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Today's successful national advertisers use Spot Television more than ever before. They find that its flexibility, economy and impact make it the most practical medium. These quality stations offer the best of Spot Television in their markets.

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MODEL OF THE EASTMAN KODAK COMPANY BUILDING FOR THE 1964-1965 NEW YORK WORLD'S FAIR

SPOT TV
MODERN SELLING
IN MODERN AMERICA

TELEVISION DIVISION
EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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

COMPLETE INDEX PAGE 7
GOOD SOUND RADIO

WGAR
RADIO 1220

* Good Sound Listening

... that appeals to grown-ups of all ages ... variety shows ... complete news coverage ... good music ... sports ... special events ... featuring top local and NBC personalities.

* Good Sound Market

... a vast buying audience in Greater Cleveland Growthland and northeastern Ohio respond to WGAR's kind of service ... good sound radio to help make your sales prospects, your customers.

PEOPLES BROADCASTING CORPORATION

WGAR . . . . . . Cleveland, Ohio
WRFD . Columbus-Worthington, Ohio
WMMN . . . Fairmont, West Virginia
KVTV . . . . . . Sioux City, Iowa
WTTM . . . . . Trenton, New Jersey
WNAX . . . Yankton, South Dakota

Represented by HENRY I. CHRISTAL COMPANY
KTVH IS KANSAS TELEVISION WITH TALL TOWER POWER!
WGAL-TV delivers a loyal, responsive audience. This unequaled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

WGAL-TV
Channel 8
Lancaster, Pa.
STEINMAN STATION • Clair McCollough, Pres.

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

BROADCASTING, February 11, 1963
Drop-ins next week

Unless current views change, FCC at its meeting on Wed. Feb. 20 will approve vhf drop-ins at sub-standard separations for eight two-station cities: Baton Rouge, Birmingham, Charlotte, Dayton, Jacksonville, Johnstown-Altoona, Knoxville and Oklahoma City (shift of ch. 5 from Enid). Controversial proposal is slated for discussion this Wednesday (Feb. 13) with vote committed for following week.

Drop-ins are opposed by Assn. of Maximum Service Telecasters on grounds they are in conflict with FCC's own engineering standards and aren't needed anyway now that vhf has been given added promise by passage of all-channel set legislation at last session of Congress. But indications were FCC might well be unanimous in approving eight-city drop-ins to provide third vhf network outlet.

Deal for KLAC?

As sequel to its $10 million purchase of KTTV (TV) Los Angeles, Metromedia is in negotiation with Mort Hall to buy KLAC-AM-FM in same city. John Kluge, Metromedia president, refused to comment, but other sources acknowledge there is basis for report.

Price under consideration was not certain, but two years ago Westinghouse proposed to buy KLAC stations for $4.25 million in cash. Westinghouse dropped negotiations when its antitrust troubles began and FCC held up renewal of WBC licenses for period (but subsequently renewed them).

Proliferating pitches

CBS-TV network is losing no time in spreading word of its new research technique that permits comparison of "apples" (magazines) and "oranges" (tv) and finds "oranges" much richer in advertising sales juices (BROADCASTING, Jan. 28). President James T. Aubrey Jr. was host at presentation luncheon for chairmen, presidents and tv-radio heads of 30 top agencies in New York last week, is giving continental breakfast for 1,500 agency and advertiser executives at Waldorf-Astoria Thursday. Then presentation will go on road with including sales vp Tom Dawson, research director Jay Eliasberg and sales promotion & advertising operations director George Bristol in Chicago Feb. 20, Detroit Feb. 21, other cities later. In addition, prints of presentation film will be made available to all CBS-TV affiliates March 1 for local use.

Catv compromise?

New approach to community antenna legislative and regulatory problems is seen in conversations under-
THE FIRST W IN WJW·TV STANDS FOR WELL ROUNDED PROGRAMING.

Your Storer Television Sales Representative can give you down-to-earth facts why Cleveland is the best TV buy in the nation. Compared to the top 15 markets WJW-TV—Cleveland delivers up to twice the spot audience on a CPMH basis...on prime shows, WJW-TV's CPMH per-commercial minute is \( \frac{1}{2} \) to \( \frac{1}{3} \) less than the national average. Your unbeatable combination for coverage, impact and client service is WJW-TV Cleveland and your Storer Television Sales Representative. WJW-TV CBS in Cleveland.
WEEK IN BRIEF

Newton Minow has advised the White House that he will be leaving the FCC in May to join Encyclopedia Britannica. The departing chairman also suggested Comr. E. William Henry as his successor. See . . .

END OF THE MINOW ERA . . . 23

Tv networks firming up prime time schedules for next season, but final lock up depends on many factors, including opposition plans. Nevertheless, programs are being offered to agencies. See . . .

TV PROGRAMS NEARLY SET . . . 24

Curtain drops on weak second act in Omaha. Stations tell Henry you can't judge local programming by statistical evaluations, but commissioner repeats remarks that FCC knows best and is capable of judging. See . . .

END OF OMAHA PROBE . . . 50

You buy the program and the toy company will buy adjacencies. Program is "The Funny Company," a cartoon series for children, underwritten by Mattel. Plan explained at Los Angeles meeting. See . . .

MATTEL EXPLAINS PLAN . . . 32

Battle still rages: Is or isn't the administration friendly to business? Debate runs through Washington meeting of AFA and AAW, as regulators pitch and advertisers oppose more controls. See . . .

ADVERTISING WANTS ROOM . . . 34

Women shoppers (the real targets of retailing advertising) continue to buy at normal or above levels in newspaperless New York and Cleveland. RAB studies women shopping for month of January. See . . .

SHOPPING GOES ON . . . 46

Stations which volunteered for Cuban crisis duty may still be paid, but hope that expenses can be deducted is dashed by IRS ruling. VOA asks for bills and says it intends to reimburse for "reasonable" expenses. See . . .

IRS SAYS NO DEDUCTION . . . 56

Law group votes to retain Canon 35, bringing to close five-year battle to move ABA away from 25-year ban on broadcast access to court trials. Broadcasters now must fight on local level. See . . .

SETBACK IN ACCESS FIGHT . . . 42

Speaking of tax reductions, Denver eyes tv film rentals as source of revenue. Collectors claim sales tax includes tv film purchases. Stations are attempting to work out compromise. See . . .

DENVER TV FACES NEW TAX . . . 63

Canada turns down color tv for time being. Costs are too high for broadcasters and for viewers, BBG decides. Governors also refuse to set standards for color tv as urged by manufacturers. See . . .

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BROADCASTING, February 11, 1963
Yes— it is great... and the world-famous San Antonio Stock Show and Rodeo held every February is typical of the many activities in the Alamo City. San Antonio... where almost 750,000 happy folks enjoy Venetian-like boat rides on the picturesque San Antonio River... Grand Opera Festival... America's third largest zoo... rides on the world's longest miniature train in tropical Brackenridge Park... South's finest golf courses... world-renowned Symphony... outdoor art exhibits on the River Walk... historic Missions... fiesta parades... outstanding Museums... world's largest Military Installations... theatrical productions... sailing on beautiful Woodlawn Lake in the heart of the city. All this and much, much more in sunny, funtime San Antonio. But beware—thousands of tourists who visit San Antonio each year make it their home!

It's Great to SELL San Antonio on KONO-TV ch. 12

BROADCASTING, February 11, 1963
Hyde sounds alarm on program control trend

FCC MEMBER ALSO RAISES GRANDSTANDING BY TV CRITICS

FCC Commissioner Rosel H. Hyde has hit out against what he considers trend toward "authoritarian" control by government over programming. He warned that such control stifles development of broadcasting and poses danger of electronic press being "subservient" to government.

Commissioner, in remarks prepared for delivery yesterday (Sunday) at Texas Assn. of Broadcasters convention in Austin, said "basic question . . . is whether . . . programs should be subject of authoritarian regulation or democratic choice."

Without naming them, Commissioner Hyde also took jab at FCC Chairman Newton N. Minow and other officials of broadcasting. He said FCC concern with programming is "in the direction of the exercise of authoritarian power," then added: "Efforts in that direction are encouraged by the fact that an administrator attains a good public image by condemning what he deems unsuitable and demanding excellence according to his views and interests. It puts him [the administrator] on the side of the angels."

Open Challenge • Commissioner Hyde said public interest can't be defined in advance but "must remain as an open challenge and as a cause." He said government effort to promote public interest by direction is likely to "limit the vision." He warned that "sophisticated and . . . subtle" method of applying direction is through commission's policy of requiring broadcasters to adhere to programming promises.

"I do not think we should undertake to set official guidelines or establish presumptions as to programming elements usually necessary to serve the public interest," he said "I think we should rather encourage originality."

Commissioner said presumption that local live programming in prime time serves public interest "could be gross error."

Discussing need for aggressive, objective reporting by broadcastmen, Commissioner Hyde asked, "How can a service provide objective, critical, free-press type of examination of government and yet be subservient to the direction of that government?"

Commissioner Hyde was optimistic, however, that ultimately, government will fail in effort to control programming. Public, he said, "will still accept what it wants, and refuse to hear or look at matters which are not of interest." This, not government regulation, Commissioner Hyde said, will be controlling factor.

You can't control catv, NCAAl tells FCC agency

FCC proposed rulemaking to restrict catv systems from obtaining microwave licenses is "unsubstantiated" and unconstitutional, National Community Antenna Assn. told commission last Friday (Feb. 8).

NCAAl said that catv systems do not injure operations of regular tv service or impede commission assignment program and policies. Association told FCC that if threat existed there would be no problem in getting Congress to take action on problem.

F&£$ bills $135 million; Cone sees shows' key

Favorable scheduling as "vital key to winning" top tv audience was discussed in annual report to clients by Fairfax Cone, executive committee chairman, Foote, Cone & Belding, Chicago. Released by the agency Friday (Feb. 8), report shows FCB had "most successful year" in its history in 1962 with total volume of $135 million and domestic volume of $111.5 million of which 52.6% was spent in tv and 4.5% in radio.

Mr. Cone observed tv programming "continues to be the consideration up-permost in the minds of most advertisers who use this medium." He indicated also that networks might acquire much better audiences for documentary type shows if they would give them same best-schedule treatment as ordinary entertainment shows which have been able to beat out long-time favorites.

Mr. Cone said "changes in network programs and schedules, designed to further the networks' own best competitive interests, caused a considerable change in viewing habits during 1962. In the struggle, long-time favorites have lost audience to rather ordinary newcomers and shows with little or no pretense through several years suddenly have emerged with huge audiences, largely by virtue of favorable scheduling."

Agency size no criterion to corporate planning

Importance of corporate planning by small and medium-sized as well as large agencies was emphasized by Marion Harper Jr., chairman of Interpublic Inc. and of American Assn. of Advertising Agencies, in speech Friday at annual meeting of AAAA's Southeast Council in Atlanta.

"There are more and more small agencies today to benefit from planning," he said. "The number of agencies with billings of $5 million and over showed a 5% increase from 1957 to 1961, at the same time there was a 27% increase in the number of agencies with billings under $5 million. During the same period, there was a 12% gain in the number of agencies with billings of $10 million and over, compared to a 21% gain in those with billings of less than $10 million."

Philip W. Wenig, president of SRDS-Data Inc., told council automation's most valuable contribution to advertising—helping media men reach decisions—will have to wait until computers are taught to think like humans.

"The computer's own needs are so modest," Mr. Wenig said, "that they can be summed up in two words: information and data. But, to date, "the computer has not been getting either," Mr. Wenig concluded.

More time on fm table

FCC has postponed deadline for comments on proposed fm allocations table from Feb. 15 to March 15. New date for reply comments is April 17. Commission announced postponement in order issued Friday.
James G. Cominos, executive vp and member of board of directors of Needham, Louis & Broby, Chicago-based advertising agency, was appointed managing director of NL&B—New York. Continuing as manager of NL&B’s New York office is Robert F. Steinhoff, reporting to Mr. Cominos. For past nine years Mr. Cominos has been in charge of tv-radio programs for agency and will continue to represent this activity on board of directors. Assuming additional broadcast programming duties will be John Scott Keck, vp and director of tv-radio program department.

Charles R. Denny, RCA vp and an RCA-NBC executive for more than 15 years, elected vp and managing director of RCA International Div., succeeding Douglas C. Lynch, who resigned. Mr. Denny also is member of RCA Communications board and of RCA Great Britain Ltd. Mr. Denny was Washington lawyer and served with Justice Dept. until appointment to FCC in February 1942 as assistant general counsel, and later, general counsel. He was appointed FCC commissioner on March 30, 1945, became acting chairman on Feb. 26, 1946, and chairman on Dec. 4, 1946. He joined NBC on Nov. 1, 1947 as vp and general counsel, subsequently was elected executive vp. As latter, Mr. Denny was in charge of operations (starting in September 1956) and was responsible for owned and operated stations, spot sales, NBC Radio, facilities’ operations, California National Productions (film and merchandising subsidiary) and NBC International. He joined RCA as vp on April 1, 1958.

Herbert R. Banquer, continental sales manager for United Artists Television, elected vp in charge of foreign operations for UA-TV and United Artists Assoc., both of which are subsidiaries of United Artists Corp. He assumes duties relinquished by Manny Reiner, who joined Four Star Television as vp in charge of foreign operations (WEEK’S HEADLINERS, Jan. 21). Mr. Banquer has been with UA since 1957 in various overseas executive posts and earlier was with Motion Picture Export Assn. office in Paris. He will supervise overseas sales of 3,000 tv film series episodes for UA-TV and more than 3,500 features, cartoons and shorts handled by United Artists Assoc.

Edward A. Grey, senior vp in charge of media operations for Ted Bates & Co., New York, resigns effective April 1 in what’s described as disagreement over policy. Mr. Grey, who led last summer’s battle against station efforts to curtail product protection granted to competitive tv advertisers, has been with Bates last nine years. Earlier he was with Biow Co. for eight, served as media director of Albert Frank-Guenther Law and had been associated with other agencies. His successor at Bates not yet designated, authorities said.

Mark F. Cooper, for past five years pr director of General Telephone Co. of Southwest, San Angelo, Tex., elected president of Advertising Federation of America at meeting last week in Washington, D.C. (see story, page 34). Prior to joining General Telephone in February 1957, Mr. Cooper owned and operated direct mail advertising agency, managed KGKL San Angelo and served with San Francisco Chronicle. His many years of field and administrative AFA experience include governorship of AFA 10th District in 1961, membership on AFA board of directors for 1961-62 term and service as vice chairman of National AFA Legislative Alertment Committee.

John J. Bresnahan, former supervisor of media schedules for Colgate-Palmolive Co., New York, joins advertising staff of Brown & Williamson Tobacco Corp., Louisville, Ky., as supervisor of broadcast media. Mr. Bresnahan will be primarily responsible for operation and administration of all B&W’s broadcast advertising, including radio and tv.

For other personnel changes of the week see FATES & FORTUNES

Public relations works in both directions

There’s a “feedback” facet to public relations that is just as important to clients as getting message across to people. This “two-way street” function was stressed by William Ruder, president of New York public relations firm of Ruder & Finn, in speech at public service institute in Washington sponsored by NAB (see page 48).

“Unless we have a system of receiving as well as sending, we will not be doing our job. Only half of our job involves sending,” he said.

He also warned that public relations can be “an enormously dangerous tool,” if improperly handled. It can, he added, be a potential for “anti-democratic” forces by “steamrolling ideas.”

State briefing in S.F.

Representatives of radio, tv, press, and non-governmental organizations from northern California interested in foreign policy are invited to attend State Department briefing conference to be held in cooperation with World Affairs Council of Northern California in San Francisco Feb. 14. Sessions will be held at St. Francis Hotel. David Bell, Administrator of AID, is scheduled to give “an on-the-record” address.

CBS-TV sells Masters, PGA golf tournaments

CBS-TV reports sell out at this date for two golf tournament telecasts set in April and in July. Both scheduled for Sat-Sun., each filling some 2½ hours of late afternoon time.

Signed for Master Golf Tournament (April 6 and 7) are Travelers Insurance Co. and Cluett-Peabody Inc., through Young & Rubicam; for PGA: Goodyear Tire & Rubber, via Y&R; Georgia Pacific, through McCann-Erickson; P. Lorillard, via Grey Adv., and Pabst Blue Ribbon, through Kenyon & Eckhardt, New York.
Insiden Milwaukee, der raten ben specialisch because das ABC-TV ist FIRST in der Primisch Lookentime!

Starten mit der newisch season, all der ratenbookers, mitout excepten, ben showen WITI-TV, ABC-TV en Steingehoistenburg, ist holden das TOPPENSPOT!

In der December Nielsen Guessenpoints, WITI-TV ben winnen 55 outen der 98 primisch quarter-hours.
"...Ironically enough instead of diminishing in appeal after 15 years of TV, the feature-length films appear to be, if anything, more durable than ever..."

JACK GOULD
N.Y. TIMES, WESTERN EDITION
JANUARY 16, 1963

"Mr. Gould...if you need further proof for this statement, just cite the amazing record of the Columbia Post-48's!"

