Mich., for permission to amend its application for new fm station in Sarniac, Mich., and return to processing petition to reconsideration. Motion made by Hearing Examiner with Wolverine Bestg., Inc., Wyoming, Mich., on Motion July 10.

• Granted joint petition by People's Bestg., Co. (WPBC), Minneapolis, and Gabriel Bcstrs Inc., Minneapolis, for reconsideration of examiner's ruling on grant of application for new fm station in Minneapolis, Minn. Action July 9.

• By Chief Hearing Examiner James D. Cunningham

• Granted petition by Allen C. Bigham, Jr., for new am station in Salinas, Calif., conditioned that program tests will not be authorized unless prior written permission is obtained from the station KOCN. The petitioners have failed to show that they have severed all connections with station KOCN Salinas, and pre-sunrise operations in daytime would be precluded pending final decision in Doc. 14419. Action July 9.
Co., and extended time from July 6 to July 9 to file reply findings in Corpus Christi, Tex., tv ch. 3 proceeding. Action July 6.

■ Granted petition by Broadcast Bureau, and extended time from June 29 to Aug. 15 to file findings of fact and from July 18 to Sept. 4 for replies in proceeding on application of System Instruction and Suburban Bestg. Inc., for new am stations in Gordon-Gladsprin and Jackson, Wis. Action July 5.

■ Granted motion by KWW Radio Inc. and made certain corrections to transcript in matter of revocation of license of KWW St, Louis, Mo., except as to certain specified items, where error transcriptions are incorrectly noted; and made certain additional corrections. Action July 5.

By Hearing Examiner Chester F. P. Case, WYSL Jrwkr.

■ Granted request by Broadcast Bureau, and extended time from July 6 to July 10 to file findings of fact and from July 16 to July 26 to file replies in proceeding on application of The Mullins & Marion Bestg. Co. (WJAY), Mullins, S. C. Action July 5.


■ Granted alternative request by Don. H. Martin and accepted amendment to his application to change power from 50 kw to 250 kw, WSAU, Oshkosh, Wisc., to reflect change from non-DA to cooperative base. Applicant removed amended application from June 13 to July 31 on its own motion by Broadcast Bureau.

■ Granted motion by Broadcast Bureau, and extended time from July 16 to July 26 to file replies in proceeding on application of J. Martin Stites Community Broadcasting Inc., for new am station in Rapid City, S. Dak. Action July 6.

BROADCAST ACTIONS by Broadcast Bureau

Actions of July 10
KRFC King City, Calif.—Granted change of facilities from 1270 kc, 500 w, D. to 1570 kc, 1 kw, 48,500 w, 1 kw, 75 hours, and install new trans. conditions.

Actions of July 9
KVIM, Queen City Bestg. Inc., New Iberia, La.— Granted assignment of license to Wagenwest Inc.; consideration $85,000.


KQOU, Uvalde Bestrs. Inc., Uvalde, Tex.— Granted acquisition of control by J. R. Haddle through purchase of stock from W. J. Harello.


KLFY-TV Lafayette, La.— Granted cp to change trans. location to Maxie, La, make changes in equipment and change ant. height to 1240 ft.

WWLP(TV) Springfield, Mass.— Granted cp to make certain corrections to transcript (main trans. and ant.).

WSYL Buffalo, N. Y.— Granted cp to change trans. location to former WEBR site; condition; waived Sec. 3.188(d) of rules to permit use of root-top ant.

Actions of July 8
KOE, KLOE Inc., Goodland, Kans.— Granted involuntary assumption of control of KEO by Ross Beach Jr., individually and as co-executor of the estate of Ross Beach Sr., through the transfer of stock from the estate of Ross Beach Sr.

WSPD Toledo, Ohio.—Remote control permitted from Oregon City, Ohio (WSFD-TV) trans. site and from Toledo, Ohio (second remote control point); conditions.

WKFM Chicago, Ill.—Granted motion of SCA to make equipment changes; delete 41 kc frequency.

RCNW Jena, La.—Remote control permitted.

Actions of July 6
KYSM-FM Mankato, Minn.—Granted SCA on multiplex basis.

North Platte TV Inc., North Platte, Neb.—Granted cp for new am station to replace expired permit for new fm station.

WTRF-TV Wheeling, W. Va.—Granted cp to change name to Basic Communications Inc.

WTTF-FM Tiffin, Ohio—Granted cp to replace expired permit for new fm station.

WIOK Normal, Ill.—Granted motion of cp to change type trans., and extension of completion date to Oct. 1.

WICR(FM) Indianapolis, Ind.—Granted motion of cp to change type trans.

Actions of July 5
KYSM-FM Mankato, Minn.— Granted SCA on multiplex basis.

WSLS Roanoke, Virginia

GEORGE W. CHERNAULT, Jr., Manager

If you’re planning a tower, take advantage of Stainless’ experience in designing and fabricating AM, FM and TV towers of all kinds —up to 1749’ tall.

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NORTH WALES • PENNSYLVANIA

BROADCASTING, July 16, 1962

105
Help Wanted—Management

35% interest in going radio operation. Plus long term employment contract. Available immediately for top notch professional. $10,000. Box 2173M, BROADCASTING.

Aggressive manager strong on sales needed by single market Mississippi Independent. Good compensation plus bonus to sell and produce. Experience and motivation in radio is the prime requirement. Reply Box 784M, BROADCASTING.

Immediate opening for manager for competitive N. C. small market station. Must be energetic, good salesman, sub, civic minded. Excellent salary-commission arrangement. Also need salesman-anouncer with minimum requirements and supervisory to fill a position. Applications for all positions for new station opening must arrive by February 28th. Reply to Box 978M, BROADCASTING. Replies held confidential.

General Manager and Commercial Manager who would be willing and able to invest in minority interest with either large, Metropolitan market or medium market. Box 832M, BROADCASTING.

Management: $400 month plus 25% for bright announcer/salesman. The right man will also be considered with generous options in twelve months. Contract. Send tape, photo, resume to Tower Studios, Hartsville, Oklahoma.

Sales

Florida. $100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic salesman who loves to sell and make money. Box 146M, BROADCASTING.

Experienced salesman for new station in good market. Unlimited opportunity for this position in Benson, North Carolina. Are you worth a thousand dollars a month? Let’s talk about it. Box 751M, BROADCASTING.

5 kw—large eastern market. Liberal salary and commission. All replies confidential. Box 805M, BROADCASTING.

WANTED: Announcer. Ample opportunity for advancement. Upper midwest, 4200 station. Box 825M, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. 800M, KROF, P. O. Box 574, Fort Collins, Colorado.

Salesman, By leading medium market. Adult station in California. Good list. Good salary and a high commission rate. Experience counted—only career calls. Walker, KLYD Radio, Bakersfield, California.


Madison, Wis. offers outstanding opportunity. We pay biggest guarantees, biggest commissions, have number one ratings. Immediate opening for seasoned salesman. Phil Fisher, WISM.

Experienced salesman—for really progressive daytimer, miles from Chicago. Must be able to sell radio. Present salesman leaves radio—making $10,000 yearly. Send resume to Bill Schletter, Manager, WLPO, LaSalle, Illinois.

Salesman single station small market. $510 monthly salary. 25% commission. Opportunity for advancement. Job is ever higher. Send resume, references and photo to R. H. Runyon, WROY-AM-FM, Box 51, Carmi, Illinois.

Sales

Management and sales openings throughout U.S. accent Midwest. Write for information and application. Walker Employment, 83 So. 7th St., Minneapolis 2, Minn.

Announcers

Announcer, first phone required for New England daytimer. Excellent salary. Box 405M, BROADCASTING.

All around radio experience with first phone. Good tape and history. Box 851M, BROADCASTING.

Experienced announcer wanted by Illinois station to do work gathering and writing. Ability in particular desired. Excellent starting salary, many extra benefits for mature man with proved ability. Personal interview, reference, educational, family status, detailed experience. Box 599M, BROADCASTING.

Top rated good music station in beautiful Southern California coastal city expanding staff. Requires imaginative announcer. Box 569M, BROADCASTING.

Wanted: Announcer with first class ticket. Box 862M, BROADCASTING.

Announcer—first phone—no maintenance. Must have good voice and be able to run a good board for good, adult station... 72 miles from Chicago. Staff well paid—station successful. Need good man who cares what he sounds like. If that’s you, write Box 969M, BROADCASTING.

Ohio daytimer needs first ticket engineer—announcer. Box 707M, BROADCASTING.

$100 week to qualified man. Box 707M, BROADCASTING.

Announcer really loves music and production. Restricted, or better, licenses required. Michigan’s second market. An opportunity to build an organization. Tape, photo, resume to Box 713M, BROADCASTING.

Help wanted . . . combination man 1st phone . . . emphasis on announcing. Send tape, photo, salary expected and experience to Box 772M, BROADCASTING.

Experienced announcer, all phases of radio. First phone, maintenance required. Send resume, references, Upper midwest. Box 78M, BROADCASTING.

First phone announcer. Midwest daytimer. Good working conditions in new building. Good pay. Send tape and full details to Box 724M, BROADCASTING.

Texas kilowatt seeking experience, mature staff announcer $80.00. Box 780M, BROADCASTING.

Regional New England quality operation looking for sales manager. Excellent experience and references not a good salesman, please do not waste precious time. If you do not state income you need in resume, you will be disqualified. Rush detailed information, including five references. Job is not quite a tough one. Box 739M, BROADCASTING.

Current opportunity for experienced announcer-engineer. Station resonant voice. Highly formatted operation: production work on 15 minute quarter hour; beautiful music. Midtown, Send tapes and photo to Box 750M, BROADCASTING.

Announcers


Announcer-engineer: experience necessary, can learn both, but must have first ticket. East Coast, salary open. Box 799M, BROADCASTING.

Mature announcer for medium market station. No collect calls. Salary above average for market size. Resume and tape to KBZM.

Announcer—Experienced, fast pace, tight board, for number one in 4 station community. Openings for forward your education while working. Contact Manager, KMCK, Fairfield, Iowa.

Immediate opening for first phone announcer emphasis on poise quality and commercial presentation. Salary open. Send tape, resume and picture to: Kent Roberts, KLMR, Lamar, Colorado.

Experienced announcer—sportscaster for leading suburban radio and television station. Good salary, good benefits. Black Hills town of 45,000. Require professional experience announcing, sportscasting, play-by-play, Salary, talent fees, fringe benefits match many metropolitan markets. Permanent staff member required. This is no training ground. No phone calls. Write: Norman Heffron, KOTA AM-TV, Box 1752, Rapid City, South Dakota. Include tape and photo first letter.


Announcer, first phone required, for top single station Texas market. Maintenance secondary. Opportunity. Send details and tape to Jerry Sanders, KNAZ, Lubbock, Texas.


My Boss wants you! If you have a 1st phone ticket—2 years experience—like night shift, sign off 10:00 p.m. He’ll pay top money and advance right man. All new studios and equipment—only staff in the spot. I’d stay, but am going to Medical school. Write to Jim Jae KXMO, Hannibal, Mo. Today! G. Gene Woody, KXMO, staff announcer.

Announcer-M.C. desiring sales—salary and commission above average. Personal interview necessary. KLEX, Lexington, Missouri.

Morning glory . . . Early bloomer to tend our garden. Need first class shoel. Call Jerry Taylor, 305, 1197 WDLH, Delaware, Ohio.

Experienced staff announcer 5,000 watt, fulltime, 40,000 Philadelphia. Good working conditions; attractive fringe benefits. WCOJ, Costesville, Penn.

Wanted—announcer-salesman. First phone position preferred but open. Fort Wayne fm station.Base salary plus commission. Contact J. A. Smylie, 300 Garden Road, Baltimore 4, Md.
Help Wanted—(Cont'd)

Announcers

Experienced personality for Pulse rated No. 21 modern format and news station. No scripts. Have good tape and show. Don't appeal. Late morning and early afternoon show. Production background helpful. Send tape, resume and salary requirements. Call KSC's John Smith (324), or write KBCS, 730 W. Main St., Dept. J, P.O. Box 234, Trenton, Ill., 62087.