ROBERT SEIDELMAN
SCREEN GEMS, INC.
### Here are the TV Stations that have licensed the Columbia Post-48's

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**Now...another 73 great COLUMBIA POST-48's are available for TV...great ones like these!**

Distributed Exclusively by SCREEN GEMS, IN
DATEBOOK

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

*Indicates first or revised listing

FEBRUARY


Feb. 11—FCC continues NBC-Philco hearings.

Feb. 11-13 — Electronic Sales-Marketing Assn., first annual convention, American Hotel, New York City. A. D. Adams, vice president and general manager of New York office of Burton Brown Adv., will be convention chairman. For convention applications and more details, industry members are asked to contact Alex White, ESMA executive director, P. O. Box 1, Bellemeade, L. J. N. V.


Feb. 14-15—British Columbia Assn. of Broadcasters annual convention, Empress Hotel, Victoria, B.C.


Feb. 15—Western States Advertising Agencies Assn., "Advertising Citizen of the Year" award luncheon, Ambassador, Los Angeles.

Feb. 15—Comments are due on FCC's proposed fm allocations table.

Feb. 15—Entries due for fourth annual American TV Commercials Festival. Entries, accompanied by $20 entry fee, should be addressed to Wallace A. Ross, American TV Commercials Festival, 40 E. 49th St., New York 17.

Feb. 15—Academy of Television Arts & Sciences annual Summer Solstice, Coconut Grove, Hotel Ambassador, Los Angeles.

Feb. 16—Deadline for entries for 1963 Ohio State Awards of Ohio State U. They should be sent to Ray Stanley, acting director, Institute for Education by Radio-Television, Ohio State U., Columbus. Ohio. Awards are for best productions in field of educational broadcasting.

Feb. 16—Annual dinner meeting of Mid-Western Advertising Women in Chicago. Earl Hollins, star of Wide Country series, plans to attend meeting to accept award of "television man of the year" made by group.

Feb. 20—American Federation of Television & Radio Artists, Los Angeles chapter, annual meeting. 8 p.m., Hollywood Knickerbocker Hotel. New officers will be installed and a committee will report on wages and working conditions.

Feb. 21-22—Western Radio & Television Assn., 16th annual conference on the educational use of television, Ambassador Hotel, Los Angeles.

Feb. 25—Third annual Mike Award banquet of Jas-act, Inc., Imperial Ballroom, Americas Hotel, New York City. Cocktails at 6:30 p.m. in the Versailles Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom.


Feb. 28-27—NAB Conference of the state association presidents, Shoreham Hotel, Washington, D. C.

Feb. 27-March 1—Western Assn. of Broadcasters Engineers, division meeting. McDonald Hotel, Edmonton, Alta.

"Feb. 28—Academy of Television Arts & Sciences, New York City division, 2 p.m. "Meet the Creative Team" session with the producers of The Eleventh Hour. U. of California, Los Angeles.

MARCH


March 6—Assn. of National Advertisers workshop on tv advertising to discuss new techniques for using commercials, allocation of media budgets, participation vs. spot announcements and predicting tv success. Speakers will be David Mahoney, executive vice president of Colgate Palmolive; Herbert Zeltner, vice president and media director of Lenihan & Newell; Roger Baintner, president of Home Testing Institute and Eric Madder, president of Eric Madder Assoc. Hotel Plaza, New York.

March 7—California Assn. of Broadcasters, Mark Hopkins Hotel, San Francisco.

March 8-10—Annual Radio-TV Conference and Clinic, U. of Oklahoma. Norman. It will be combined with the Seminar on Station Operations, sponsored by the Oklahoma Broadcasters Assn.

March 9—American Women in Radio & Television, Projection '63 workshop. 10 a.m. - 10:30 p.m., tv wing, McCann-Erickson Adv., 485 Lexington Ave., New York.

March 11—Florida Assn. of Broadcasters, U. of Florida broadcasting day, Gainesville.

March 12—Puerto Assn. of Broadcasters, San Juan. Howard Bell, NAB vice presi- dent, will speak.

March 13-15—Audio Engineering Society's West Coast spring convention, Hollywood Roosevelt Hotel. Los Angeles. In stereo broadcasting, disc recording and reproduction, microphones and earphones and audio applications in the space age are among topics to be dealt with in technical papers.

March 15—Louisiana Assn. of Broadcasters, Opelousas Inn, Opelousas.

March 15—Deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

March 15-16—Institute of Electrical & Electronic Engineers, Pacific computer conference, California Institute of Technology.

March 18—Extended deadline for comments on FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

March 18—Reply comments to FCC's proposed fm allocations table.


March 21-22—Annual management confer-
No other commercial television station in the Miami area devotes more time to scheduling, sound, responsible programs for its young viewers than Channel 10. As with its complete schedule, Channel 10's youth programs are varied to cover many needs and are completely live and vital.

MUSIC FROM MIAMI each week spotlights choral groups, soloists and orchestras from South Florida's high schools.

PROJECT SCOUTS is the only weekly half hour television show in the Miami area produced for and by Boy Scouts.

DISCOVERIES IN SCIENCE — a panel of teens who compete by recognizing objects of science.

ANSWERS PLEASE — High School students question governmental officials and celebrities of renown.

There are many other programs serving youth from 4 to 19 — over 15 hours a week.

A complete youth program service to better serve young Floridians from the Palm Beaches to the Florida Keys.

Represented by HR Television, Inc.
WANT L.A.'s **BUY MOST** AUDIENCE?

WANT L.A.'s 'BUY MOST' AUDIENCE?

KABC LISTENERS SPEND MORE FOR DRUG PRODUCTS*

(Family expenditures for 24 hour period)

KABC LISTENERS
$5.25

L.A. AVERAGE
$3.60

*Source: our recent Pulse Audience Profile Study of Los Angeles. A free copy is available upon request.

KABC conversation RADIO 79

Owned & Operated by American Broadcasting-Paramount Theatres, Inc.


March 22-23—Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel, Little Rock.

*March 22-23—Arkansas AP Broadcasters Assn. meeting, Little Rock.


March 28—Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WHDH-TV.

March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

APRIL

April 1—Stockholders meeting, Wometco Enterprises Inc., Miami, Fla.

April 1-5—Canadian Assn. of Broadcasters annual convention, Royal York Hotel, Toronto, Ont.

April 3-5—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

*April 6—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tw wing, McCann-Erickson Ave., 485 Lexington Ave., New York.

*April 6—Georgia AP Broadcasters Assn. meeting, Atlanta.

April 8—Oscar awards ceremonies, to be broadcast on ABC's radio and tv networks.


April 18—Assn. of National Advertisers, workshop on international advertising, Hotel Plaza, New York.

April 19—Michigan AP Broadcasters Assn. meeting, Lansing.

April 21-25—Ninety-third convention of Society of Motion Picture & Television Engineers,TRYmore Hotel, Atlantic City, N. J.


April 25—Pennsylvania AP Broadcasters meeting in Pittsburgh.

*April 25-27—Virginia AP Broadcasters meeting, Executive Motor Hotel, Richmond. Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.


April 29-May 4—Part of the Third International Television Festival announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

MAY


*May 3—Indiana U. Radio and Television Department banquet, Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.

*May 9-11—Seminars in editorial, advertising and circulation. U. of Wisconsin School of Journalism, Madison.


May 15-16—Western States Advertisers Agencies Assn. annual conference, Riviera Hotel, Palm Springs, Calif.


*May 18-—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a lunch-on, afternoon tour of Cape Canaveral and an awards dinner at night.

May 19-21—Assn. of National Advertisers, spring meeting, Waldorf-Astoria Hotel, New York.

May 20—Georgia Radio Day, Atlanta Advertising Club, Atlanta.

OPEN MIKE *

Radio forecast on target

EDITOR: Your lead article Jan. 28 on radio business prospects was one of the most comprehensive and helpful I have read in a trade publication. Your entire staff is to be commended.—Robert Hyland, vice president & general manager, KMOX St. Louis.

Music for ivory towers

EDITOR: Your Jan. 28 article on country and western music stations gave us a much-needed lift. Hope the agencies in their ivory towers read it. I intend to give it good circulation.—John O'Brien, manager KTON Belton, Tex.

EDITOR: Please mail 1,000 reprints of "A big new sound blows out of Nashville."—Wesley Rose, Acuff-Rose Publications, Nashville.

EDITOR: We are pleased and delighted with the story on country music and Nashville. You did a tremendous job. We would like to reprint portions in our radio kit.—Jo Walker, executive di-

BROADCASTING, February 11, 1963
What cuts the cutting out of video tape editing? AMPEX Electronic Editor.

Don't cut your tape. Cut your cost. How? Simply turn the knob on an Ampex Electronic Editor. The old scene is erased, the new one added—all electronically. And both old and new sections of the tape can be viewed during actual production. The Ampex Electronic Editor inserts new scenes, new commercials, production changes, or corrects goofs—without splicing. You save time, save tape!

The Electronic Editor also lets you do stop-and-go recording, multi-camera effects with a single camera, and squeeze action—all without cutting the tape. Best news of all: no special training is needed. For more details write the only company providing tape and recorders for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales and service.
Plan now to attend
IEEE’s special TV Symposium
Wednesday, March 27, 2:30-5:30 p.m.
Morse Hall, at the Coliseum, New York

Hear these 5 technical papers:
The South Carolina ETV Story
Part I: R. Lynn Kalmback,
General Manager, South Carolina ETV Center
Part II: W. R. Knight, Jr.,
Chief Engineer, Bell Telephone & Telegraph Co.
You will view Educational TV on a wide screen via closed-circuit direct from Columbia, S.C. Both studio and class room will be seen in actual operation.

Compensation for Dropouts in TV Magnetic Tape Recording
I. Moskowitz, Mincom Division.
Minnesota Mining & Manufacturing Co.

New York City's UHF TV Project Reports
Mobile Field Strength Measurements: Daniel Hutton, FCC, Washington, D. C.
Analysis of Measurements & Observations: George Waldo, FCC, Washington, D. C.
Chairman: Arnold B. Covey, AT&T, New York
Organizer: Clure Owen, American Broadcasting Company, New York

Just one of 54 worthwhile technical sessions at IEEE's International Convention & Exhibition in New York. March 25, 26, 27 & 28, at the Coliseum & the Waldorf Astoria Hotel.
Admission: Members $1.00; non-members $3.00. Minimum age: 18.

EDITOR: Your special report on country music... should stimulate the imaginations of sponsors throughout the country. We have been attempting to stir interest in this type of tv programming for the past two years in the Los Angeles area. Please mail us 50 reprints.—Richard Holst, president, H&S Productions, Studio City, Calif.

The judge's contributions
EDITOR: Let those who speak of country music uncover when they mention the name George Dewey (The Solemn Ole Judge) Hay.

The judge [mentioned on page 70 of the special report, BROADCASTING, Jan. 28] was standing by to give the station break following the first NBC broadcast of the Metropolitan Opera. At his side were Uncle Dave Macon and his son, The Fruit Jar Drinkers, The Gully Jumpers and other distinguished forebears of today’s cast of characters.

When the break came, the judge said "Ladies and gentlemen, you have just heard an historic broadcast: the first network presentation of the Metropolitan Opera. Here at WSM we don’t have the Metropolitan but we do have our own Grand Ole Opry! Let ‘er go, Uncle Dave! And Uncle Dave did, and it has been going ever since.

Every hillbilly (before they knew they were “folk singers”) came to see The Solemn Ole Judge. He became their unpaid agent, confidant and friend. George Hay put his hand into no man’s pocket. All he insisted on was “Keep her close to the ground, boys. Almost single-handedly he developed the Grand Ole Opry into the institution it has become.

The last time I saw the judge he was living in dignified though modest retirement. Here was the man who could have been the country music great.—Edwin M. Kirby, director of public relations, United Service Organizations, New York City.

Lauds proposed revisions

[Mr. Diehm refers to our coverage of Federal Communications Bar Assn. monographs on new Communications Act.]

A question from Georgia
EDITOR: If the claim of a first statewide news network [THE MEDIA, Feb. 4] is for West Virginia, then the article is correct. But if it goes beyond that, the Georgia News Network [started in July 1962] beat them long ago.—Bernard Brown, news director, WGST Atlanta.

[Story was in reference to West Virginia only.]
JOE BARBERA and BILL HANNA, having made successful animated cartoons for the movies for more than 20 years, now serve TV with similar success. They won an Emmy for "Huckleberry Hound," created the world-famous "Yogi Bear," and are currently producing the "Flintstones," one of the highest rated shows of the season. Other hits in the Hanna-Barbera repertoire are "Quick Draw McGraw" and "The Jetsons."

BROADCASTING, February 11, 1963

and there are 104 other regular network programs which use BMI music.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL
MONDAY MEMO from Charles R. Corcoran, Equitable Life Assurance Society of the U. S.

How spot radio turns the spotlight on the man who sells

Our advertising goals are no different than those of other mutual life insurance companies. Equitable wants to make its name and products well known to the public that its agents can serve present and prospective policyholders with the greatest degree of effectiveness.

But fulfilling these goals is something else again. Life insurance companies like ours can't flood the market with samples; they can't sell at bargain-basement prices; and point of purchase sales are all but impossible. Ballyhoo and stunt promotions are also out. Nor can we claim superiority over competing "Brand X."

Any advertising director in conjunction with an advertising agency would seem to have a tough nut to crack in planning a broad-based ad campaign for a life insurance company.

We brought our objective to the attention of Foote, Cone & Belding, our agency. By we, I include our home office agency department which represents 6,000 plus sales force in the field, and company committees and officers charged with the responsibility of advertising. We discussed problems and possible solutions: Did FC&B have any recommendations?

"We Listened" - They did. We listened. After much hard-headed analysis a campaign was developed and put into operation. Three months later, we received this response from the field:

"Of all the media used over the past few years I have had more public and agent reaction to the radio spot ad programs than anything we have done in the past," wrote the Equitable agency manager in Boston.

"Agents reported the public heard the broadcasts," wrote another agency head from Saginaw, Mich., "providing a better working climate for their interviews."

"From tough-to-sell New York City: "These spot announcements have done a great deal to break the ice for our salesmen."

These are only a few of the comments plucked from a flood of responses from our agency managers, who, I should explain, have no reticence in telling the ad director which trolley to take when a sales campaign doesn't click. The chief criticism so far has come from those managers who felt we hadn't chosen the right outlets in their particular areas. This situation was quickly corrected when further study bore out their complaints.

Dream to Reality - Reaction such as the excerpts quoted above is the dream of every officer charged with an advertising program. What made this dream a reality was simplicity.

The radio spot campaign as recommended by Foote, Cone & Belding utilized more than 100 selected markets in all parts of the country. The spots themselves are pleasantly low key, opening with the simple announcement: "These are the sounds of the living," followed immediately by a montage of familiar sounds, such as children singing, a small-town parade, a political convention, etc.

After a quick fade, the service "pitch" is delivered, underlining the good life which may be had through life insurance protection. The whole thing is done simply, invitingly - presented, you might say, without mirrors and without echo chambers.

The response has been so gratifying that Equitable will continue the radio series through this spring with a new opening teaser:

"There's no better place to live than America," and segues into brief sounds of baseball, a practice piano, and the crash of a bowling alley, all of them easily recognizable. Each spot - there are four of them - carries its own combination of sounds, its own warm appeal in behalf of an up-to-date Equitable service, such as annuities, major medical coverage, college policies or a family policy called "planned security."

Name and Number - In this series, as in the earlier one, the local announcer wraps up the recorded one-minute spot with live delivery of the name and telephone number of the Equitable agency in the area. The entire approach is that simple.

I don't believe we could have dropped this approach had we wanted to. The agent in the field has a public image dating back to our tv series and print ads of former years ("The Man from Equitable") and he apparently likes what he hears on radio.

And he likes what his friends, neighbors and prospective customers are saying about the spot ads.

"We feel the present plan is excellent and would like to see it on a year-round basis," writes one Alabama agency head.

"Please continue the present program," is the plea from a New Yorker.

From show-me Missouri: "Very fine. Have gotten more from the radio spot ads than anything else." And so on.

Popularity To fall back on a time-tested advertising slogan, such popularity must be deserved. We like to think it is.

It's the kind of popularity that's pulling in sales, guaranteeing commissions for our agents and making for a contented field force without which no company the size of Equitable can grow.

Ours is not a product that can be seen, felt, touched or tried on for size. Until you've actually tried to convince a prospect (usually as grossly under-insured as he is skeptical) of the values of this "no-see, no-touch" product, you really haven't encountered sales resistance.

That's why a grizzled veteran of our field force writes to say that "a walk-in applicant bought a $10,000 single premium annuity because of the radio spot campaign," we know we have something that is working for us as well as for the public.

Charles R. Corcoran, vice president in charge of Equitable's advertising, publications and press relations department, joined the company in 1946. He was a vice president of a Providence, R. I., advertising agency and was in charge of Equitable's sales promotion and sales development. He serves as chairman of the Public Relations Society of America's workshop committee; is on the board of directors of Abilities, Inc. and the Human Resources Foundation.