Production—Programming, Others

Are you a News Director? Strong Montana network station needs mature, experienced news director. Man to compile local and late news. Station has excellent facilities in Missoula. Send resume and salary requirements. AP wire. Air voice important but not required. Local production and site must have references. Good salary and opportunity for advancement. All applications acknowledged. Box 159M, BROADCASTING.

Florida or East Coast states. Working manager with successful sales and management record desires change. Best references. Send resume and salary requirements. Box 123M, BROADCASTING.

Situations Wanted—(Cont'd)

Manager wanted—New England area. Strong on sales. Experienced all phases broadcasting. Box 781M, BROADCASTING.

Manager—Sales Manager. 12 years experience with all types of radio and television. Currently manager of medium size station in central Pennsylvania. Nationally known graduate. Full, family man. Personal blessings $4,000. Write Box 918M, BROADCASTING.

Florida or East Coast states. Working manager with successful sales and management record desires change. Best references. Send resume and salary requirements. Box 123M, BROADCASTING.

Situations Wanted—(Cont'd)

Manager wanted—New England area. Strong on sales. Experienced all phases broadcasting. Box 781M, BROADCASTING.

Manager—Sales Manager. 12 years experience with all types of radio and television. Currently manager of medium size station in central Pennsylvania. Nationally known graduate. Full, family man. Personal blessings $4,000. Write Box 918M, BROADCASTING.

Florida or East Coast states. Working manager with successful sales and management record desires change. Best references. Send resume and salary requirements. Box 123M, BROADCASTING.

Sales

National Sales Director—major market area. Excellent opportunity for anyone with sales experience. This is one of the best management opportunities. Send resume and references. Box 143M, BROADCASTING.

Announcer

6 years experience. Personality deejay, tight production, ready to move up and settle permanently during August, Draft free, family man…want $160…first phone. Box 950M, BROADCASTING.

Stop! If you're the man we want, let us hear from you. Box 822M, BROADCASTING.


Announcer/Account Executive (combination). Must have market knowledge of voice commercials, broadcast news, college graduates.

Assistant Program Director, WRU, St. Louis, Mo. Must be college graduate and experienced in all phases of modern radio and TV. Send resume and salary requirements. Box 688M, BROADCASTING.

Announcer—Account Executive (combination). Must have market knowledge of voice commercials, broadcast news, college graduates.
Situations Wanted—(Cont'd)

Announcers

Beginner, disc jockey, some experience.
Knows records, jingles, news editing, music library work. Mild cerebral palsy. Box 687M, BROADCASTING.

Announcer D.J.—mature sound, tight board. Available for immediate appointment. Box 727M, BROADCASTING.

Top jock, medium market. Wants permanent, full-time job. No minimum. Box 734M, BROADCASTING.

Female, D.J. announcer—continuity writer, tight board, bright sound. Box 765M, BROADCASTING.

Have first phone, 15 years experience in electronics. Diploma from Broadcasting School. Some announcing experience. Good knowledge of music, jingles, and record requests. Needs position for station in Kentucky or Tennessee with possibility of buying in. 38 years old, single, sober, honest, and dependable. Will answer all inquiries. Box 773M, BROADCASTING.

Young versatile Negro announcer-D.J. handles all markets 7 years experience, willing to relocate. Box 781M, BROADCASTING.

Desire-enthusiasm-training-maturity-college graduate-opportunity most important. Available immediately! Prefer Midwest. Box 742M, BROADCASTING.

Ten year veteran all phases radio. Sports ph. prefers Mid-West. Box 745M, BROADCASTING.

Medium paced, bright, tight, announcer/producer. Will travel anywhere. Box 747M, BROADCASTING.

Creative, articulate radio-tv veteran, and family, wants Southern California. Resume, tape available soon. Box 760M, BROADCASTING.


Annen-D.J. available in September. Six years experience in all types of radio. Current market wants to relocate to Mid-West market, seeking larger market with more challenge. Prefer Midwest or East. Box 759M, BROADCASTING.

Bright announcer with tight board. Can do production spots, in and out. Looking hard worker. Box 756M, BROADCASTING.

Sports-news-programming, veteran 24, married. Seeks radio or tv position with future. Box 761M, BROADCASTING.


Young married man seeks to relocate in college towns with announcing experience, two as chief engineer. First phone of any kind would be much appreciated. Box 769M, BROADCASTING.

Experienced radio announcer, Quality sound for commercial, Music and news. Only New England, New York City, New Jersey need apply. Wishing to relocate. Box 771M, BROADCASTING.

D.J. newscaster, crisp bright sound, air personality. Total production. No prima donna. Box 802M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First phone personality—college, 5 years experience desired. Up to $125.00 minimum. 646M, BROADCASTING.

D.J. announcer, tight board, reliable or staff. Markham, 5 children. Former New York resident. Box 722M, BROADCASTING.

Young—smooth announcer-D.J., Authoritative personality. Position in music station. Box 725M, BROADCASTING.

Young man 21 yrs. old. Seeking career as radio announcer. Has had six years experience with records. Well-schooled in commercial writing, music, sales, advertising, and dictation news. Can do any type music show. Draft-free. Desires job on East Coast. Can operate very tight board. Min. $70 per week. Box 744M, BROADCASTING.

"Bravado is the soul of evil" (Hamlet). D.J. newsmen, first phone, extensive experience in radio and tv. Wish to move up from present position. Box 790M, BROADCASTING.

Mature young personality, experience 2 years. Box 780M, BROADCASTING.

Announcer-sportscaster, Four years football, basketball, baseball experience. Some radio sales. Reliable family man seeks permanent position. Prefer Midwest. Box 790M, BROADCASTING.

Part time, fill-in man. Medium sized market, two years experience. Seeking full time employment. Box 791M, BROADCASTING.

"Snowbird" desires permanent position in Florida, 10 yrs. experience all phases. News & sports a specialty. Let’s help each other. Box 792M, BROADCASTING.

Stop reading! I’m the one. Tight board—all happy sound—any format. Young, dependable and married. Will travel. Box 794M, BROADCASTING.