BROADCASTING, February 11, 1963
Name, Rank and Secretarial Number

Three of the pillars of WMAL-TV's National Rep team (Harrington, Righter & Parsons, Inc.) are Jack Harrington, Turk Righter, and Jim Parsons. Their titles, not respectively, are Secretary, Treasurer and Vice-President. Their secretaries, also non-respectively, are Lillian, Joan and Madelon. The team is in adjoining offices 110, 112 and 114. The Vice-President is in 110.

Last Tuesday, Harrington took Lillian to lunch because she had helped him when his own secretary was ill for a few days. (This is typical of H.R.&P. team spirit. It works for clients, too.) Madelon went to a higher numbered office to eat with Parson's secretary. Later that afternoon, Righter sent his secretary to the Treasurer's office, which had a lower number than his, to get some sales figures for a client.*

What title does each man hold and what is his secretary's name? Correct answers will earn one of our fascinating awards.

* Solidify your sales figures in the D. C. area with a spot program on WMAL-TV's popular late-afternoon Westerns—"The Lone Ranger" at 5 and "Maverick" at 5:30, Monday through Friday. Check Harrington, Righter & Parsons for availabilities.

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Year After Year **ARB PROVES**

**WKRG-TV IS**

"THE EXCEPTION TO THE RULE"

50% or More SHARE of Audience

Represented by H-R Television, Inc.

or call

C. P. PERSONS, Jr., General Manager
End of the Minow era now in sight
HEADED FOR PRIVATE JOB, FCC BOSS PUSHES HENRY AS SUCCESSOR

Newton N. Minow has advised the President of his intention to leave the FCC and has recommended the appointment of Commissioner E. William Henry to succeed him as chairman.

Mr. Minow expects to leave the government at the end of May and to join Encyclopedia Britannica Inc. as a high officer and chief legal counsel. As Mr. Minow planned it, no announcement of his departure from government was to be made for some time—perhaps not until or after the early April convention of the National Assn. of Broadcasters, at which he will be a principal speaker.

It was at another NAB convention—in May 1961—that Mr. Minow was catapulted to national fame. It was his first major speech as chairman of the FCC, and he made headlines coast-to-coast when he called television a "vast wasteland."

According to a number of sources in a position to know, Mr. Minow told the President of his plans during a private conversation at the White House two weeks ago. The conversation was at first presumed to have concerned Mr. Minow’s role in a forthcoming UN conference in Geneva on the use of science to benefit underdeveloped nations. Mr. Minow leaves for Geneva Feb. 14. He will be spokesman for the U.S. delegation at conference sessions dealing with communications. (Mrs. Minow will accompany him. They will return about Feb. 24, after stopping in London.)

The President was understood to have expressed regret at the prospects of Mr. Minow’s resignation. The President’s reaction to the chairman’s recommendation of Mr. Henry as his successor was not known.

Henry’s Chances ■ Mr. Henry, 33, is the junior member of the FCC in age and term of service. A commissioner for less than five months, he was the second Kennedy appointee to the FCC (Mr. Minow was the first). A third Kennedy appointee, Kenneth Cox, is awaiting confirmation by the Senate, a formality that has been delayed only by the Senate’s preoccupation with the debate over filibustering.

When Mr. Minow resigns, the President will make his fourth appointment to the commission, and it will undoubtedly be a Democrat to replace the Democratic Mr. Minow. The President will also be able to choose a chairman—also undoubtedly to be a Democrat—from his own appointees, the new commissioner and Messrs. Henry and Cox, or the fourth Democrat, Robert Bartley, who became a commissioner in 1952—long before the Kennedy era in national Democratic politics. (Under the law no more than four members of the seven-member FCC may be of the same political party.)

Mr. Henry, a Memphis lawyer, was an active worker in John F. Kennedy's presidential campaign in 1960. He took his undergraduate work at Yale and his law degree at Vanderbilt in Nashville. He is said to have strong political connections with influential Kennedy supporters in Tennessee.

As the junior member of the FCC, Mr. Henry in the past two weeks has been given unusual national exposure as the commissioner presiding over the hearings into local television programming in Omaha (see page 50). His views on broadcast regulation seem to coincide with Mr. Minow’s.

Magnusson’s Protege ■ Mr. Cox, now 46, is a Seattle lawyer who carries the endorsement of Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Sen. Magnuson recommended Mr. Cox for appointment to the FCC at the beginning of the Kennedy administration. It was not until the third vacancy occurred during the Kennedy tenure that Mr. Cox got the job. Meanwhile he had been appointed chief of the FCC’s Broadcast Bureau.

Mr. Cox did not take an active role in the 1960 presidential campaign.

Minow's New Career ■ Before joining the FCC, Mr. Minow, as a lawyer in the Chicago firm headed by Adlai Stevenson, represented Encyclopedia Britannica Films, then headed by Maurice B. Mitchell, onetime president of the Broadcast Advertising Bureau (predecessor to Radio Advertising Bureau).

Mr. Mitchell has since then become president of the parent Encyclopedia Britannica Inc. The chairman of the company is former Sen. William Benton, co-founder of the advertising agency, Benton & Bowles.

It is known that Mr. Minow was offered an executive job with the company before he took the FCC chairmanship, but he chose to join the government at the time. His interest in joining the company was reportedly reawakened in the past couple of months (CLOSED CIRCUIT, Dec. 31). His new post will return him to Chicago where the Encyclopedia Britannica has its headquarters.
'63-'64 TV PROGRAMS NEARLY SET

Juggle, juggle, toil and trouble at networks as more shows are fitted with sponsors and dropped into schedule for year

The television network drive for a quick lockup of next season's nighttime schedule is at its peak this week.

CBS-TV, of the three networks, is closest to that objective. Nearly all of its major program components are installed, and the network reportedly expects this week to begin filling the openings which remain.

The customary companion campaign to sell a part or all of the schedules' key programs to major advertisers has begun, and initial reports of commitments are trickling in.

The current status of next fall's schedules comes to this: There are still many uncertainties, particularly about the exact time position of some shows, but the networks are making their preliminary schedule pitches to agencies.

A composite boxscore of what the schedules appear to be on the basis of what's being offered appears on page 25.

Despite all advance planning and slotting, a single move by one network could upend matters and change the stakes. Such a development appeared likely late Thursday of last week with a report that CBS-TV was negotiating for a switch of one of NBC-TV's program underpinnings—the half-hour situation comedy, Hotel—to its nighttime schedule.

A compilation of next season program sales to advertisers would illustrate the situation at this time:

- Colgate-Palmolive signed for Harry's Girls, a show it owns through a production deal with MGM-TV. It is set for NBC-TV.
- Armstrong Cork Co. and U.S. Steel are expected to remain in their usual Wednesday, 10-11 p.m. hour on CBS-TV and as alternate week advertisers, but on The Danny Kaye Show.
- Alberto-Culver is said to be signed for an alternate-week half (15 minutes on a weekly basis) of the one-hour new Jamie Mc Peeeters slated for 7:30 p.m. Sundays on ABC-TV.
- Procter & Gamble is holding firm in its 8:30-9 p.m. slot on NBC-TV, may stick with Car 54 Where Are You? or come in with a new show.
- Menley & James's Contac is reported to be ready to sign with CBS-TV for an alternate half-hour of the new hour Judy Garland showcase on Sunday.
- Renewals are about in or on their way from such advertisers as General Foods and Procter & Gamble, GF, in particular, appears firm with its Andy Griffith and Danny Thomas shows on CBS-TV, to which it is adding a new half-hour comedy starring Phil Silvers. P&G has the NBC-TV half-hour on Sunday, is in on Dick Van Dyke and Ben Casey among others.
- Firestone will be back with its Voice of Firestone on ABC-TV Sundays. Kraft is firm on NBC-TV Wednesdays, though there's been talk about an "unsettlement" over Perry Como's future frequency. Bell Telephone is set on NBC-TV for a show parcel to alternate with Huntley-Brinkley on Tuesday. Du Pont is set for the 10-11 period on Sunday on NBC-TV. Gillette is certain with fights on ABC-TV Fridays.
- General Electric was reported negotiating with two networks—it had not released its option on the 9-9:30 period on Sunday on CBS-TV over which the Garland vehicle will straddle, and was said to be interested in following True (in an hour version) to NBC-TV on Sunday.
- Chrysler Corp. appeared to be in favor of saving the one-hour Empire on NBC-TV even to the extent of buying additional time if other advertisers fail to renew the show. Chrysler currently is an advertiser on the show.
- Lever Bros. is expected to make one additional purchase—probably a new show—for its network lineup, the advertiser renewed for another season its CBS-TV vehicles (Lucy Show, The Defenders, Red Skelton and Candid Camera).

According to those executives involved in negotiating next season's show properties, the current programming-sales period is characterized differently depending on the network involved.

For example, it's said that CBS-TV, which has fewer holes to worry about than the other two networks, is programming from strength and fretting over exact time slots in which to fit shows. The network presumably tries to nail down the advertisers once the shows are positioned.

ABC-TV, on the other hand, is on a slightly different tack, having sketched a near-complete nighttime schedule and then "peddled" this to potential advertisers. If enough interest and commitments are received, the network will continue along the lines indicated, otherwise a revised schedule will be blocked out. NBC-TV is programming and selling somewhere in between these two approaches.

Movie tops, NBC claims

Early rating reports in New York indicated NBC-TV's first motion picture run of this season on Mondays (7:30-9:30 p.m.) scored Feb. 4 above both ABC-TV and CBS-TV periods. The NBC-TV claim, for the New York market only and based on the Nielsen average, shows these figures: NBC-TV, 28.2 average rating, 36 share; CBS-TV, 25.3 and 33; ABC-TV, 12.7 and 16.3. As of last week, it was not certain whether NBC-TV will continue its initial stand that the telecast of motion pictures on Monday would run through September only.
Hines by Four Star Television.

Though it's certain that many of the time spots for the programs now committed for network showing may be changed over the next few months, show titles are expected to resemble in general those listed in the table.

Program Trends - A look at the composite schedule presents at least some trends now clearly defined. For example:

* A move to schedule an individual program in a larger chunk of time continues. Next season already appears to indicate commitment to the renewal of the 90-minute Virginian on NBC-TV, an expanded to 90-minute Wagon Train on ABC-TV, and a two part Arrest and Trial on ABC-TV (in which two 45-minute programs are placed back-to-back), all produced by Revue Productions.

In addition, there is at least one time block set aside for motion pictures—on NBC-TV Saturdays, and there is a possibility remaining that another motion picture run would be slotted by the same network on Mondays. Another large chunk of prime time will be occupied by Jerry Lewis on ABC-TV Saturdays, starting at 9:30.

* An acceleration of a trend to big-name personalities coupled often with variety (musical or comedy), and adherence to star names is noted. CBS-TV is leading the movement, and the other two networks also are adding top names in either film series or in variety showcases.

Other trends: continued color increase in programming—ABC-TV’s Wagon Train (90 minutes) is expected

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**How next fall’s tv network lineup looks now**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<tbody>
<tr>
<td>7:30-8</td>
<td>Jamie McPheeters</td>
<td>My Favorite Martian</td>
<td>Walt Disney</td>
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<tr>
<td>8:30-9</td>
<td>Arrest and Trial</td>
<td>Ed Sullivan</td>
<td>Car 54 or Magnificent Montagne (P&amp;G)</td>
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<tr>
<td>9:30-10</td>
<td>Voice of Firestone</td>
<td>Judy Garland</td>
<td>Bonanza</td>
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<td>10-10:30</td>
<td>Roosevelt Years</td>
<td>DuPont Show and True</td>
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**SUNDAY**

**MONDAY**

**TUESDAY**

**WEDNESDAY**

**THURSDAY**

**FRIDAY**

**SATURDAY**

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*Question mark indicates status not definite.*
'63-'64 TV PROGRAMS NEARLY SET continued
to be shown in color next season; there's a retention of the trend to comedy, particularly in star names and in half hour situations; dramatic film series will be plentiful—the public's taste for law investigation and for medical backgrounds series being reflected; additional New York-produced series are expected; and the emergence of such production companies on the network scene next season as United Artists Television and Metro-Goldwyn-Mayer.

Night by Night • Very briefly here is the interpretation of the nighttime schedule as presented in the chart on page 25, and based on latest information available:

Sunday: All three networks appear solidly scheduled. An exception: 8:30-9 on NBC-TV where Procter & Gamble may program The Magnificent Montague, a new Nat Hiken-created comedy series in place of Car 54.

Monday: ABC-TV and CBS-TV presumably are programmed but NBC-TV is not, especially in the 7:30-9 period in which it may decide to continue to run motion pictures.

Tuesday: Self-explanatory on the chart.

Wednesday: Under question is ABC-TV's 7:30-8 period but undoubtedly it will be a comedy half hour Ozzie & Harriet or Inside Danny Baker. CBS-TV has Silvers and Dick Van Dyke slated for the periods, 9-10; which will precede the other apparently is not final. The disposition of Perry Como or some other Kraft vehicle appear the only doubt on NBC-TV.

Thursday: ABC-TV explanatory, CBS-TV is a bit uncertain, particularly in the 7:30-8 period and the hour following. The 9-10 slot leaned toward a continuation there of Perry Mason at press time; NBC-TV appeared certain except for the last-minute report of a possible shift of Hotel to CBS-TV.

Friday: ABC-TV appears as planned on the chart. CBS-TV, however, may absorb a half-hour Twilight Zone that night and continue with Route 66 as indicated on the chart, and NBC-TV appears to be leaning toward Empire that night, and a last-minute switch in thinking could place Joey Bishop in the 10-11 period instead of in the 7:30-8:30 slot on Saturday.

Saturday: ABC-TV still is far from pinning down 7:30-8:30, some three shows considered there but the rest of the evening is assured; CBS-TV's big question mark is just what half-hour show it might select (one report placed a Gleason-produced program there). On NBC-TV, if Joey Bishop is moved out, The Lieutenant is a possible entry.

New life in Truman series

After more than a year of inaction, projected Harry S. Truman TV series on nature of U. S. Presidency suddenly seems apt to get on the air after all. Apparently despairing of finding an outlet himself after investing close to $400,000 in rights and production of the first two programs, producer David Susskind reportedly has sold all rights to Screen Gems, accepting a substantial loss because of his desire to get the project moving. It's understood Screen Gems plans 13-half-hours featuring ex-presiident Truman and other participants in the key events of his Presidency.

Du Pont only remaining live original drama program for '63-'64

The present blueprint of the 1963-64 network season (story page 24) indicates that the only live-tape original drama set for next season will be provided on NBC-TV's Du Pont Show of the Week.

Both Armstrong Circle Theatre and the U. S. Steel Hour, which have been mainstays on TV for many years, appear destined for cancellation. The low stage of original drama for next season is underscored by the report that in 1963-64, seven of the Du Pont one-hour programs will be of that genre. The remainder of Du Pont shows will be actuality and special programs, whereas this season there were seven original dramas and a group of drama programs based on works previously published or exposed in the theater or motion pictures.

The original dramas presented on Show of the Week this season and projected for 1963-64 are produced by the Directors Co., which is headed by executive producers Franklin Schaffner and Fielder Cook. They were both active in the so-called "golden age" of television when as many as seven original drama series flourished up to 1955. They are convinced that even today there is a need for this type of programming for both audiences and advertisers.

Acceptance Possible • They told Broadcasting in an interview that their experience with Du Pont leads them to believe that quality drama shows can acquire a substantial audience and gain advertiser acceptance. They acknowledged that TV cannot sustain the large volume of original drama programs that were on the air in the mid-1950's but are convinced there is room for additional programming of this type.

Mr. Schaffner reported he is currently negotiating with CBS-TV for a group of dramatic specials to be carried on the network next fall. No decision has been made as yet on this project.

Though the outlook seems bleak at this time for quality original drama, both Messrs. Cook and Schaffner feel there will be some increase in the future, though it may be modest. They believe that "fear" is the main factor in the diminution of quality drama. As TV costs grew, both advertisers and networks became rating-conscious and looked to "sure-fire" entertainment, they assert.

The reason they believe that quality drama has a place in television, they point out, is that Du Pont drama programs have been achieving approximately 40% of the audience for the time period (Sunday, 10-11 p.m.). The Cook-Schaffner formula is to provide viewers with a range of dramatic forms—allegory, comedy, melodrama, realistic mood pieces—to satisfy Du Pont's requirements that its productions be provocative, contemporary and responsible.

Mr. Cook's capsule commentary: "I'm not saying that every TV show must be loaded with meaning. But for just a few hours a week, the medium should try—even if some of the tries are failures—to break away from mediocrity."
WHO-TV's FIGURES "STACK UP"!

The Nielsen '61 map shows how WHO-TV covers Central Iowa, plus—but take a look at the market-data figures for this 42-county area:

- **TV Homes** ............... 290,560
- **Households** ............. 328,590
- **CSI** .................. $1,914,739,000
- **Farm Households** ....... 72,994
- **Gross Farm Income** ..... $1,006,961,000
- **Food Sales** ............. $ 295,009,000
- **Gen. Merch. Sales** ...... $ 136,641,000
- **Home Furn. Sales** ...... $ 57,579,000
- **Automotive Sales** ...... $ 241,026,000
- **Gas Station Sales** ...... $ 119,710,000
- **Drug Sales** ............. $ 43,530,000
- **Total Ret. Sales** ........ $1,377,012,000

(Source: May, '62 SRDS; Iowa Annual Farm Census, 1960; June 10, 1963 Sales Management.)