Award winning newsmen. Thirteen years experience includes broadcasting, reporting and network newswriting. Journalism degree. Family. Box 796M, BROADCASTING.

Distinctive, authoritative presentation, plus writing, timing and editing. Good air salesman. Married veteran from Midwest. Box 805M, BROADCASTING.

Conservative announcer—married, would like to become member of your network news, consolidated station and community. Box 804M, BROADCASTING.

Top sportscaster, news, disc jock, program director, Except Family. References. Box 805M, BROADCASTING.

Within month ... position in greater Atlanta market. Young, but with good experience and top enthusiasm ... any format. Box 807M, BROADCASTING.

New York and vicinity: only 22 but 4 years experience. Currently employed south with number one Hooper and Pullus, but New York is home. Box 808M, BROADCASTING.

Strong news—production conscious on the spot — rewrite — sang professionally. Box 811M, BROADCASTING.

Serious but enthusiastic, news-minded, college graduate minimum knowledge. Box 812M, BROADCASTING.

"Lousy D.J."—7 years experience—big market—No-morning spots. Box 823M, BROADCASTING.

D.J., newsmen, 3 years experience. Bright, tight production. Personality or staff. Any music. Wishing to relocate. Permanent. Box 831M, BROADCASTING.

Young man, 21, inexperienced, has first phone, with copies of productions filled. Box 834M, BROADCASTING.

Net energetic, live wire, swinger or even fully awakened in writing, speaking, and radio. Dorr Allan, WAXU, Waukesha, Wisconsin.

Situations Wanted—(Cont'd)

Announcers

Radio-tv major graduating August 4th from Kansas State University; veteran, family, part-time commercial experience. Also want to work part time. No top 40. Larry J. Justus, 1086 Ratone, Manhattan, Kansas.

"Retiring from rock and roll. After seven years in radio, mostly in major market top fifties, my sanity is in danger. Mature, ex-cellent personality. Adult listener oriented. No before-time, checky, chuggy type of approach to life in general. I'd like to settle with five kids in a medium to major market, preferable in AM operation. Prefer a warm, different, and appealing—but not to kids audience. Ask for tape, picture references, or philosophies. First phone, 793-3535, Centre Street, Brookline, Massachusetts."

Personality disc jockey—5 years experience. Also experience in promotions and production. Want southeast metro market—Sid Young, 202-2262, Nashville, Tennessee.

Technical

I control department, work hard, take pride, cover major dj block. Nine years working directionally. Thoroughly do all. All inquiries answered. Box 538M, BROADCASTING.

South only—first phone, 12 years chief and staff engineer. Maintenance is my interest. No announcing—please. Box 861M, BROADCASTING.

Engineer, 26 years as chief and consultant available in 30 days. Excellent maintenance, construction and design. Familiar with all FCC relations. Bonus, good news, and straight commercial voice. No sales, sports or special events. $550 minimum. Box 863M, BROADCASTING.

Chief engineer—experienced to 50kw-am fm concerts. Also some research and test equipment work. Box 864M, BROADCASTING.

Director of Engineering sought with group or aggressive station by consultant practicing for 16 years. Thoroughly familiar with directionals, broad experience in broadcasting, BS degree, 6 years with FCC. Resume and references. Available 30 days. Box 795M, BROADCASTING.

Engineer, first phone, good on maintenance, some announcing experience, needs polishing duties job as combination man. Box 865M, BROADCASTING.

Engineer with several years broadcast engineering and communications maintenance experience. Desires position as chief or chief with station needing good maintenance. Completely dependable worker. 1st phone. Box 862M, BROADCASTING.

Married veteran. 28, first phone, wants second or third shift position in college town. 9 years radio, 2 general electronics experience. Bradley, A. Richardson, 2800 29th St. S.E., Grand Rapids, Mich. (3 3-143.

First class licensed; chief engineer, announcer-engineer experience. Can, of course, handle many problems. Box 59, Green Bank, West Virginia.

Production—Programming, Others

Gentleman with vast and varied radio-ty background would like administrative work or programming in California. Also would like to purchase minority stock. Box 664M, BROADCASTING.

I am interested in working with a progressive station preferably Pacific Northwest or Rocky Mountain area looking for mature inflammatory news writer. Box 547M, Boulder, Colorado. Pre- sently Press Secretary Lt. Gov. MA degree. Exceptional writing skills and interests in covering and developing news and special events programs. Box 765M, BROADCASTING.
**Production—Programming, Others**

No Formulas—but... if your station needs creative community presence... programming leadership consider program director—excellent air-writing. Create imaginative spots that sell. Top character references. Hard worker. Run all studio, international operation. Long stay-top pay. Box 710M, BROADCASTING.

News and public affairs specialist—currently top rated in top ten market. Desire position with aggressive station. College experience in all phases including documentation. Box 721M, BROADCASTING.


I've been preparing this ad for five years as a small mix. D.J., medium mix, P.D. and top rated D.J. Box 729M, BROADCASTING.

Top rated, award winning newscaster. Experience in news directors. References available. Box 788M, BROADCASTING.

Radio news director held behind the corn curtain. Trapped in Iowa 4 years. Help me out? Box 789M, BROADCASTING.

Family man with proven leadership who knows broadcasting. Seeks challenging opportunity as program manager or top man in Midwestern TV market. Box 793M, BROADCASTING.

Program executive. Announce sell a work of art. Immediate change. Prompt reply. Box 795M, BROADCASTING.

**TELEVISION**

Help Wanted—Sales

Many good territories open for live-wire syndication salesman to represent travel-advisory service in straight commission. Thirty-nine one-half hour episodes color and black and white now running thirty principal cities. State background. Box 814M, BROADCASTING.

Number one TV Station in midwest market needs network affiliate sales rep. Exceptional benefits for right man. Send photo and complete resume to Box 825M, BROADCASTING.

**Announcers**

Immediate opening for experienced on-camera newscaster. Network affiliation to station located in south central states. Station has been on air for seven years. News and weather background will be helpful. Replies will be acknowledged and all tapes returned. Send complete background information, reference, salary requirements, and audio tape to Box 826M, BROADCASTING.

Need strong personality for kids show. Experience and creativity ability are of utmost importance. Send complete background re- cap and recent tape to Program Director, KCRG-TV, Cedar Rapids, Iowa.

Newsmen on-the-air presentation and full-time local news gathering. Must have TV background. Fredericksburg, Texas applicant. Send picture, audio tape and blography, KRID-TV, Post Office Box 840, Corpus Christi, Texas.

Announcer-director. Modern television production center seeking versatile man with program management, sales, marketing, announcing and directing. Send complete resume, tape, picture. WSAT-TV, Savannah, Georgia.

Promotion director wanted for established department. Must be familiar with lay-out, on the air. Spot reports, etc. N. J. top notch man or woman who can take charge. Send resume and sample of work to Bob Smith, Program Director, WTVO-TV, Rockford, Illinois.

**Help Wanted—(Cont'd)**

**Technical**

Opening available with leading midwestern tv station. Excellent first class license. Send recent picture with full resume. Box 869K, BROADCASTING.

Opening available for experienced tv technician with first class license. Write or call Kelly Robbins, WFBM-AM-FM-TV, Indianapolis, Indiana.

TV Engineer. Station expanding technical facilities has opening for young man thoroughly grounded in installation and maintenance. Experience and capability learn quickly under tutelage of chief engineer. WSAT-TV, Savannah, Georgia.

Wanted Engineer—board operator, master control. first phone. Will accept recent graduate or someone light in experience anxious to learn. Send resume, KTVT, Great Falls, Montana 542-4303.

Wanted. Chief engineer familiar with all phases of installation and operation. VTR experience preferred. Box 870M, BROADCASTING.

**Production—Programming, Others**

Television Continuity Director, Florida market. Send background and salary requirements. Box 871M, BROADCASTING.

Meteorologist for top-flight station in major market. Requires professional Meteorology major. Must be capable of setting up and running complete weather center. Must be available within ten to fifteen weathercasts on camera each week. Midwestern location; excellent working conditions, good pay; prestige position. Our employees know of this ad. Box 875M, BROADCASTING.

Production director tv with announcer ability for tv station. Immediate opportunity for announcer or director looking to top the ladder. Box 818M, BROADCASTING.

Opening 22 man midwest market radio-tv newscaster. Strengthen all phases including airwaves and administration. Clean deliver, college grad. over 25, 5 years in business. Send all, including salary demands and audio tape first letter. Craig Tenney, director, KCHG News, Cedar Rapids, Iowa.

Director-Producer. Modern television production center has opening for competent versatile man to handle all phases local TV production at WSAT-TV, Savannah, Georgia.

Newman for prestige station WSBT-AM, FM, TV in Rockford, Illinois. Young man with journalism background wanting to move to top position. Send tape and photo or video tape to Personnel Director, South Bend Tribune, South Bend, 26, Indiana.

**TELEVISION**

**Situations Wanted—Management**

Experienced Agency Vice-President. For: Assistant General Manager, in Charge of TV Program and station operations. Age 38. Have had twenty years in radio and television. Experience in all phases, programming, sales, operations and announcing. For last seven years have been Vice-President of six advertising agencies, affiliated in the southern states. Have been in charge of two national and regional sales organizations. Box 828M, BROADCASTING.

Newman for prestige station WSAT-AM, FM, TV in Rockford, Illinois. Young man with journalism background wanting to move to top position. Send tape and photo or video tape to Personnel Director, South Bend Tribune, South Bend, 26, Indiana.

**FOR SALE**

Equipment

**SALE**

IFB 1600 watt FM transmitter, one year old, new tubes in transformer, with ample, spare. Also one program line amplifier 6 months old. BOX 807M, BROADCASTING

Used FM transmitters, One 10kw Western Electric now operating. One 1kw Western Electric. Write Box 725M, BROADCASTING

Gates BC-121, 1000 transmitter reduced to 500 watts; New Gates patch panel and cord; New B.C. 71 DX mike; New timecode, mike: New 30 watt amplifier; Package price $2,000.00 cash. Box 740M, BROADCASTING

Matching Amplifier for Presto 8N recording tape. Excellent condition, best offer. Box 797M, BROADCASTING

For sale—G.E. package 250 watt transmitter with Magnecord type recorder—two presto turn-tables. Excellent condition. Box 809M, BROADCASTING.
For Sale—(Cont'd)

Equipment
Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio monitor, etc. Electronod, 449 Columbus Ave., N.Y.C.
1 kw Dumont transmitter, including side band filters. Excellent operating condition. Price $500.00. Write or call WERU, Punta Gorda, Florida.

WANTED TO BUY—(Cont’d)

Equipment
Father-son team, long on ideas and enthusiasm, short on cash, looking for opportunity to operate complete control for Florida radio station. Terms, not total price important. Box 8609M, BROADCASTING.

I would like to purchase used teleprompting cueing equipment and typewriter. Box 881M, BROADCASTING.

RCA TT-5 tv transmitter, low band, good condition, presently on air. Plans and or specifications for air conversion to Ampex 6976. Good assortment spare parts included. F. P. Box 429, Redding, California, or call, area code 415: 389-9675.

WANTED TO BUY

Stations
Situations Wanted

For Sale—(Cont’d)

Equipment

Unused transmission equipment 1 5/8” Andrews, 51.3 OHz Teflon Line, $40.00 for 20 feet. Junction, $20.00. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydrators, Hangers and Hardware at surplus prices. Write for Stock List. 3-W Electric Cable Company, 1561 Middle Harbor Road, Oakland 25, Calif.

WANTED TO BUY

Equipment
Wanted in good condition current Schaefer and either 350 or 352, H. L. hand monitor, console and T. T. 300 ft. 1½” coaxial line, 14 ft. Parabola, for 500 m.c. Box 42M, BROADCASTING.

Thoroughly experienced radio executive seeks, equal, or majority ownership, daytime or nighttime, in medium market. Box 842M, BROADCASTING.

Wanted: General Electric 12.5 kw UHF antenna, 500 ft. 2½” coaxial line, 2½” Armadillo, 6 ft. Paraboloid, for 900 m.c. Box 42M, BROADCASTING.