Get your share of this great market—most economically. WHO-TV offers you lowest costs-per-thousand on many great spot buys. Ask Peters, Griffin, Woodward, Inc.

**CHANNEL 13 • DES MOINES WHO-TV**
that in which the chapter is located), Mr. Lewine said. The nine finalists will then be sent for final judging by a jury of outstanding citizens, which will determine the program that most merits the award.

Only commercial stations may make entries for this award, as non-profit educational stations are supposedly programmed exclusively as a public service and their performance cannot be measured on the same basis as that of a commercial station.

**Wolper Productions buys Paramount News**

Wolper Productions has purchased Paramount News, including its complete news film library of more than 10 million feet of film covering news events of the past 36 years, from Paramount Pictures Co. on basis where price could exceed $500,000. David L. Wolper, president, Wolper Productions, said the company will be renamed Wolper Newsfilm Library. It will be closed for three weeks for reorganization and personnel changes.

**Value to community basis for new Emmy**

A new Emmy award, honoring a commercial tv station for an outstanding job of public service programming, will be presented for the first time on May 26, when the National Academy of Television Arts & Sciences makes its annual presentation of the gold trophies for outstanding achievements in tv during 1962.

Robert Lewine, NATAS president, in announcing the new award, said that entries will not be judged on technical excellence, which would give an advantage to major market stations with large program and news departments, but solely on the value of the station’s contribution to the community it serves. Along with the program, stations are asked to submit evidence of the results it accomplished.

Each of the nine academy chapters will appoint preliminary judges to select the best entry from a single region (not

**Official producing new war series**

Official Films Inc. will produce a new half-hour television reality series, tentatively titled *Men at War*, based on the major battles of World War II, Seymour Reed, president of Official, announced last week.

The 26-episode series will have author-columnist Jim Bishop as host-narrator. Film footage for the programs will be obtained from sources throughout the world and each segment will present a survivor of a specific engagement.

The series will be produced in Hollywood for Official by Sherman Grinberg, production supervisor on Biography, another OF presentation.

Production is nearing completion on the first episode of the new series, which will deal with Iwo Jima. Other segments will include the Battle of Stalingrad and Rommel’s desert campaigns. Official is seeking a network sale on the series.

**WPIX documentaries to run in prime time**

WPIX (TV) New York will introduce next week a new monthly series of documentaries covering major events and personalities in recent history. Programs will be presented in prime time.

The series, titled *Special of the Month*, will be produced by Walter D. Engels and William L. Cooper, creators of WPIX’s *The Secret Life of Adolph Hitler, Castro, Cuba and Communism* and other documentaries.

Initial telecast to be presented Feb. 19 (8:30-9:30 p.m.), will be a profile of the late Eva Peron. Subsequent programs will examine the war in Viet Nam and the rise and fall of Mussolini.

**Table: TVQ's top ten for January by age**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Total Audience</th>
<th>6-11</th>
<th>12-17</th>
<th>25-49</th>
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<td>1</td>
<td>Beverly Hillbillies (CBS)</td>
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<td>2</td>
<td>Bonanza (NBC)</td>
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<td>Red Skelton Hour (CBS)</td>
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<td>71</td>
<td>58</td>
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<td>4</td>
<td>Ben Casey (ABC)</td>
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<td>Doctor Kildare (NBC)</td>
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<td>6</td>
<td>Sat. Night Movies (NBC)</td>
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<td>54</td>
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<td>7</td>
<td>Combat (ABC)</td>
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<td>57</td>
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<td>8</td>
<td>Disney World of Color (NBC)</td>
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<td>9</td>
<td>Gallant Men (ABC)</td>
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<td>10</td>
<td>Gunsmoke (CBS)</td>
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<td>36</td>
<td>44</td>
</tr>
</tbody>
</table>

* Percentage of viewers familiar with a show who consider it "one of my favorites." Copyright Home Testing Institute Inc., 1963.
ONE: You get dominant coverage (42.1% average share) in the five-county Metro Atlanta market, where retail sales soar to $1,352,520,000 annually.

TWO: You reach 132 counties in Ga., Ala., S. C., N. C., and Tenn., where retail sales total $3,869,409,000 annually.

Buy the one that gives you two ...

WSB RADIO
Georgia’s 50,000 watt clear channel station
A drop in foreign language programming

More foreign languages are being used in programs broadcast by U. S. radio stations than seven years ago, but the number of stations carrying foreign language programs and the number of hours of such programs are down considerably.

The changes in foreign language programming since 1956 were shown in tabulations from information furnished by the 1,150 radio stations for their listings in the 1963 Broadcasting Yearbook.

The new 1963 Yearbook lists a total of 45 languages in which programs are being carried. The 1956 tabulation totaled 40 languages.

But the total number of foreign language hours carried weekly on U. S. radio stations was down from some 4,500 hours in 1956 to 3,420 hours in the 1963 Yearbook. The stations carrying such programs are down in number from 463 in 1956 to 397 outlets, the figures show. Total stations on the air were 2,935 am and 540 fm in 1956, and 3,795 am and 1,062 fm at the end of 1962.

50 States Now • The big reason for the increase in total languages was the admission of Hawaii and Alaska into the union. It added Eskimo and Athabascan on Alaskan stations and Samoan, Filipino and Chinese on Hawaiian outlets.

The addition of Hawaii as a state also added 253 hours of Japanese to U. S. radio programming and placed that language in third place in total hours of foreign language programs aired weekly by U. S. broadcasters.

The Spanish language, though down from 2,800 to 1,885 hours, remained the dominant foreign tongue on U. S. radio. Italian retained second place with 277 hours (450 in 1956); Japanese was third with 264; Polish was displaced from third place to fourth with 250 hours (390 in 1956). Other languages with more than a hundred hours of programming weekly on U. S. radio stations: German 150 (115 in 1956); French 127 (135 in 1956). Yiddish dropped out of the hundred-plus group with 53 hours (102 in 1956).

Nine of the languages are, strictly speaking, not foreign, but North American Indian or Eskimo tribal tongues: Acoma, Athabascan, Cherokee, Chippewa, Eskimo, Navajo, Pueblo, Seminole and Ute.

Other Languages • The other, non-Indian languages, and total hours: Albanian 0.5; Arabic 0.5; Armenian 6.5; Austrian 0.5; Basque 1; Chinese 23; Croatian 1.5; Czech 22; Dutch 6; Filipino 46; Finnish 12.75; French 126.75; Gaelic 6; German 149.75; Greek 39; Hungarian 22.5; Italian 277.25; Japanese 263.58; Latvian 0.75; Lebanese 0.75; Lithuanian 12.25; Polish 250; Portuguese 82; Rumanian 1; Russian 2; Samoan 1; Scandinavian languages 13.25; Serbian 6.5; Slavic 7; Slovak 1.5; Slovenian 11; Spanish 1,885; Syrian 1.5; Ukranian 2.75; Yiddish 53; Yugoslav 45.

There were no foreign language programs reported by stations in ten states: Arkansas, Delaware, Georgia, Kentucky, Montana, Nevada, South Carolina, Tennessee, Vermont and Virginia.

The 1963 Broadcasting Yearbook lists foreign language programming under the regular radio station listings, which also include other pertinent information about each station.

The 1963 Broadcasting Yearbook number, the largest compilation of broadcasting facts in the 28-year history of this basic reference encyclopedia, contains 632 pages with a total of nearly two-thirds of a million words. The Yearbook includes 50 separate directories of basic economic, technical and business facts indispensable to all working in or contacting the worlds of radio and television. Single copies of the Yearbook are available at $5 each so long as the supply lasts. The Yearbook issue plus the 52 weekly issues of Broadcasting are $12. Orders should be sent to Broadcasting Circulation Dept., 1735 DeSales St. N. W., Washington 6, D. C.

State Dept. plans filming at WTTG (TV)

The third of a series of one-hour specials, entitled "State Department Briefing: Red China and the USSR," was filmed Feb. 2 in the studios of WTTG (TV) Washington.

The program featured a briefing team including Dean Rusk, Secretary of State, U. Alexis Johnson, Deputy Under Secretary for Political Affairs, W. Avrell Harriman, Assistant Secretary of State for Far Eastern Affairs, as well as other department and non-department notables.

The briefing was followed by a question-and-answer period moderated by John L. Steele, chief of the Time-Life Washington Bureau.

Film Sales . . .

Seven Arts, Volumes 4 and 5 (Seven Arts Assoc.): Sold to KSL-TV Salt Lake City and WMT-TV Cedar Rapids. Now in 90 markets.

The Detectives (Four Star): Sold to KSHO-TV Las Vegas, WGN-TV Chicago and KMBC-TV Kansas City. Now in 29 markets.

Dick Powell's Zane Grey Theater (Four Star): Sold to KSHO-TV Las Vegas; WSPD-TV Toledo; WOC-TV Davenport, Iowa; and KOA-TV Denver. Now in 20 markets.

Stagecoach West (Four Star): Sold to KCPX-TV Salt Lake City. Now in 5 Markets.

Program notes . . .

Available: 'Michael Shayne' • NBC Films reports it is placing the hour Michael Shayne series into syndication. Local stations and advertisers will be offered 32 episodes which appeared on NBC-TV during 1960 and 1961.

New school show • The pilot of a new 60-minute tv program, produced by Red Skelton's and Jack Webb's production companies for CBS, has been started in Hollywood. The V.P.'s, starring Dennis Weaver and Jane Wyman as vice principals of a small-town high school, will be directed by Mr. Webb.

Tv tee • Production has begun on The Golden Tee, a 90-minute tv special on golf produced by Jack Douglas Organizations. Mr. Douglas, who claims the show will be the most expensive ever made on golf, plans to sign several celebrities for the production, including golfer Byron Nelson.

28 instead of 12 • Trans-Lux Television Corp. reports it will distribute 26 episodes of the Frontiers of Knowledge half-hour science series instead of 12, as originally planned, because of growing audience and station interest. The series is produced by WFIL-TV Philadelphia in cooperation with the U. of Pennsylvania.

Now in color • Telesynd, New York, a division of the Wether Corp., is offering for network sale 78 episodes of Sgt. Preston of the Yukon which were filmed in color.

BROADCASTING, February 11, 1963
Us hayseeds got a real OASIS!

Going back to fundamentals a little bit, we'd like to remind you that the Red River Valley is one of the most fertile areas in America—thousands of square miles of ancient lake-bed with deep, rich soil — so fabulous that even the Encyclopaedia Britannica comments on it. Look up “Red River Valley,” and see!

Fargo is the very heart and center of this enormous and prosperous Valley. People listen to WDAY Radio, all over the Valley — come in from miles and miles around for shopping, recreation, big-ticket spending.

Ask PGW for the whole story. We know you'll be fascinated.

WDAY
5000 WATTS • 970 KILOCYCLES • NBC
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
MATTEL EXPLAINS NEW PLAN
Station purchasing its 'Funny Company' show will get matching spot buys from toy maker

Plans of Mattel Inc., toy maker whose year-round use of network television revolutionizes toy advertising, to finance the production of a spot tv program series and to become a participating sponsor of the program (CLOSED CIRCUIT, Feb. 4), were spelled out Tuesday at a meeting of more than 40 station salesmen and representatives in Los Angeles. Eddie Smardon, radio-tv director of Carson/Roberts, Mattel's agency, explained the scheme at a two-hour breakfast meeting, at which three five-minute episodes from the series, The Funny Company, were screened.

Key of the plan is an agreement by Mattel to buy one-minute participations or adjacencies in The Funny Company on a two-year non-cancellable contract at the same price the station pays for an unlimited run, three-year license period for each five-minute episode. In effect, the station sets its own price for the series and for the Mattel commercials. Mr. Smardon explained. Assume the price set is $100. The station would then pay the program producers $26,000 for three years' use of the programs. Mattel would contract to buy 260 minute spots a year for two years in A markets (at the assumed $100 rate, this would mean a total expenditure of $52,000). In B markets, Mattel would agree to buy 156 spots a year ($31,200 total for two years). Only in C markets, where the Mattel guarantee would be for 130 spots, would the toy company's expenditure for time be just equal to the station's expenditure for the program.

"Since the time rates are set in advance on non-cancellable for the entire two-year period, the total of the two-year contract for the first 130 minutes used by Mattel each year becomes the total amount of the film contract," a fact sheet explains. On participations in excess of 130, Mattel will pay "normal" rate increases, not to exceed 15%

Mattel has set Jan. 13, 1964, as the date it will start its use of The Funny Company as an advertising vehicle. By that time 90 of the five-minute episodes will be ready. However, if stations want to start broadcasting the program earlier, in September, say, when 60 episodes are scheduled to be completed, the company would have no objection. Similarly, while broadcasting the series as half-hour programs made up exclusively of Funny Company films is advocated, no restrictions are placed on stations which feel another schedule is better, such as including one or more of these films in an established children's program period.

It's a Cartoon = The program itself is a cartoon, available either in color or black-and-white prints, which the thing but prosaic), to the bizarre, like giving a guided tour through a haunted house, or selling toothpaste to a walrus.

While the programs are chiefly sequences of fast-moving comedy-dramatic action, each episode includes one-to-two minutes of education, so naturally introduced that it will be as acceptable to young viewers as it will be approved by their parents and teachers, or so Mattel and Carson/Roberts believe. They screened almost 200 children's tv shows in search for one that "would please kids, advertisers and Minow," as C/R's vice president explained in his MONDAY MEMO (Dec. 24, 1962). Not finding what they were after, a program that "would give the kids something to take away with them" and would avoid both the "stuffiness of an old-fashioned schoolroom and the same-ness of more 'sillytoons,'" they encouraged the creation of The Funny Company and financed its production.

The programs are produced by The Funny Co., a group of Hollywood producers, writers, animators, voice talent and musicians, formed expressly to produce this series. The members work for minimum scale and will share in the profits of the production, if any, on a co-op basis. Head of the group as executive producer and script supervisor is Ken Snyder, senior vice president of Needham, Louis & Broby, recognized lyricist and composer as well as a top-flight producer of tv and radio commercials. Sam Nicholson, for 10 years creative director for TV Spots, is animation producer. Leo Salkin, associate producer of The Alvin Show, has the same title with The Funny Co. Musical director is Jack Fascinato, who started in tv with Kukla, Fran & Ollie and today is one of the best known musical directors in the film business.

Wanted a Change = In addition to looking for a worthwhile juvenile tv vehicle for its advertising, Mattel wanted to change its tv expenditures, which this year are made mostly in network television, in accordance with a belief that "the dynamics of local programming, local personalities, station selection, local promotion and merchandising can be utilized in such a way as to overcome the apparent advantages of network over spot." Despite its lack of any equity in the firm it is financing, Mattel is willing to support them because of its ownership of product merchandising for The Funny Company characters. The producers will share in revenues derived from product merchandising. Without Mattel ID's in the films or restrictions on other toy firms taking adjacencies, Mattel may ask for adjacencies of its own beyond those in its basic contract.
JUST OFF THE PRESS AND GOING FAST!

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50 directories indexing the business world of tv and radio
SIX reference works in ONE

FACILITIES OF TELEVISION: Station profiles, call letters, channels, allocations, applications pending, catv, translators; group and newspaper ownership, station sales.

FACILITIES OF AM/FM RADIO: Station directory includes executive personnel, specialty programs, reps, call letters, frequencies; Canada, Mexico-Caribbean stations.

BROADCAST EQUIPMENT/FCC RULES: Manufacturers & services, new Product Guides; awards and citations, television network map.

CODES/PROGRAM SERVICES: Tv and radio codes; program producers, distributors, production services, new services, talent agents, foreign language and negro programming by stations; broadcast audience data.

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AGENCIES, ADVERTISERS, BILLINGS: Leading advertisers, agencies and their billings; books and reference works; schools, major trends, events, agency financial profile 1952-61.

Designed for your specialized "must know" references, the 1963 BROADCASTING Yearbook issue is the largest (632 pages) and most complete encyclopedia-type book ever published for the business of radio-tv broadcasting and the associated arts and services. It includes 50 separate directories of basic economic technical and business facts indispensable to all working in or contacting the worlds of radio and television.

Compiled, written and edited by the same staff that produces BROADCASTING—The Businessweekly of Television and Radio—serving the business of broadcasting since 1931.

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name

company name

address

city zone state

Please send to home address—
ADVERTISING WANTS TO BREATHE
Fears of government inroads aired at Washington meeting; admen express disfavor with FTC plea for industry support

Advertising and government came face to face in Washington last week with the focus on federal efforts for additional controls over the medium.