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For Sale

Retail

WANTED TO BUY

Equipment
For Sale—Price $1200.00. One programming automation unit—This unit will operate 8 hours—It contains a 11 inch reel of double track tape for music and features a 11 inch reel for announcements at 3% or 7½ I.P.S. speed. May be fitted for day or night time programming. Contact Leonard Ballard, Chief Engineer, Swanco Broadcasting, Inc., 5th and Park St., Des Moines, Iowa.

Anpek 200’s & 450’s. Presto PB-17 Collins cartridge equipment. All operating within factory specs. Lang Electronics, 507 Fifth Avenue, N. Y. 17. MU 2-7147.

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Equipment
Wanted in good condition current Schaefer and either 350 or 352, H. L. hand monitor, console and T. T. 300 ft. 1½” coaxial line, 14 ft. Parabola, for 900 m.c. Box 42M, BROADCASTING.

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Thoroughly experienced radio executive seeks, equal, or majority ownership, daytime or nighttime, in medium market. Box 842M, BROADCASTING.
Help Wanted—(Cont'd)

Technical

RADIO TECHNICAL SUPERVISOR
50 KW clear, one of America's oldest and biggest radio operations in the East looking for smart aggressive studio technical supervisor. Must be experienced in all phases of control room operations, have knowledge of transmitters, AM & FM, and have proven administrative abilities. Applicant should have B.S. degree or equivalent and have potential for advancement. Salary in excess of $10,000 commensurate with qualifications.

Box 818M, BROADCASTING

TELEVISION
Help Wanted

Production—Programming, Others

An Opportunity . . .

. . . to be creative, to grow . . . to participate in the fast growing future of a major eastern television station and its parent company, one of America's largest, most reputable operations. Interested? We are . . . in a young man who wants to get ahead and has the intellectual agility, drive and sheer potential to practically guarantee his success as a Promotion Assistant in the immediate future and higher management responsibilities in the years ahead. He need not have a TV or radio background. Are we talking about you? Write to us. Tell us about yourself, your background, and why you think you are the man for this job.

Box 762M, BROADCASTING

WANTED TO BUY

Equipment

What Will $50,000 Buy?
Am looking for outright purchase or interest in either radio or television station. General Manager of top radio station—non rocker—in first 30 markets for last six years. Thirteen years additional executive experience at TV station, national representative and national network. In early forties. Will acknowledge each response.

Box 786M, BROADCASTING

WANTED

One 1-kw or 5-kw used transmitter. 1 channel 8 antenna. 1 used camera. Ellis Anderson, WTVY, Dothan, Alabama. SY 2-3195.

For Sale—(Cont'd)

Stations

Pacific Northwest
Exclusive full-time local AM station. Price $30,000. Half cash. Ideal man-wife operation. Grosses between 728M-728B.

Box 728M, BROADCASTING

CLASS B FM
Centrally located in Florida on Gold Coast. 15,000 watt. All new RCA equipment. Good terms—Priced for quick sale.

Box 745M, BROADCASTING

OREGON DAYTIMER
1000 Watts—No cash involved. Up to ten years for financing to qualified buyer.

Box 746M, BROADCASTING

FOR SALE
Radio facility for $120,000. Absentee owner will sell for $40,000 down with balance over seven years. 1 kw daytimer in Northeast, Exceptional opportunity for operator/owner. Box 764M, BROADCASTING

FOR SALE
Als single daytimer $85M Iaves
Ky single daytimer 75M $92M
Va medium fulltime 37M $11M
Ga metro fulltime 137M $29%
Mass metro daytimer 225M terms
La metro daytimer 133M $29%
and others: also newspapers & trade journals

Box 763M, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHMENT 1946
Negotiations Management Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE
Texas single at approx. annual billing. $65,000 with $25,000 down—Texas single
$65,000 only $8,500 down—Colo. single
$85,000—Tenn. fulltime major $825,000
—Tenn. fulltime major $350,000—Ark.
single $79,000—Ark. medium $150,000
—Fla. fulltime power $160,000—La.
single $45,000—Many others

PATRICK MCAFEE & CO.
Box 926—CL mab
AUSTIN 17, T.X.

STATIONS FOR SALE
1. MIDWEST. Exclusive. Daytime. Asking $80,000. Terms.
2. NORTHEAST. Full time. Gross exceeds $70,000. Profitable under absentee ownership. Asking $125,000. Terms.
3. NORTHWEST. Metropolitan market. Daytime. Absentee owned. Asking $100,000. 29% down.
4. CALIFORNIA. Metropolitan market. Daytime. Asking $125,000. 29% down.

JACK L. STOLL & ASSOCs.
Suite 600-601 6381 Hollywood Blvd.
Los Angeles 28, Calif. HO 4-7279

For Sale

OWNERSHIP OPPORTUNITY
Substantial ownership interest available for qualified manager willing to invest in major market property.

Box 650M, BROADCASTING

FOR SALE

The only 1000 watt-daytime radio station between New Orleans and Baton Rouge, serving 6 small towns on the fast growing industrial Mississippi River. A money maker for the right party.

Box 665M, BROADCASTING

INSTRUCTIONS

SIX WEEK COURSES
a. FCC first phone license
b. Announcer, Disc-Jockey
c. Time Salesman

NINE MONTH COURSES
d. Chief Engineer
e. Program Director
f. Owner-Manager.

Guaranteed training and placement. Our graduates are working in all categories.

Write for school catalog
KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.
Here is a plan to help you

REDUCE SUFFERING
AND TRAGEDY

With it, your company can SAVE PRECIOUS LIVES, while
CUTTING COSTS DUE TO ABSENTEEISM by as much as $1/3 to $1/2!

Together, American management and labor have done
a remarkable job of reducing the incidence of industrial accidents. In-plant safety campaigns have been
so effective that today it is nonwork accidents that
cause the bulk of lost lives and manhours in our
economy.

The National Safety Council has developed a plan to
reduce these accidents. Not only will it save lives and
prevent crippling injuries, but it will add significantly
to the efficiency and net profits of companies which
put it into operation.

Let's say you're an average company or corporate
unit doing $1 million in sales a year. Your net is
around $78,000. National Safety Council figures show
that the average nonwork accident costs employers
about $72. (You can determine your costs with the
Council's new nonwork accident report system.) Ten
such accidents can cost $720—or about 1% of your
net profit. Prevent those accidents and you can add
1% to your net! Prevent twenty—and add 2% to net!

Experience shows that a reduction of nonwork accidents
by 80% is possible! One large company with an excel-
ent in-plant safety record has cut nonwork accidents
by 2/3 with its off-the-job safety program! It's em-
ployee's rate for motor vehicle fatalities stands 85%
below rate for all U.S. workers! And its already low
in-plant accident rate came down 50 per cent!

Here is a rewarding endeavor that pays immeasurable
dividends in human and employee relations—as well as
an important untapped source for cost control. You can
institute this kind of program in your company. Send
the coupon for a copy of our booklet "The Challenge
to Management of Off-the-Job Accidents." It will
show you how to determine your non-work accident
costs, as well as many tested ways to reduce this steady
waste of lives and profits. Send the coupon today.

Published to save lives
in cooperation with
The Advertising Council and
The National Safety Council

SUPPORT YOUR LOCAL
SAFETY ORGANIZATION

HOWARD PYLE
President, The National Safety Council

THE NATIONAL SAFETY COUNCIL
425 NORTH MICHIGAN AVENUE, CHICAGO 11, ILL.
Please send me a copy of your booklet "The Challenge to Management of Off-the-Job Accidents." I want to learn how my company
can save lives while cutting costs.

NAME__________________________
TITLE__________________________
COMPANY_______________________
ADDRESS_______________________

BROADCASTING, July 16, 1962
OUR RESPECTS to Julius Barnathan, vp & general manager, ABC-TV

A tough respects can mask a soft spot for the underdog

Julius Barnathan is vice president and general manager of ABC-TV. That makes him No. 2 man in the network.

As Mr. Barnathan puts it: "I'm Tom Moore's right hand." (Mr. Moore is vice president in charge.)

"We complement each other," Mr. Barnathan explained last week. "I'm in this job to get the kinks out (of ABC-TV administration), to help each department—sales, station relations and programming, etc.—to work together."

In a way of speaking, Mr. Barnathan, who conveys a pleasing bluntness, visualizes his functions as that of "referee or judge." But, he adds, he must keep in mind and reconcile "what's right and best for the department with what's right and best for the company."

His trouble-shooting brings him into daily contact with a cross-section of the network's operation.

A formula for success? Mr. Barnathan's philosophies, which come tumbling forth rapidly, can be summed up in a few sentences:

No Patsy • He's not afraid to give his opinion, or as he puts it, he is not afraid to make a decision. He will not, as he phrases it, "patsy and roll over for people." "But," he says, "if you are tough, play it fair." He characterizes his personal relations in and out of the network as an "open book"—"I put the cards on the table." Finally, he believes in giving department heads authority and responsibility. And he's not a loner—"two can ride the same coattail."

Mr. Barnathan, who traveled up from humble beginnings on New York's lower East Side to prominence in a field that constantly tests one's mettle, is not unaware of the little fellow. When talk about the profitability of the nation's top 25 stations gives rise to conclusions that there are high profits for all tv stations he knows better—knows that there are other far less profitable stations.

These stations are the "underdogs" to Mr. Barnathan, whose career at ABC-TV included executive responsibilities in station relations.

For example, he turns to the station which is not in a big, concentrated population area. Because of its location, the station must have a taller (and more costly) tower, and a bigger sales staff to cover more territory. Yet, says Mr. Barnathan, this size station must operate on "far less" return and needs to rely more on outside programming sources than the more profitable stations in populated markets.

Mr. Barnathan mentions at least three dates which are important to his career but there's one other: Jan. 22, 1927, when he was born in New York.

Ethnic American • His family roots are representative of ethnic differences in the U. S. makeup. His antecedents were Spanish Jews who emigrated from Spain through Turkey and to South America and finally to New York.

For Mr. Barnathan, his background and further studies have sparked an interest in peoples' origins. He hopes some day to make this study of ethnic origins of people and names a more active life's interest.

After high school, Mr. Barnathan served as a combat air crewman in the navy at the "back end of the war" and in the mid-40s dove-tailed work (at the Atlantic & Pacific Tea Company) with education, a formula that included sharing expenses with his twin brother, Morris Barnathan, now an engineer.

Julius Barnathan majored in mathematics and economic statistics at Brooklyn College (degree in February 1951) and went on to earn his Master's degree in mathematical statistics from Columbia U. in 1954 (he still occasionally works out a series of problems in calculus to sharpen his skill).

After some experience in actuarial work in the insurance field, Mr. Barnathan moved toward market research, joining the Kenyon & Eckhardt Advertising Agency in 1952. At K&E, his bent was toward broadcast research.

This brings up the first important date in his career learning: Oct. 11, 1953, when the Ed Sullivan Show on CBS-TV (constantly being thumped at the ratings poll) first featured singer Julius La Rosa; for Mr. Barnathan the resulting high rating indicated that people will change viewing habits "if there's something to change to." (Mr. Barnathan was carefully tracking the Sullivan show's audiences while at K&E.)

In 1954, Mr. Barnathan moved to ABC-TV, serving as supervisor of ratings, and two years later was named manager of tv research and a director in 1957. He was elected a vice president in March 1959, and placed in charge of research and in July of that year became vice president of affiliated tv stations. In January 1962, he was made president of ABC owned and operated tv stations.

A tough respects has circled: Oct. 27, 1954—Disneyland's ABC-TV debut, which proved to Mr. Barnathan that given the programming, a network can overcome lack of acceptance in a given market (he calls Disneyland ABC-TV's first "Sputnik" in program development); and March 19, 1962—the day he learned of his appointment (and the challenge extended to him) as vice president and general manager of the network.