Following two days of discussion at the 5th annual mid-winter conference of the Advertising Federation of America and the Advertising Assn. of the West, these developments captured the spotlight:

- A dispute between the AFA's general counsel and a Republican congressman and former agency head over how friendly the Kennedy administration is to business and advertising.
- A strong counterattack by Peter G. Peterson, president of Bell & Howell Co., on the current popular pastime of attacking all forms of advertising.
- A pitch by Federal Trade Commission Chairman Paul Rand Dixon for AFA-AAW support of his agency's request for legislation giving it the authority to order questioned advertising stopped while the wheels of litigation are turning. "The time is overdue for you who represents reputable elements in the advertising industry to realize that the FTC is not trying to run your business or even to tell you how," Chairman Dixon said.
- Just as strong words by Mr. Peterson and others against the same "unprecedented" proposal advocated by Mr. Dixon.
- A telegram from President Kennedy praising the "dynamic role which advertising plays in improving our living standards and expanding our national economy. . . . It is through such conferences as yours, where representatives of advertising and government meet for frank and open discussion of the issues involved, that consumer interests will best be protected."

At the start of the two day conference, Mark W. Cooper was announced as the new president of AFA (see WEEKS' HEADLINERS, page 10). Mr. Cooper, director of public relations for the General Telephone Co., will take over his new duties in two weeks. His appointment was announced by George Head, AFA board chairman and advertising and sales promotion manager of the National Cash Register Co.

Some 700 delegates, representing the blue chip advertisers and agencies, attended the conference last Tuesday and Wednesday in Washington. It closed with a reception for members of Congress and other government officials.

Pennsylvania Ave. Dispute - Two speakers at the Tuesday night opening session took opposing views on just how friendly President Kennedy's administration is toward advertising— with a member of Congress warning delegates not to believe the "high sounding statements" from the White House.

Rep. Bob Wilson (R-Calif.), a former agency executive in San Diego, disputed the contention of John J. Ryan, AFA general counsel, that advertising now is enjoying an "unaccustomed era of good rapport with a national administration." Mr. Ryan maintained the President is keenly aware of the importance of cultivating the assistance and cooperation of business and that there can be no doubt about the sincerity of his statements friendly to business and advertising.

Mr. Ryan, a Democratic member of
the New York State Legislature, said that it is evident the President has spurned the advice of his advisors who advocate "pump priming"—increased government spending and false aids for economy. The administration has not fallen for the theory, advocated by some of his advisors, that advertising is a totally unproductive industry "to be harassed in every fashion," he said.

Rep. Wilson, on the other hand, said "I don't see much to be happy about in the attitude of the administration" toward advertising. He said he is disturbed over the voices around the Presi-

Mr. Ryan, member of the New York firm of Sawyer, Sullivan & Ryan, also had harsh words for agencies seeking greater powers over the industry in cit-

Mr. Ryan warned: "We must be constantly alert to insure that misguided zealots in government do not foist upon us restrictions and regulations which we . . . know can only lead to chaos or de-

Concern Lessened • Arthur Fatt, board chairman of Grey Advertising Inc. and chairman of last week's con-

Mr. Fatt said.

Government and advertising "can't afford the luxury of being antagonists," he said.

One criticism of the administration given in the survey, Mr. Fatt said, was "the method of FCC pronouncements in respect to its guardianship of public taste."

Peterson Hits Controls • Warning against government attempts to control the imponderables of advertising, Mr. Peterson said: "No sin that advertising could commit could be as great as its

Taking a break in Washington last week were (1 to r) Pete Cash, president of Tv Bureau of Advertising; William E. Rine, Storer Broadcasting Co., and John R. Bowers, car advertising manager for the Ford Div. of Ford Motor.

regression by government forces—for if advertising can be forced into a bureaucratic strait jacket, where does this end?"

Mr. Rine said, was "experts" on advertising and that federal judges—to whom the FTC must now go for temporary in-

Attacks on advertising should be broadened to include the businessmen, who design and market the products and the consumers, who buy the prod-

Mr. Peterson said, is well that he be confronted directly with what he is being protected against and what the methods and costs of protecting him are likely to involve.

"If it is his tastes that are being criti-

He predicted that if the trade com-

The basic question is the freedom of the consumer to make a choice among the widest possible number of alter-

In the long run, he said, the only formula that will raise the standards of advertising is the raising of the level of American culture generally. If media continue their present rise in culture, the consuming public will in the future

Government Talks Back • The chair-

Departing from his prepared text, the FTC chairman said that members of his agency are "experts" on advertising and that federal judges—to whom the FTC must now go for temporary injunctions to stop questioned advertising—are not. The FTC knows the law and how to enforce it, he said, and if advertisers do not like it "then get yourselves some new laws."

He predicted that if the trade com-

If the FTC had the authority to issue temporary stop orders, it could put an end to the "futilities of belated final

BROADCASTING, February 11, 1963
Sen. Vance Hartke (D-Ind.) (r) listens as Wilbur G. Kurtz Jr., product pro-
orders,” he said. A lot of “misinformation” has been spread concerning the
FTC’s request for new powers, he said, in giving the government version of
safeguards written into the legislation to prevent abuses by future trade com-
missions. The bills in dispute were in-
troduced by Rep. Wright Patman (D-
Tex.) (HR 1105) and Rep. Tom Steed
(D-Okla.) (HR 594).

Minow Theory • Chairman Minow said that the broadcasting industry does
not realize that most broadcasters come
to him to request more regulation of
radio-tv, not less. They want their
competitors regulated but not them-
selves, he said.

He said he is “very pleased” that the
trade commission has taken steps to
control rating services but saw no need
for a written definition of the term
“public interest.” The FCC’s theory,
he said, is to let the broadcaster deter-
mine the needs of the public in his area
and then “we hold him to his evalua-
tion.”

Chairman Minow praised Bell &
Howell for its “conspicuously courage-
ous job in tv advertising” in its sponsor-
ship of Close Up and urged more adver-
tisers to put some of their budgets in
such programming. “This is not just
good citizenship but good business,”
he said.

Arthur Motley, publisher of Parade
Publications Inc. and moderator of the
panel, expressed concern over govern-
ment trends. As government has grown
big, it is not merely the law that causes
corncern but also the agencies, he said.

The third panelist, Dr. Persia Cam-
pbell, a member of the President’s Con-
sumers Advisory Committee, said the
committee is designed to serve buyers
who want reliable information “so they
can make reasonable judgments about
their desires.” She said that most con-
sumers are not aware of the protections
motion manager for Coca Cola, At-
 which they have and the marketing services
lanta, relates an advertising problem.
offered them by government.

Advertising’s Role • “Advertising’s
Role in American Communications
was discussed by a panel consisting of
Donald McGannon, president of West-
inghouse Broadcasting Co.; Andrew
Heiskell, board chairman of Time Inc.,
and Denver Post publisher Palmer
Hoyt. RCA vice president Ralston H.
Coffin, conference vice chairman, was
moderator.

Mr. McGannon stressed that “it is
the essence of the media of radio and
tv that they be mass in their application
and direction.” He pointed out that the
Communications Act charges broadcast-
ing with providing a service to “all the
people of the U.S.” The great role and
challenge to radio and tv is to maintain
the largest possible audiences by the
best and most creative forms of pro-
gramming oriented to the American
family and to afford them opportunities
for learning, for challenge, for inspira-
tion and for information, he said.

Mr. McGannon explained the “del-
icate process” necessary in the effective
use of communications media—the level
and flow of audience. “We must exer-
cise ingenuity and courage in daring
to reach millions on the one hand but
collaterally certain specific thousands
...” he said. “We must contribute...to
the people’s understanding of the
issues of the day.”

Freedom a Must • Democratic gov-
ernment could not exist for long with-
out communications media free from
government control, according to Mr.
Heiskell. Radio-tv and the newspapers
could not exist without advertising, and
advertising could not exist without the
free enterprise system, he said. The only
alternative is subsidy by government,
Mr. Heiskell and other speakers stressed.

Advertising is the “financial warrant-
ty of free electronic communication and
it is the guarantee of our free press,”
Mr. Hoyt told the AFA-AAW dele-
gates. “The much-maligned institution
of American advertising is really a solid
cornerstone of our freedom,” he said.

Even if advertising did not have a
special economic role as the mover of
goods to the consumer, as the basic
guarantee of free communications med-
ia it is worthy of protection and pres-
servation, he said. Radio-tv and news-
papers can remain free from govern-
ment only with a continued source of
income from advertisers, Mr. Hoyt said.

Ad Pitch • A pitch for the President’s
proposal to cut individual income taxes
was made in a luncheon address to the
conference by Ivan A. Nestingen, un-
der secretary of Health, Education &
Welfare. The proposed tax cut will
increase sales and “will generate a
larger gross national product in which
we will all share,” he said in drawing a
parallel with advertising.

When a business runs into economic
trouble it would be tempted to trim
its advertising budget when it “might
be better advised to do just the oppo-
site—to borrow if need be—so that it
can step up advertising and raise sales
levels,” Mr. Nestingen said. This may
make the balance sheet look temporar-
ily worse but in the long run the added
advertising expense can prove to be a
good investment if it halts the down-
ward spiral of sales, he maintained.

“The same result will come about
from a tax reduction—even though it
comes at a time when the federal gov-
ernment needs more, not fewer, dollars
to meet its obligations,” he said.

Paul S. Willis, president of the Gro-
cery Manufacturers Assn., cited adver-
tising as one of the principal reasons
for the “fabulous and steady” growth
of the food industry. The advertising
industry has made great contributions
to the American people and to the
total economy, he said. “Promotion and
advertising are the lifeblood” of food
marketing, he said.

The latest listing of the top 100 ad-
vertisers shows that 30 of the first 50
are GMA members and 57 of the top
100. Advertising is necessary, he said,
because very few have been able to
build a successful and profitable na-
tional marketing food business without
the use of effective advertising. The
record supports the fact that advertis-
ing is a great force that influences con-
sumer purchases,” Mr. Willis said.
Only place to judge TV picture quality!

Judge it where TV viewers do... where today's best-selling pictures come from Scotch® BRAND Video Tape

Today's great American theatre is the living room—not the projection room. If you're viewing TV commercials or pilots on the conference room screen, remember: the only "screen" the TV audience sees is the face of the tube! When you view shows or commercials as you would a movie you're sitting in the dark all alone... no one you're trying to reach will see them that way!

The tube is the test every time! Put your commercial or show on "Scotch" BRAND Video Tape and view it on a TV monitor. Then you'll be looking at it with the same eyes as the customer. There are no optical-to-electronic translation problems. Every image is an electronic original completely compatible with the TV set in the home.

Picture-prove it! View a filmed and a video-taped production side by side on monitors. See the inimitable "here and now" quality that "Scotch" Video Tape offers agencies, advertisers, producers, syndicators. Extras are pushbutton ease in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write 3M Magnetic Products Division, Dept. MBX-23, St. Paul 19, Minn.
eligible in the competition which is open to advertisers, their agencies, production companies and television stations.

Approximately 40 product categories are planned for the contest and special citations will be made for achievement in the areas of single market, Canadian market, children's market and premium offers.

John P. Cunningham, chairman of the executive committee of Cunningham & Walsh and past chairman of the Advertising Federation of America, is heading the council which plans and judges the competition.

Entries should be addressed to Wallace A. Ross, American TV Commercials Festival, 40 E. 49th St., New York 17. A $20 entry fee is charged "to help defray judging costs."

ANA offering course to management

A new course in advanced advertising management will be offered by the Assn. of National Advertisers as a recurring service for its member companies, with the first scheduled March 10-15, ANA announced last week. The course will be for "executives in middle or upper advertising management in ANA member companies who have had several years of responsible advertising experience."

It will be conducted in an academic atmosphere with practicing experts in advertising management as the faculty. Subjects will include the creative function, planning, media strategy, organization and agency relations, budgeting, appraisal of marketing opportunities and measurement of advertising effectiveness.

The March 10-15 session will be held at the Westchester Country Club, Rye, N. Y. Registrations will be limited, if necessary, to 60. Tuition is $250.

One three-session is expected to be held later this year, and additional ones subsequently. Some may be held in Chicago and on the West Coast and possibly elsewhere. In addition, different course may be held for management executives holding other responsibilities.

Prof. Albert W. Frey, director of executive management programs at the U. of Pittsburgh and co-author of ANA's so-called "Frey Report" on advertiser-agency relationships a few years ago, is serving as academic advisor for the project. Ernest P. Zobian of Vick Chemical Co. is chairman of the ANA advertising management development committee, which is presenting the course.


New filters, packs in PM market tests

Philip Morris Inc. last week introduced two new kingsize filter cigarettes, Paxton and Saratoga, with a test campaign in four U. S. cities.

Saratoga is being introduced in Hartford, Conn., and Sacramento, Calif.; the mentholated Paxton in Fresno, Calif., and Tulsa, Okla. Both brands will use television, radio and print for the test.

Both cigarettes offer a "team of filters, back to back" and patented water-proof "Humiflex" packaging, and sell at popular prices.

The theme being stressed in the brands' advertising, according to Roger M. Greene, PM's vice president and director of advertising, "is that both the product and the package represent true technological achievements within the industry. For that reason, the advertising presentation in all media is in a factual and journalistic style."

Television commercials will show the package submerged in water to demonstrate its water-proof qualities.

Benton & Bowles Inc., New York, is agency for the new Philip Morris brands.

'Tonight' sold out

A record $7.5 million in sales was recorded by NBC-TV since Johnny Carson became star of the Tonight show in October 1962. Walter D. Scott, executive vice president of the network, said the Tonight show is sold out through June, with many orders placed through December.

Current year-round advertisers are Block Drug (various products, Sullivan, Shauffer, Colwell & Bayles, Grey Adv., Lawrence C. Gum-binner Adv.); Revere Camera (Erwin Wasey, Ruthrauff & Ryan); Minnesota Mining & Manufacturing (Cye Landy Adv.); Sunbeam (various products, Foote, Cone & Belding, Perrin & Assoc.); and Liggert & Myers (J. Walter Thompson).

'Cleopatra' budget includes network tv

"Cleopatra," 20th Century-Fox's much-publicized film extravaganza, will be promoted with a network television campaign in addition to heavy poster and print advertising.

Unusual use of network tv for movie promotion in lieu of spot advertising is based on the fact that 20th Century hopes to open the film in some 60 markets simultaneously. It also is claimed that "Cleopatra" will eventually reach virtually all markets, and that the time lag between tv promotion and showing of the picture will be compensated for by the large advance publicity it's already enjoyed.

The tv promotion will begin approximately three months before the picture's June 12 opening date and continue through the premiere. Still in the planning stage, the campaign is loosely described as a high frequency of 30-second announcements.

A 20th Century official suggested that probably more than one network will be used because it is planned to place announcements in or around "athletic events and public service shows."

The movie will premiere in New York and should the newspaper strike threat still be in effect, 20th Century says that it will use a saturation radio campaign in that city around the premiere date. Agency for 20th Century-Fox is Schlaifer & Co., New York.

Business briefly...

Maradel Products Inc., New York, cosmetics manufacturer, has bought a schedule of participations in a variety
Slash
office typing costs up to 67% with . . .
New Filetape™ Royaltyper®—

The advanced high-speed, low-cost automatic
typewriter using exclusive FILETAPE.

Now, you can dramatically increase the production and
slash the cost of every repetitive typing job in your office—without adding a single extra person to your staff.

Every form mailing that your company sends out can be warm, individually typed, personalized. The kind that looks important. That gets read and acted upon.

The bulk of your sales orders, invoice writing, envelope addressing, legal documents, etc., can all be typed at the astonishing speed of well over 100 words a minute. Without errors or erasures.

New Filetape Royaltyper, made by Royal McBee, can do all this for you—bringing high speed and low cost to more of your repetitive typing jobs than any other kind of automatic typewriter on the market today.

The reason is exclusive Royal McBee Filetape. Filetape is the easiest automatic typewriting tape to file, to retrieve from file—to use.

It can be cut to any length. For one word . . . or pages of copy. Form paragraphs can be punched and easily combined to make up dozens of different letters. Think of the savings this one application can mean in dictation costs alone!

It is a fact that in the average office, 75% of the correspondence and typing of forms is repetitive. New Filetape Royaltyper can cut these costs for you—to the bone. Get the facts. Also look into our leasing plan.

SEND FOR THIS
VALUABLE FREE BROCHURE

Royal McBee Corporation, Dept. 89BR
850 Third Avenue, New York, N. Y.

Please send me my copy of “Filetape Royaltyper—New Dimensions in Automated Typing.” I understand there is no obligation.

NAME__________________________

COMPANY______________________

POSITION______________________

CITY & ZONE___________________ STATE_______

ROYAL®
SPECIALISTS IN BUSINESS MACHINES

BROADCASTING, February 11, 1963
Agency Reps. merchandising and advertising account supervisor.

New York area this spring.


Pennsylvania Grade Crude Oil Assn., Oil City, Pa., in its first radio campaign, is co-sponsoring ABC Radio's News and Comments by Alex Dreyer (Mon.-Fri., 6:30-6:40 p.m. EST), for 39 weeks. Agency: Meldrum & Fewsmith Inc., Cleveland.

Agency appointments...

* Allied Old English Inc., Newark, N. J., has appointed Venet Adv. Inc., Union, N. J., as agency for two product lines of its Mother's Pantry brand of prepared foods and beverages, Polynesian Punch and Maple Butta. Venet will inaugurate a tv campaign in the New York City area this spring.