A serious executive who thinks deeply about tv and its problems, Mr. Barnathan has his lighter side. He'll quickly break down a grim mood with a deep chuckle or a belly laugh. Never one to take himself seriously, he's more often pulling a "Jack Benny," using his own foibles as the butt of a quip. (He doesn't admit to just helping out a less fortunate friend or colleague—but he says pixie-like, after offering an assist to such a phone caller, "I also operate an employment agency on the side, you know.")

Mr. Barnathan boasts that he's learned at ABC-TV how to telescope 16 years of experience into 8 years, and now works a shorter day that nevertheless runs from 8 a.m. to 6:30 p.m.

His wife is the former Lorraine Glower. They live in a split level house on Long Island with their two children, 9-year-old Joyce and 6-year-old Daniel.

As to hobbies, that 16 years in 8 make it difficult to "maintain" any. But he has his interests.

A man of simple homilies, sentimentally expressed, but with the ring of sincerity (example: "I believe you have to have strong people under you; it's the only way to get ahead"), Mr. Barnathan likes and wants to help other people.

He says:

"I was brought up in an area that has a lower percentage of college graduates than any other place in the country. I have lots of friends to help."
Telstar's triumph

A DD Tuesday, July 10, 1962 to the roll of historic events in communications. The first live telecast was relayed from space by AT&T’s Telstar and appropriately heralded as the advent of a new era.

Commentators of the three television networks joined government officials and executives of AT&T in applauding the event as a triumph paralleling the invention of the printing press, the telegraph, the telephone and wireless.

As was expected, emphasis was given use of satellite systems in transmitting television programs to all the world as the medium that eventually could bring unity and understanding to all peoples. Satellites can provide the conduits, but it will take much more than the technical means to achieve the cherished result in this troubled world.

Our hats are off to AT&T and NASA for their teamwork in executing a perfect orbit and a perfectly functioning active satellite—the first of many that will be needed to provide reliable global communications. We go along with the statement of AT&T’s chairman, Frederick R. Kappel, that the really significant achievement was the orbiting by the United States of a communications satellite “before anyone else.”

Telstar was an achievement of private enterprise working hand-in-hand with government. It demonstrated the soundness of the proposal originally endorsed by President Kennedy and espoused by the FCC for a privately-owned communications satellite corporation, to be regulated by the government, and with public stock participation. Perhaps the recalcitrants in Congress, who are filibustering for government ownership in defiance of our free enterprise tradition, will take heed.

What will satellite communications mean to television? While instant intercontinental transmission is the most exciting and glamorous aspect, television isn’t likely to become an important part of the traffic load of future satellite systems. News and special events of importance—perhaps a dozen a year—may be relayed via space systems but not entertainment or educational programs. Time differentials, language barriers, commercial sponsorship problems as well as pure economics mitigate against consistent satellite interchanges. Instant tape recordings and jet aircraft will continue to carry most of the program loads.

Because of the great expense involved in launching space communications, the carriers will look to the most expeditious means of recouping their investments. Telephone (600 messages can be carried simultaneously on a band needed to accommodate a tv relay), telegraph, still-picture and data-processing are the payload services for future global satellite systems of which Telstar is the forerunner.

Last week’s successful launching indubitably justifies the superlatives used by the commentators and the government and industry entrepreneurs. Television will benefit through vastly improved access to news and special events, but its part will be as an occasional customer of the common carrier, not as “leased circuit” contractor.

No easy way out

SOME of the testimony at last week’s Senate hearings on revision of the political broadcasting law indicated that some broadcasters are still unable to understand the differences between a hired hall and a medium of journalism.

As long as these distinctions remain obscure to any significant number of broadcasters, it is useless to hope that radio and television will mature into their full potentials as communications organs. For every influential broadcaster who asked last week for the freedom—and the risk—to present political intelligence in accord with his own editorial judgment there was another who asked for some kind of government protection that would lessen the discomforts of his own decision-making. It was not a week to which great traditions will be traced.

It must be hoped, of course, that the arguments of those who spoke as journalists before the Senate Communications Subcommittee last week made more impression than the arguments of those who temporized. This will happen only if great numbers of individual broadcasters who aspire to a status of equality with older journalism media assert their desires in personal communications with their senators and congressmen. Meanwhile, the record is clouded by reservations like these:

- One important witness requested that the law retain a prohibition against the editing of candidates’ speeches on the grounds that the ‘doctrine of ‘no censorship’ of political broadcasts is wholly consonant with the principles of free discussion which broadcasters wish to encourage.”

- Another broadcasting witness supported retention of the same prohibition against censorship on the grounds the law, as now written, protects broadcasters against libel suits that may arise from political broadcasts.

- A third witness argued for retention of the equal-time restriction for candidates for all offices except those of President and Vice President on the grounds that broadcasters might not be capable of recognizing the development of significant third party candidates for lesser offices.

Any broadcaster who seeks protection against libel actions that may result from broadcasts on his own station cannot simultaneously seek any form of editorial control over what he broadcasts. Libel is the risk any journalist takes when he practices journalism.

Any broadcaster who admits he lacks the judgment to differentiate between a political movement that is significant and one that is frivolous is also admitting he lacks the capacity to judge the importance of news of any kind. It would be better for that kind of broadcaster to admit he is not in the news business.

There is at least an outside chance for repeal of the equal-time provisions of the political broadcasting law at this session of Congress and a better chance of obtaining a trial suspension of the law for the 1962 and 1964 campaigns. Neither will come about, however, unless a vast number of individual broadcasters who are serious about their future as communicators make known their views, intentions and senses of responsibility.
From 5:40 to 5:45 pm, Monday through Friday, Dr. James Rogers Fox appears on KSTP-TV to discuss medical subjects and problems of interest to thousands of viewers.

A practicing physician in the fields of internal and occupational medicine for more than 16 years, the personable and articulate Dr. Fox has made the show an immediate success.

DOCTOR'S HOUSE CALL is approved by the Minnesota Medical Association. The radio version of the show is currently being broadcast on more than 100 stations (KSTP Radio is one of them) including Australia, New Zealand, Hong Kong and Canada. It is approved by the American Medical Association.

For information regarding availabilities in DOCTOR'S HOUSE CALL, contact a KSTP TV representative or your nearest Edward Petry office.
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