* KFQJ Los Angeles, all-Negro-programmed radio station, has appointed Enyart & Rose, Los Angeles, as its advertising agency. Jerome L. Simons is account supervisor.

* KTVI (TV) St. Louis, Mo., has appointed Winius-Brandan Co., advertising agency, that city, to handle advertising and assist with promotion, merchandising and public relations.

Rep appointments...

* WJAR Providence, R. I.; The Katz Agency Inc., New York, as national representative.

* WFOX Milwaukee, Wis.: Spot Time Sales Inc., New York, as national representative.

* WSOQ Syracuse, N. Y.: Bolling Co., New York, as national representative.

* WGCM Bijoxi-Gulfport, Miss.; WOOW Greenville, N. C.; WGTA Summerville, Ga., and WROY Carmi, Ill.: Hal Walton & Co., New York, as national representatives.

* WIXI Birmingham, Ala.: Elisabeth M. Beckjorden Inc., New York, as national representative.


FM Group Sales lists American Express buy

FM Group Sales, New York, representing fm station groups in major cities, has scored what is generally labeled as the biggest advertising contract in the rep firm's nine-month operation.

American Express, through Ogilvy, Benson & Mather, has placed a campaign calling for 20 spots per week for each station on a 39 week basis on a total of 20 fm stations (6 in Los Angeles, 5 in Chicago, 5 in Washington-Baltimore and 4 in Boston). The advertiser is also running am and tv campaigns.

The new fm contract started Feb. 4, and adds to other FM Group Sales' contracts, such as P. Lorillard (Newport cigarettes) in Los Angeles for 18 weeks starting Feb. 19 (through Lenneen & Newell), and Texaco, which through Benton & Bowles, has used stations in Chicago, Detroit and Cleveland and is expected back this spring. Two other advertiser contracts still on fm through this rep: Philip Morris and United Air Lines.

Hicks & Greist adds $1.5 million in billings

Hicks & Greist Inc., New York, last week announced the addition of $1.5 million in billings in two months, bringing its total annual billing-and-fees rate to "close to $18 million."


Agency changes made by Noxzema

Noxzema Chemical Co., Baltimore, last week announced a realignment of accounts, due to product conflicts, at three of its agencies. Sullivan, Stauffer, Colwell & Bayles, New York, continues to handle Noxzema Skin Cream and Cover Girl products, along with two new products, to be introduced in test markets within two months.

Dancer - Fitzgerald - Sample, New York, also gets two new products for test marketing, as well as Noxzema Shave Creams, currently at Doherty, Clifford, Steers & Shenfeld, and Noz- zema Skin Lotion, which was at SSC&B.

Admen get their own commercial kitchen

A new studio set up as a kitchen for advertisers and agencies producing food and cleanser commercials on video tape has been instituted by MGM Tele- studios, New York.

The new studio includes complete kitchen work facilities, modular kitchen sets, an "invisible" oven for inside-the-oven photography, appliance props and specialized lighting equipment. A transparent washing machine, enabling cam- eras to photograph moving parts and washing action, is also part of the studio.

Known as studio 60, the kitchen consists of 525 square feet of work space equipped with sinks, stoves, refrigerators, freezers, work tables, cabinets, mixers, blenders, toasters and griddles. Helen MacArthur, home economist, is participating in commercial production in the new studio as director of culinary arts.
Repeat!

An encore for a computer tape reel? Absolutely! Especially when it is packed with television audience data from an ARB survey. The premiere performance provided audience estimates by time period for that familiar industry standard, ARB’s local market report. But when clients ask for more, it gives more — an almost endless number of new and interesting encore performances for a variety of ‘special’ needs.

And here’s the secret. Every time ARB conducts a local market survey, special care is taken to organize and store the data that is collected so that on short notice it can give ‘an extra measure of audience’ whenever called upon. Special Tabulations offer clients the advantages of research to meet specific requirements without the expense of a new survey. Because data is available now and ready to perform, a special staff of researchers can compute the needed estimates and deliver them quickly. For an economical answer to some of your most critical audience problems, call for an ARB Special Tabulation.
THE MEDIA

Court access fight gets major setback

ABA VOTE ENDS 5-YEAR BROADCASTING EFFORT TO REPEAL CANON 35

A five-year campaign to persuade the American Bar Assn. to revoke or relax its ban against tv cameras and radio microphones in courtrooms ended last week in failure.

By an overwhelming vote, the House of Delegates of the ABA adopted a committee report which recommended retention of the controversial Canon 35. This prohibits the use of tv cameras, radio microphones or news cameras during court trials. It was adopted in 1937 following the circus-like news coverage of the Lindbergh kidnapping trial in New Jersey.

The ABA action took place last week in New Orleans where the association was meeting in annual convention. It followed adoption of the report by the ABA board of governors (AT DEAD-LINE, Feb. 4).

The decision was made by voice vote, with about 10-15 dissents, after three speakers attempted to persuade the delegates to refuse adoption of the report.

Speaking in opposition were Douglas Anello, NAB general counsel; Joseph Costa, chairman of the National Press Photographers Assn., and James K. Groves, a member of the Colorado bar.

The ABA action was castigated by NAB President LeRoy Collins and by Bill Small, chairman of the Freedom of Information Committee of the Radio-TV News Directors Assn.

WHAT NOW? = Broadcasters will now have to begin working at the local level. Mr. Anello said last week after the ABA action. "It is imperative," Mr. Anello said, "that broadcasters begin working on the local bar and courts to convince them that tv and radio belong in the courtroom on the same basis as any other reporters."

The ABA prohibition does not have any legal standing with the courts or state bar associations unless it is adopted by state judiciary. About half of the states have adopted the ABA canon, it is understood.

In its report, the ABA special committee on Canon 35 urged that states adopt the ban.

The ABA consideration of changes in Canon 35 began in 1958 following pressure by broadcasters to eliminate or revise the prohibition. A special ABA committee was established to look into the subject. Chairman of the committee was John H. Yauch, Newark, N.J., lawyer. The committee held an all-day hearing in Chicago in February 1962 and issued an interim report last August.

In its conclusions, the committee urged the retention of Canon 35 "as essential safeguards of the individual's inviolate and personal right of a fair trial."

In a bow to the sensitivities of broadcasters, the committee recommended (and the ABA adopted) the deletion of a phrase which referred to broadcasting and televising of trials as degrading to the courts.

In countering media arguments as to why Canon 35 should be eliminated or changed, the committee contended:

* TV and radio reporters are eligible to cover trials but without the tools of their trade. They may attend a trial, observe and report via their medium outside the courtroom, just as a newspaper reporter does when he takes notes and writes his story at his office.

* The right of a public trial is to ensure a fair trial to the defendant; it does not mean that a trial must be thrown open to satisfy the curious.

Although the mechanics of covering a court trial by radio and tv have improved since 1937, there is still serious doubt that a fair trial can be guaranteed, particularly in light of the experience in the Graham trial in Colorado and the Billie Sol Estes trial.

(The Graham case took place in Denver and involved charges that the defendant placed a bomb in an airliner. The Estes case, which took place in Tyler, Tex., involved the Texan charged with fraud in obtaining U.S. government cotton allotments. Both received extensive tv coverage.)

* To permit trial judges to rule on whether or not tv, radio and photographers should be permitted to cover a trial places an undue burden on the bench because in many states judges are elected and their attitude might be influenced by the possibility of personal publicity.

The committee also quoted the consensus of the Judicial Conference of the United States, as reported by Chief Justice Earl Warren, in opposition to permitting tv, radio and photographic coverage of federal courts.

The committee acknowledged that the industry's proposal that a test of tv coverage be made using the facilities of 20 tv stations was offered in good faith, but could serve no positive purpose at this time.

Anello Plea = In his plea to the ABA delegates, Mr. Anello charged that the committee had failed to develop "reliable factual data" to back up its conclusions.

"As a matter of fact," the NAB spokesman said, "the committee turned its back on the one good opportunity that was available to it to base its conclusions on fact rather than opinion, hearsay and supposition."

He concluded: "Broadcasting is a fact of public life. It is here to stay. It cannot be willed away by sticking our heads in the sand. Bench, bar and media must get together and devise rules and procedures so that this young, graphic medium can serve the administration of justice."

Mr. Costa, speaking for news photographers, claimed that his medium was being "tarned with the same brush as tv." He asked that news photographers not be considered in the same category as tv and charged that this was "guilt by association."

Mr. Groves related the experience

Henry approves coverage, unsure of repeal

There's one FCC commissioner who's not entirely convinced Canon 35 should be repealed—although he has nothing but praise for the dignified and unobtrusive manner in which electronic journalists used their cameras and microphones to cover the proceedings over which he presided.

The commissioner is E. William Henry (mentioned as a possible successor to Chairman Newton N. Minow, see page 23). Commissioner Henry made his remarks at a news conference at the close of the Omaha tv hearing when he was asked if the techniques displayed enabled him to comment on proposals to change Canon 35:

"I'd like to see a courtroom trial with such coverage before I make up my mind. I think you always run the danger, though, of distorting the proceedings by having coverage of them, and certainly I think the tendency to cover only those whose interest is more spectacular than others. Let's put it this way. I sort of come with a feeling that Canon 35 is appropriate and I have not yet been convinced that it ought to be repealed."

BROADCASTING, February 11, 1963
Tubes designed from the user's viewpoint

...use them wherever reliability is essential

When reliability really counts—as it does in industrial control applications—be sure with tubes custom-designed and tested for the job. Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes, each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.


Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.

AVAILABLE FROM YOUR SYLVANIA INDUSTRIAL TUBE DISTRIBUTOR

SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS

BROADCASTING, February 11, 1963
of the Colorado courts, where trial judges have the right to grant or withhold permission for TV and radio and photographic coverage to be undertaken. He offered a substitute motion to change Canon 35 to permit judges to determine whether or not cameras and microphones should be permitted in courtrooms. This motion was defeated.

In his discussion, Mr. Groves spoke of the Colorado rule which for seven years has been part of the state's judicial processes "without the ominous possibilities and apprehensions which our committee... fears."

Gov. Collins referred to the committee decision as reflecting "a shocking lack of confidence in the integrity and objectivity of the judiciary... Our position is that judges should be free to exercise the same discretionary power with respect to broadcast coverage which they have with respect to other matters affecting the conduct of proceedings in their courts...

"The approach of the ABA committee will perpetuate public misunderstanding. It is reactionary and seeks to tie the hands of the American lawyer and judges to conditions which are doomed to pass away."

Mr. Small stressed that the bar association never took up the RTNDA offer to test court proceedings.

### Low blow

American Bar Assn. delegates were treated to a graphic display of television trial coverage when they assembled to vote on retention of Canon 35. In the room were two large bulletin boards, each covered with some 20 photographs of television gear and personnel, at the opening session of the Billy Sol Estates trial. Although the pictures were unlabelled, the bar's special tv study committee had quoted in its report a New York Times dispatch about the Estates trial that read in part:

"A television motor van, big as an intercontinental bus, was parked outside the courthouse, and the second-floor courtroom was a forest of equipment."

### KFMU's pay fm is in Japanese

Los Angeles, which has heard much talk about pay television, has missed the opportunity to become the first U.S. city to introduce that service, but it has scored a first in an allied field by the inauguration of a pay-fm service. More than that, the programming received by the subscribers to this new service is entirely in Japanese.

The Japanese pay-fm operation is not a new station, but operates on a subcarrier of KFMU (FM) Los Angeles. Joseph Parsons, manager of KFMU, explained that the new programming is part of the station's multiplex operation. "There are three channels," he said. "The main channel and the stereo channel are receivable by regular fm sets. The subcarrier channel, on which the Japanese programming is broadcast, can be received only by sets specially tuned for it. It's like broadcast background music service for restaurants or offices, except that the programming is in Japanese."

The Japanese programming, which begins at 8 each morning and runs until 11 each night, is largely music, narrative and drama, taped in Japan, plus news of special interest to the Los Angeles Japanese-speaking community.

"Our programming is entirely in Japanese at present," said Noboru Shirai, president of Homecasting Corp. of America, operator of the service, "but we expect to become bi-lingual by adding programs in English. The people who came to California from Japan speak Japanese and so do their children, but the third generation does not, although they can generally understand it. So we plan to shift gradually until we are broadcasting about half in Japanese, half in English."

Homecasting Corp. has imported 2,000 receivers from Japan to get its service started. These are leased to subscribers, who pay an installation fee of $5 and a monthly service charge of $6. Homecasting in turn pays KFMU $1.50 a month for the first 1,000 subscribers, $1.25 for those over the number.

### Changing hands...

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

- **WPOP Hartford, Conn.** Sold by Tele-Broadcasters of Connecticut to Joseph C. Amaturo, Walter B. Dunn and associates for $665,000. Mr. Amaturo is president of WIRE Indianapolis and is associated with Mr. Dunn in the ownership of WFTL Fort Lauderdale, Fla. Tele-Broadcasters, which is headed by H. Scott Kilgore, owns KALI San Gabriel and KOFY San Mateo, both California and KUDL Kansas City. It recently bought for $1 million KKTU (TV) and KFMH (FM) Colorado Springs, and KGHF Pueblo, all Colorado. WPOP operates on 1410 kc with 5 kw fulltime.

- **WOTT Watertown, N. Y.** Sold by James Johnston and associates to Earl...
L. Cump, Rev. Roland W. Renkel, both of Chambersburg, Pa., and William E. Sullivan, account executive with WYLY-TV Lebanon, Pa., for $150,000.

Mr. Johnston is principal owner of VRVM Rochester, N.Y. WOTT is a daytime station on 1410 kc with 5 kw. Broker was Blackburn & Co.

APPROVED — The following transfers of station interests were among those approved by the FCC last week (for other commission activities see for THE RECORD, page 69).

* KVON Napa, Calif.: Sold by Jack and Alyce M. Powell to Lawrence B. Scheer and Janice Lynn for $275,000. KVON operates fulltime on 1440 kc with 1 kw day and 500 w night.

NAB BOARD ELECTIONS

33 running for 13 vacancies; results expected March 1

It’s NAB Radio Board election time and 33 broadcasters have been nominated for 13 vacancies on the association’s board of directors. Of the nominees, six are seeking reelection to a second two-year term on the board.

Four other board members are not eligible for another term, having served four consecutive years, and three present directors did not seek renomination, the NAB announced.

Ballots will be mailed to member stations Wednesday (Feb. 13) and must be returned to the NAB by Feb. 28, according to Everett E. Revecomb, NAB secretary-treasurer. Results will be announced March 1, he said. To be elected are directors from odd-numbered districts, three at-large and an fm director.

Directors eligible for a new term but who are not seeking reelection include John S. Hayes, Washington Post-Newsweek Stations; B. Floyd Farr, KEEN San Jose, Calif., and James L. Howe, WIRA Ft. Pierce, Fla. The four who are not eligible include John S. Booth, WCHA Chambersburg, Pa.; Hugh O. Potter, WOMI Owensboro, Ky.; Odin S. Ramsland, KDAL Duluth, Minn., and A. Boyd Kelley, KRRV Sherman, Tex. The 33 nominees:


District 3 (replacing Mr. Booth)— Roy E. Morgan, WILK Wilkes-Barre, Pa.; Mrs. Jason T. Pate, WASA Havre de Grace, Md.; Cecil Woodland, WEJL Scranton, Pa.

District 5 (replacing Mr. Howe)— Kenneth R. Giddens, WKRG Mobile, Ala.; Hugh M. Smith, WCOV Montgomery, Ala.

District 7 (replacing Mr. Potter)— Paul F. Braden, WPFB Middletown, Ohio; Gene Trace, WBBW Youngstown, Ohio.

District 9—George T. Frechette (incumbent), WFHR Wisconsin Rapids, Wis.; Edward Allen Jr., WDOR Sturgeon Bay, Wis.

District 11 (replacing Mr. Ramsland)— N. L. Bentzon, WLOL Minneapolis; Helen S. Duhamel, KOTA Rapid City, S.D.; John H. Lemme, KLTF Little Falls, Minn.

District 13 (replacing Mr. Kelley)— John J. Coyle, KVIL Dallas; Bill Dahlsten, KAWA Waco, Tex.; Wendell Mayes, KBWD Brownwood, Tex.; David H. Morris, KNUZ Houston.

District 15 (replacing Mr. Farr)— Ellsworth Peck, KWIP Merced, Calif.; Ned Richardson, KPAY Chico, Calif.; Hugh Turner, KTSM San Rafael, Calif.

District 17—Ray Johnson (incumbent), KMED Medford, Ore.; Lee Bishop, KORE Eugene, Ore.; Hale Bondurant, KIXI Seattle; Lester M. Smith, KXL Portland, Ore.

Class A Markets (over 500,000 population, replacing Mr. Hayes)— Daniel W. Kops, WTRY Troy, N.Y.; Jack Lee, WPRO Providence, R.I.

Class B Markets (100,000-500,000) — Willard Schroeder (incumbent), WOOD Grand Rapids, Mich.; Merrill Lindsay, WSOY Decatur, Ill.

Class C Markets (less than 100,000) — Ben B. Sanders (incumbent), KICD Spencer, Iowa; George J. Volger, Muscatine, Iowa.


Four members of the NAB TV Board will be nominated and elected at the annual convention March 31-April 3 in Chicago.

Women’s clubs to honor stations for local work

The General Federation of Women’s Clubs has announced a new awards program to honor managers of local radio and tv stations “for their outstanding job in serving the best interests of their local communities.”

The project is being undertaken in cooperation with the NAB. Awards to broadcasters will be made on the local level by individual women’s clubs affiliated with the national organization, according to Mrs. Dexter Arnold, GFWC president.

GFWC will provide upon request certificates for presentation to honored broadcasters. The national organization said that its program is not a “show business” award for announcers, disc jockeys or entertainers but is intended to honor managers of stations which do an outstanding local job.

ATTRACTIVE WESTERN BUYS!

Excellent power, daytime-only radio station serving marketing area of 200,000. Heavy fixed assets. Grossing $7,800.00 monthly and capable of doing much better. Priced at $175,000.00 with $50,000.00 down and balance over ten years. Another H & L Exclusive!

... Daytime-only radio station with excellent coverage of one of the top 65 markets of America. This beautifully-equipped facility needs aggressive owner-operator to realize potential. Priced at $155,000.00 with 29% down and balance out over ten years. Another H & L Exclusive.

Hamilton Landis & Associates, Inc.

Negotiations, Appraisals, Financing of Choice Properties

Washington, D.C.   Chicago   Dallas   San Francisco
Ray V. Hamilton    Richard A. Shabben    John O. Stebbins    John H. Nickels
1737 DeSales St., N.W. Executive 3-3456    Tribune Tavern   Tribune Tavern   111 Sutter St.
Dayton, Ohio    Decatur 7-2754    Riverside 8-1175

America’s Most Experienced Media Brokers

Broadcasting, February 11, 1963
Seven to eight weeks after they started, the newspaper strikes in New York and Cleveland were having "little or no effect on total shopping," according to an independent study being released by the Radio Advertising Bureau today (Feb. 11).

In both cities, RAB reported, surveys of adult women—the main targets of most retail and much national advertising in newspapers—showed their spending in newspaperless January of this year equalled or exceeded that of January a year ago, when the newspapers were in full operation.

This buying pace was being maintained, RAB pointed out, even though most major stores—even those normally heavy in radio and other media—diverted only a part of their newspaper budgets to non-newspaper media when the newspapers closed.

"The real questions advertisers might ask about the newspaper strikes," RAB asserted in a brochure reporting the survey findings, "are these:

* "What if major retailers had advertised as heavily in several other media as they normally do in newspapers?"
* "What if they had not cut back on their newspaper advertising?"

The surveys, RAB continued, show that "on just part of the normal 'budget' radio and other media 'managed' to help maintain the economy of both cities" by keeping the strikes' economic impact to "minor" proportions.

No Ghosts • RAB commissioned the study, made by the independent market research firm of Richard Manville Research Inc., New York, to counterbalance newspaper suggestions that New York and Cleveland had practically become ghost towns since the papers closed.

Miles David, administrative vice president of RAB, said: "We would prefer... to make no comment on the strikes other than to deplore the fact that any communications medium is blacked out. But claims made for newspaper 'indispensability' in a manner derogatory to other media made it necessary that we provide a balanced analysis.

"We believe that all media play a vital role in the economy of any market. We believe the major advertiser who uses a 'media mix'—several media—advertises most wisely. Such advertisers are far more effective under normal conditions. And they are in a far better position when newspaper strikes occur because they do not have to rush into unfamiliar media under emergency circumstances."

The surveys found that, comparing January 1963 with January 1962, in New York 29% of the women questioned said they were spending more this year, 52% said they were spending as much, and 19% said they were spending less. In Cleveland, 21% said they were spending more, 58% were spending the same, 21% were spending less. Thus, RAB observed, "New York women were, on balance, spending more during the strike, and Cleveland showed no total decline."

Listening Patterns • The study also investigated listening patterns. Compared to a national average of 2 hours 49 minutes of daily radio listening by adult females, RAB reported, the women in New York said they were averaging 3 hours 54 minutes each day during the strike, and those in Cleveland reported 4 hours 6 minutes a day. (The average female readership of daily newspapers, according to RAB, is about 40 minutes a day.)

Not only were they listening more but they appeared to be getting the heart of the news. In Cleveland 58% of the women and in New York 56.8% felt they were getting most of all of the news despite the newspaper strikes.

To doublecheck, Manville interviewers questioned them about four specific major news stories—the freeing of Cuban prisoners, federal income tax cut plans, the newspaper strike itself and Moise Tshombe in Katanga—and found that 87% of the Clevelanders and 80% of the New Yorkers were up to date on those developments.

(In New York 11% were not aware that the newspapers were on strike; in Cleveland 3% did not know.)

Limited Figures • RAB's brochure noted that Federal Reserve Bank figures on retail sales are often quoted as a measure of the strikes' effects. But FRB figures, it maintained, "have a certain built-in limitation," including the fact that they cover department store sales only and that department store sales are subject to a variety of factors.

Even so, RAB noted, Cleveland and New York made good showings in the FRB figures when they are studied in context. In January both cities fell behind their previous year's levels—but, RAB added, "other areas which did have newspapers fell even further."

For example, the brochure reported, during the second week in January Boston's FRB figures were down 133% more than Cleveland's, and during the third week in January metropolitan Milwaukee was down 160% more than New York and Birmingham was down 240% more than New York.

These conclusions were the opposite of those reached last week by the Bureau of Advertising of the American Newspaper Publishers Assn. The Federal Reserve Board figures, the Bureau of Advertising said, "give a clear and unmistakable indication that the absence of New York newspapers has been costly for the city's retailers."

Cleveland radio-tv pool for strike debate

Radio and tv in Cleveland operated through a pool arrangement last Wednesday (Feb. 6) to present a one-hour debate and question and answer period on the Cleveland newspaper strike, then in its 68th day. Program participants were Louis B. Selzer, editor of the Cleveland Press, and Noel Weil, of the American Newspaper Guild.

The city's six radio stations KYW, WDO, WED, WGAR, WHK, WJW and WJMO (Cleveland Heights) carried the program from the Cleveland City Club live 7-8 p.m. KYW-TV, WEWS (TV) and WJW-TV showed an unedited video tape of the debate later that night.

The pool arrangement was handled by KYW-TV, and the debate was moderated by Bart Claussen, editorial manager for the station.

Time and production costs for the broadcast over all stations were about $11,000, according to a spokesman for the Cleveland stations.

BROADCASTING, February 11, 1963
YOU CAN ALMOST SET YOUR WATCH BY NO 194

Day after day—like clockwork—common carriers in the trucking industry move millions of tons of freight over regularly scheduled runs, serving the cities, suburbs, towns and farms of America! Business today depends on modern transportation—and modern transportation means trucks!

AMERICAN TRUCKING INDUSTRY
THE WHEELS THAT GO EVERYWHERE
American Trucking Associations, Inc.  •  Washington 6, D. C.
WASHINGTON last Board certificate for causes and ultimately perhaps that "license" be told how will. said. lic Wasilewski warn that there can be told how will be by rules or laws. "The essence of public service is its voluntary spirit," he said. "Without it, public service becomes public servitude."

"The good deed is spawned by free will. It cannot be performed by command. If the broadcasters should ever be told how much or in what fashion public service fare should be programmed, I believe the industry, your good causes and ultimately perhaps the nation, would be the victims of a massive larceny," Mr. Wasilewski said. "It would be tantamount to robbing us of our right to do good."

NAB's second-ranking executive pointed out that broadcasting is licensed to operate in the public interest—and that "license" is a positive word with no negative aspects. "But so many give it a reverse—even perverse—interpretation," he said. "They seem to believe that license means complete, unrestricted freedom to hem in the licensee and to fashion him in their own mold. License stems from the family tree of liberty."

John M. Couric, NAB manager of public relations, in keynoting the Thursday-Friday institute, said that the industry can make its greatest contribution to those seeking time on their stations by pointing out the capabilities as well as the limitations of radio and tv. Mr. Couric called on a faculty of 15 professionals to help get both points across.

The producers of public service broadcasts were introduced to the industry codes; given aids in creating spots and programs; told how to approach the broadcaster; shown the latest in studio equipment, and heard many things—all said before—about the FCC.

John F. Cox, tv coordinator for the National Education Assn., explained the common false attitude he called "FCC-itis—the attitude that the stations owe us a living or the stations must run what we offer. It is a disease which cripples creative effort before it really starts. This affliction has flared up more recently due to a misinterpretation about a new wonder drug called 'Newton Minow.'"

The delegates toured the facilities of WAVA-AM-FM Arlington, Va., and WRC-AM-FM-TV Washington. The institute was held in cooperation with American University and classes were conducted in the university's fully-equipped classroom studio.

CBS shuffling 3 newsmen; Schoenbrun key to move

Changes in assignment of CBS news correspondents David Schoenbrun, Eric Sevareid and Harry Reasoner were announced in part last week.

The reassignment of Mr. Schoenbrun, who is expected to leave Washington, where he is chief correspondent, for Paris to become CBS's chief European correspondent, had not been confirmed by CBS as of Feb. 7.

Underlying the expected shift is Mr. Schoenbrun's first-hand knowledge of Europe, and particularly Gen. De Gaulle's rise to power.

Announced by CBS News President Richard S. Salant: Harry Reasoner replaces Eric Sevareid in the CBS-TV Sunday Night News program on Sunday, 11 p.m., to enable Mr. Sevareid to take increased assignments—a series of four additional Great Challenge broadcasts and participation in next season's weekday evening, half-hour news broadcast on Mon.-Fri. (Walter Cronkite will be anchorman and managing editor on the show).

In addition, Mr. Salant said that Mr. Sevareid will be involved with a "major two-years series of special broadcasts" that will be announced soon for a start this fall.

Mr. Reasoner continues on the weekday Calendar on CBS-TV at 10-10:30 a.m., and will have added assignments for the new half-hour news broadcasts next season. He continues with another news show that is seen Mon.-Fri., 12:25-12:30 p.m.

GAB plans to hold editorial workshop

An invitation has been issued by the Georgia Assn. of Broadcasters for news directors and other station personnel involved in editorial production to attend a "how-to-do-it editorial workshop" at U. of Georgia this summer.

GAB announced plans for its workshop in conjunction with the university's Henry Grady School of Journalism, following a survey of association member stations which showed that 75% now are editorializing or will begin to do so early this year. GAB President Charles C. Smith of WDEC Americus said the seminar would not be for general managers or station owners who attend the annual NAB session on editorials but for news, editorial and public affairs directors involved in the daily writing, production and delivery of opinion statements.

The workshop has been tentatively scheduled for July 25-27, with Dick Mendenhall, WSB-AM-FM-TV Atlanta editorial director, chairman. Mr. Smith said the sessions would deal with such subjects as how to conduct research, how to write an editorial and how to make it sound right on the air.
NEW
FROM
GENCOM*

VIDEO DISTRIBUTION AMPLIFIER

4 OUTPUTS • LESS THAN $70 PER OUTPUT • COMPLETELY SOLID STATE • SELF CONTAINED REGULATED POWER SUPPLY • PLUG-IN MODULAR CONSTRUCTION

Now, a solid-state video distribution amplifier with four outputs at less than the price previously paid for two outputs. The new VDA4-S is a compact plug-in module that is completely solid state—with resulting long life, high reliability and low power consumption. Drawing only 3½ watts of power, the VDA4-S features less than 1° differential phase and less than 1% differential gain. Frequency response is within ±0.5 db to 10 mc. Each unit has an adjustable gain control on the front panel. Yet, eight of these amplifiers, each with its own built-in power supply and supplied with their own mounting frame, require only 3½” of standard 19” rack space.

With all these features the new VDA4-S saves you money—in original price and in maintenance and operating costs. Compared to most tube type amplifiers the multiple savings of the VDA4-S enables it to actually pay for itself within a year.

Also available is the new PAT-4, a four output pulse regenerating distribution amplifier with the same basic features as the VDA4-S.

Find out for yourself—write now for complete details.

* TM, General Communications Div., Electra Megadyne Inc.
Windup of Omaha probe: just reprise

FCC HEARS ECHOES OF PRAISE FOR LOCAL PROGRAMMING

The second phase of the FCC's probe of local live television in Omaha—the direct testimony of the stations themselves—took on the aura of anti-climax last week.

The state portion devoted to WOW-TV, KETV (TV) and KMTV (TV) concluded Tuesday, earlier than expected. It served chiefly to echo in detail what a parade of more than 130 public witnesses had already told the commission the previous week: That Omahas, with a few exceptions, overwhelmingly love their local television stations and highly commend their local live program efforts (Broadcasting, Feb. 4).

Once again, FCC's presiding commissioner, E. William Henry, held a post-hearing conference with newsmen and told them it still was too early for him to judge, irrespective of how much Omaha liked its local television, just how well the three stations have exercised their affirmative duty as conceived by FCC to seek out and serve local needs over and above what the local people have asked (see story, page 52).

Among highlights of the station phase of the Omaha tv inquiry:

- Contentions by the three stations that their local live programming performance and efforts to serve local needs far exceed the narrow limits of the FCC's statistical definitions and analysis.
- Close questioning by FCC attorneys of station executives concerning the commission's analysis of October 1962 logs. The FCC lawyers wanted explanations as to why—depending on station or instance—so little or no local live shows turned up in such categories as religious, children's, agricultural or controversial issue shows. At one point a station lawyer protested that the repetitious interrogation looked like efforts to impeach his witness.
- Replies by station officials to Commissioner Henry that they believe it is just plain "good business" to seek out and anticipate local needs and to make a superior effort to satisfy them. They indicated they would do this anyway, even though they admitted that the FCC's present programming attitude has had its impact, and they try to balance out programming to fill application statistical quotas.
- Explanations by station officials to Commissioner Henry that even if anti-trust waivers were obtained they would not want to get together to cooperate on "improving" children's programming. The stations are just as competitive in public service areas as in fighting for sponsors, they said, and they feel this system assures the best performance all around.
- Broadcaster feeling that FCC places too much emphasis on station role as outlet for local self-expression because this function can be served well in normal programming, including news, without special "show case" type shows. Perhaps overlooked: The station as training ground for regular professional staff and on-air talent.
- Suggestion by WOW-TV's Frank Fogarty that FCC re-examine its programming "folklore" and improve local live definition and statistical accounting concepts.
- Contention by KETV's Eugene Thomas that the "quality" of public service programming is much more important than the "quantity."
- Belief of KMTV's Owen Saddler that appraisal of tv's performance should be kept within framework of community as whole and all the varied institutions and mass media serving its diverse needs. Tv supplements home, church, school etc., doesn't supplant them, he said.

No Patsies • During cross-examination by commission attorneys, Mr. Saddler related instances of KMTV's pre-emption of network prime time programs to present local in-depth documentaries which the station considered important. "We're not network patsies," he remarked, also pointing out occasions when KMTV turned down both network and local advertising for adults-only movies. "We're going to run our own operation and keep it as clean and as fine as we know how," Mr. Saddler asserted.

He said KMTV doesn't believe in advertising adults-only movies and this is something the station does for children that doesn't show in the FCC's statistics on KMTV performance. He said KMTV turned down network spots for "Lolita" and refused to carry a good hunk of local business offered by an Omaha drive-in theatre to advertise a movie called "Cheap White Trash."

Contradictions • Mr. Saddler contended the record contradicts some of the critical remarks made the previous week by a few of the public witnesses.

He noted Rev. Walter Daniels, Omaha Area Council of Churches, had testified he felt certain religious programs could be enhanced if his cooperation were obtained. Mr. Saddler said that if KMTV has sought out council cooperation since 1956 on a children's show idea but every time the council was not prepared to help so the station used other religious shows.

Mr. Saddler challenged AFM and AFTRA witnesses' statements that not enough opportunity for local talent had been provided. Answering Lad Tesar, AFM local 70, Mr. Saddler said that if the local musicians "need a transfusion, it should not be at the expense of our red ink."

He explained that "when anyone appears at our station for an audition, he gets it," but "good talent in any field is really scarce."

As for the program study for the week of Oct. 21, 1962, reported by AFTRA's national executive secretary, Donald Conaway, which found "insignificant" local live programming in Omaha, Mr. Saddler reported, "Why these so-called program experts picked the week of Oct. 21 baffles me."

It was the Cuba crisis week, he said. "Maybe they want to be like Nero, fiddling away at trivia while the world explodes around us," he said.

Biggest laugh during Tuesday's wind-up came when Mr. Saddler told Commissioner Henry that in spite of some compliments, more viewers objected to KMTV's pre-emption of NBC-TV's "Price Is Right" the previous week to
present the live remote of Commissioner Henry's opening statement in the Omaha probe. KMTV got 34 complaints, Mr. Saddler said, including one who warned, "You better watch out. The FCC is here to stop these interruptions."

Frank P. Fogarty, executive vice president of Meredith Broadcasting Co. in charge of broadcast operations and vice president-general manager of WOWW-AM-FM-TV Omaha, expressed concern about the FCC's efforts to regulate programming during testimony Feb. 1 (At Deadline, Feb. 4). He testified following S. Payson Hall, Meredith president, who was the lead-off witness for the stations' portion of the inquiry.

FCC 'Folklore' • Mr. Fogarty addressed himself to "what might be termed 'folklore' of the commission's attitudes toward industry programming practices and problems" and said his views come in the wake of what the three Omaha TV stations went through last year in obtaining their license renewals from the commission.

He pointed out that all filed extensive programming information required in the renewal applications. "They were further required to advertise in the local newspaper and on the individual stations that such applications had been filed and were available for public inspection," he continued.

"Thus," he said, "the stations thereby were actually required to invite the public to file complaints or comments with the commission."

In spite of this "extensive publicity," Mr. Fogarty said, as the public witnesses in the inquiry have shown, "television service as the Omaha area is singularly devoid of complaints from the viewing public." These and other facts, he argued, "afford bases for thoughtful consideration of the justification of an inquiry such as this, one must also give thoughtful consideration to the wisdom which may be derived from the facts adduced from the public witnesses and from the industry."

Mr. Fogarty urged the FCC to revise programming regulations, definitions and guide lines "to be more realistic and thereby convey more useful information." As an example he pointed out that "it is unrealistic to impose arbitrary restrictions on the accounting of local live programs, such as barring from the local live classification productions largely composed of film, video tape or in some cases network programming."

He cited the Methodists' Talkback program which consists of 15 minutes of film and equal time for a local panel to discuss the film. "When this program became available," Mr. Fogarty recalled, "we didn't wait for the Metho-
Henry still thinks FCC knows best what people should see on tv

It may have been another Omaha news conference but Commissioner E. William Henry quickly made it apparent that he hadn't changed the views he expressed at a similar session a week earlier.

A broadcaster's performance, he said then, is judged by the FCC's standards rather than by the approval or disapproval of the public. (BROADCASTING, Feb. 4, 1963.)

Questioned again as the Omaha tv program hearings closed the Kennedy-appointed commissioner reaffirmed this belief and elaborated his views under questioning:

- Parts of the new program report form referring to local live programming “will be made more flexible... that is it will be broadened.”
- One reason Omaha was chosen for the program hearings was that “the stations were financially able to put on certain local live programs that would not be necessarily commercially successful.”
- Speaking of tv coverage of the hearings the commissioner complimented stations, then made clear his doubt that Canon 35 of the American Bar Assn. should be erased with the remark “I sort of came with a feeling that Canon 35 is appropriate and I have not yet been convinced that it ought to be repealed.” (See story page 42).

Here are the highlights of Commissioner Henry's news conference.

Asked to what extent he feels the FCC has authority for actual regulation of programming, Commissioner Henry replied: “I think first of all we certainly have authority to investigate the manner in which television stations are producing programs of local interest. That is the area of this inquiry and I think we have jurisdiction to study that area of responsibility.”

Requirements - Could he further define the basis for this in terms of what the FCC can require stations to do in local programming?

“Basically I think we can determine if they are serving the public interest in this area,” Commissioner Henry replied, “and that when so determining we direct our interest at how they are seeking out or attempting to determine the needs and interests of the local community and how they are meeting these needs in a general sense.”

FCC has jurisdiction to study, but does FCC jurisdiction go so far as action? What action can the commission take against a broadcaster who may not be serving the public interest by commission standards?

“I do think that our jurisdiction extends to action,” Commissioner Henry replied. “It extends to action in the sense that any policy making is action, any rule making is action,” he continued, because this affects “the manner in which broadcasters operate.”

How well did Commissioner Henry feel the three Omaha stations came through the hearing?

“It would be premature for me to come up with any specific conclusions as to the operations of these three stations,” he replied. “I do feel however that I can make a conclusion now that the hearings made an impact on Omaha and probably on the broadcasters of the television industry.”

Definitions - Will the FCC revise its program definitions? The commissioner explained that the FCC is presently considering revision of its application program report form and since local live programming is one part of this form “it will come under rather close scrutiny as a result of this hearing.”

Asked how it might be changed, Commissioner Henry replied, “I imagine that it will be made more flexible. That is, it will be broadened to include certain... local live aspects that it would not now include.”

To the question of pursuing this line he said, “I think the whole area of local live programming and the emphasis which the commission...
places on it will come under careful scrutiny. These comments that we have heard from both the stations and the public witnesses will play a large part in our decision. But I couldn't say at the moment whether there will be any relaxation or tightening of the status quo."

A reporter recalled Commissioner Henry's statement at his Jan. 29 news conference that the standards of the community for local live programming may or may not be the same as the standards the commission might have. Would he clarify that?

"I did make a statement along those lines. You are correct," Commissioner Henry replied. "The commission has no fixed 'standards' in this field—those that we referred to at our last conference. [The FCC] does] have policies however with respect to local live programming.

"Maybe that helps to call them policies. You could call them time-tested standards of the FCC. I meant those policies or time-tested standards that have evolved over a great many years and which the commission has enunciated as being in their judgment appropriate and pretty well accepted by the broadcasting industry as being a measure of station performance in this field.

"Now it is my feeling that these policies place certain responsibilities on the broadcasters and one of our main efforts is, of course, to make known our policies and regulations not only to the public but more clearly to the stations."

"I felt and still feel that in certain respects the broadcasters themselves and the FCC—through its constant historical dealings with the broadcasters—have a greater awareness of these policies, these time-tested standards, than does the public."

Continuing his explanation, Commissioner Henry then outlined what he believes these policies include:

"They include consideration of such things as the educational aspects of commercial broadcasting. The responsibility of a broadcaster to act as an outlet for the expression and development of local talent. The area of children's programs and where the programming specifically directed at children.

"They include such things as pros and cons of programs aimed at the local people as opposed to spot announcements. They include the responsibility to see that conflicting viewpoints are aired and given expression. They include the broadcaster's responsibility to give some consideration to the timing of programs, to the promotion of programs.

"These are the things that I meant that the public is not aware of as the FCC is aware of or as the stations are aware of," Commissioner Henry stated in clarification of his Jan. 29 comments.

Ability to Pay • He continued: "I think also that there are certain financial aspects to the operation of broadcasting stations which the FCC is more aware of than the general public. Those include the profits that stations have made over the years and are making and as those profits relate to the ability of a station to put on local live programming.

"One of the reasons, for example, we chose Omaha was that when considered as a market the stations were financially able to program, to put on certain programs that would not be necessarily commercially successful."

Asked if how far the FCC should go in this respect is not a controversial gray area, Commissioner Henry agreed that the execution of those responsibilities, "how far the FCC goes in establishing those criteria, is certainly a matter of present dispute among broadcasters." To another similar question he replied: "I would agree that there is disagreement in how far the FCC should go in enforcing its policies and there is disagreement in how those policies should be interpreted as they apply to local live programs."

as members or officers of the organizations, associations, churches, charity bodies and other public service groups located here. (2) Systematic contacts with local leaders, initiated by our staff. (3) Daily news department interviews with the people who are doing things in our area.

(4) Sensitivity to letters and telephone calls from viewers. (5) Through receiving for more than nine years valuable suggestions about local programming from the Citizens Television Program Council, organized by KETV before it went on the air. (6) Alertness to the meaning of audience measurements made by recognized rating services.

"Our officers, department heads and staff members have learned from past experience that we can do a better job of broadcasting if we are active in the local causes which help the city to grow," Mr. Thomas said.

For the year Dec. 1, 1961, through Nov. 30, 1962, KETV produced and telecast a total of 2,379 local live programs, Mr. Thomas said. During the single month of October 1962, the month for which the stations supplied logs to the FCC for use in the probe, Mr. Thomas said, KETV sired 502 non-commercial public service spots in behalf of local organizations.

Mr. Thomas also cited KETV's airing of in-school educational programs weekdays 8-9:30 a.m. to 6,000 students of West Omaha and other nearby cities, originated by U. of Nebraska's KUON-TV Lincoln. The KETV executive noted that these programs are seen in area homes too.

He said that while in the strict sense the FCC does not classify these educational shows as local live, "it is my firm belief that they serve the educational needs of a portion of Omaha's schools and neighboring towns as effectively as the same programs broadcast the same times also serve the needs of Lincoln schools." Had the FCC's hearing been held in Lincoln instead, he said, the shows would be classified local live.

The value of KETV's local live programs in general "should never be counted by the quantity of them alone," Mr. Thomas stressed. KETV "always" has been more interested in quality.

Mr. Thomas said "prime time is one of the most misunderstood terms used in 1963" and is not necessarily only a period such as 9-10 p.m. on Mondays. He said the best time for any particular show depends upon a number of factors and to choose Monday 9-10 p.m. for a local program opposite KETV's Ben Casey "might be a very unsatisfactory time for it."

During the last five years, he recalled, "there have been times when a Sunday afternoon program in Omaha had a higher rating than the Sunday night Ed Sullivan or Steve Allen shows.

One of KETV's goals, he said, is to have the leader of each church in Omaha and Council Bluffs take part in the station's religious programs. KETV hasn't hit this goal, he said, but so far 146 clergymen representing 101 different churches have participated.

Mr. Thomas said he was "impressed" by the "almost unanimous approval" by the public witnesses of the three stations' local tv efforts. He felt sure the FCC was impressed too.

Farm Programs • During cross-examination, FCC counsel asked Mr. Thomas why KETV's October logs showed no local live farm programming when Omaha is a farm and food-live-
stock center. Mr. Thomas said KETV has regular film programs from such sources as universities and the U. S. Dept. of Agriculture which provide information the farmers need in a far better way than local live could do. He also explained weather ranks "very high" with farmers and KETV is on top of this as it also is with farm spot news coverage.

Asked if KETV has actively sought out sources such as local school authorities for the development of educational tv programs, Mr. Thomas said yes, but these sources indicated they needed more time to prepare for such programs as well as more money for staff tv specialists.

Owen L. Saddler, executive vice president of May Broadcasting Co. and general manager of KMTV, also testified as the only witness for his station. He appeared Monday afternoon and Tuesday and took special note of the fact that "the overwhelming majority of the testimony was favorable" to Omaha's three stations.

He pointed out that the KMTV area "is served by 98 newspapers with a circulation of over 6 million, 43 am radio stations and 8 fm radio stations, 77 motion picture theatres, 55 public libraries with an annual circulation of over 3 million volumes and 12 television stations outside Omaha," all quite apart from many other recreational and cultural facilities throughout the area.

"In short, other agencies and institutions likewise have a role to perform in endeavoring to satisfy the numerous and varied needs of a given community," Mr. Saddler said. "Television can, however, supplement and complement those agencies and institutions. This KMTV endeavors to do."

Commercial Help * Mr. Saddler felt KMTV's commercial campaigns benefit Omaha "by improving business conditions," by providing job security for those working for these firms and by helping boost the number of jobs available. He didn't think Omaha's great number of charitable drives—so extensively supported by local tv outlets—could be a success "unless the people and firms were prosperous enough to make the necessary donations."

KMTV's management feels that television is a creative medium and that the program staff "must not only be alert to, but ahead of, the desires and interests of the audience," Mr. Saddler said. That KMTV has succeeded in this respect, he said, is witnessed by the fact his station has won 43 of the 55 "Gold Frame Awards" made by the Omaha Area Radio-Television Council.

KMTV's mid-day Conversations show Monday-through-Friday, now in its sixth year, has featured 308 separate civic groups in the last three years alone as well as programs for various local amateur performing talents, Mr. Saddler said. Among other local live shows he also cited Tv Classroom in conjunction with the U. of Omaha for 11 years, Your Doctor and You annual series since 1955 and the third year of the February-March series Great Decisions in cooperation with the Omaha Adult Education Council which sponsors neighborhood talk groups.

New bills introduced in Congress

The following legislation affecting broadcasting has been introduced in Congress. Proposals which duplicate earlier bills and resolutions are so noted (* indicates legislation introduced in earlier Congres ses):

Rights transfer taxes: H.R. 2519, Rep. John V. Lindsay (R-N.Y.); S. 497, Sen. Jacob K. Javits (R-N.Y.): sales of copyrights and literary, musical and artistic compositions would be given the same tax benefits as capital assets held more than six months.


Limit tower heights*: H.R. 3513, Rep. Oren Harris (D-Ark.): to give the Federal Aviation Agency the authority to limit heights of radio and television towers.

Agency watchdog, examiner pool*: H.R. 2662, Rep. Dante Fascell (D-Fla.); S. 593, Sen. Kenneth B. Keating (R-N.Y.): to establish an office of federal administrative practice to watch over and study the activities and procedures of the administrative agencies and to assume control of all trial and hearing examiners serving those agencies.

Etv for Virgin Islands: H.R. 2668, Rep. Edith Green (D-Ore.): to include the Virgin Islands as an eligible recipient of matching grants for the construction of educational television broadcasting facilities.


Anti-payola: H.R. 3283, Rep. Celler: to strengthen the FCC's license renewal procedures by making licensees responsible for the acts of their officers and employees and to require the agency to consider their actions at renewal.

Cultural exchange liaison: S. 558, Sen. Karl E. Mundt (R-S. Dak.): to establish an interdepartmental committee to promote economy and efficiency in the conduct of educational and cultural exchange programs.

Local hearings*: S. 691, Sen. Milward L. Simpson (R-Wyo.): to require public hearings be held in each state affected by a proposed agency rule if hearings are requested according to stated procedure.

Arts competitions to add tv: S.J. Res. 30, Sen. Mundt: to strengthen cultural exchange act and establish biennial art competitions equal in status to athletic contests at the international Olympic games. Television would be grouped with photography and motion pictures in one of four major arts divisions.
REVISION PROPOSALS FIND FAVOR

Communications Act changes going to FCBA executive unit

Proposals to revise the Communications Act, made in a series of monographs by a special committee of the Federal Communications Bar Assn. (Broadcasting, Jan. 28), have received a groundswell of approval, principally by broadcasters.

Authors of the individual proposals report they have received "overwhelming" comments from broadcasters and some bar members favoring the recommendations.

The first meeting of the 1963 FCBA executive committee is scheduled today (Feb. 11), and its first order of business will be the Communications Act proposals, according to Donald C. Beelar, newly elected president of the law group.

Mr. Beelar emphasized that the outcome of what to do with the proposals will be what a majority of the 12-man executive committee decides.

The accepted method, according to previous plans, is to reprint the four monographs for distribution to FCBA members and interested parties. About two months later, it is thought, a full meeting of the FCBA might be held at which the items could be discussed.

There is some feeling among communications lawyers, including some members of the FCBA executive committee, that the documents should be returned to the special committee for a full-fledged committee report including recommendations as to what the bar association should do. The main objections are that the suggestions for changes are the views of individuals, not a formal committee report.

A few members of the bar, it is learned, oppose the changes suggested in the four reports.

The reports proposed a broad scale reorganization of the FCC, splitting the present commission into a single administrator, a court of review, and a commission of five members for policy making. Also recommended was the deletion of Sec. 315, the political equal time provision; a drastic revision of Sec. 326, the "no censorship" section, to prohibit completely any FCC interest in programming in any form whatever, and a complete overhaul of the common carrier provisions.

The monographs were written by

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N.Y. party denied time; asks for probe by FCC

The Liberal Party of New York State last week claimed it had been refused the opportunity to buy program time on three New York radio stations and called for an FCC investigation.

Ben Davidson, executive director of the party, said that WNBC, WQXR and WMCA had declined to sell time for a 15-minute program on alternate weeks, during which the Liberal Party intended to hold educational discussions of current events and problems.

Mr. Davidson told the FCC the Liberal Party was concerned with "the consequences for democracy if radio companies are to have the power to silence political parties through denying them even the right to purchase time on mass communications media...."

R. Peter Straus, president of WMCA, called the Liberal Party's statements "irresponsible, inexcusable and illiberal." He told a news conference in New York that he has written the FCC asking for a hearing on the Liberal Party's charges.

He said the Liberal Party specifically had asked to buy time on WMCA during a weekday, 10:30-11 p.m., and the station had replied that this period traditionally has been public service time which has been sold only rarely on a single program basis.

Spokesmen for WQXR and WNBC both said they sell time to political parties during campaign periods but otherwise have a policy of not selling such time.

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Announcing
FIFTH ANNIVERSARY
and change of call letters

WFTV
POWERFUL 9 IN ORLANDO, FLORIDA

Wonderful Florida TeleVision
serving Central Florida
(formerly WLOF-TV)

Represented Nationally By
YOUNG TELEVISION CORP.
The case for aid to translator stations

The Tri-State Tv Translator Assn., representing translator operators in Idaho, Montana and Wyoming, has toled the FCC that it should reconsider its decision against WIBW-TV (ch. 13) Topeka, Kan., donating funds to community operated tv translator KO3-BR (ch. 3) in Clyde, Kan. (BROADCASTING, Jan. 7).

A proposed $500 donation by WIBW-TV was denied because the commission refused to waive its rule which prohibits vhf stations from extending their normal Grade B contour by owning or contributing to the support of vhf translators.

Tri-State pointed out the position the Canadians take in aiding translator stations. The association noted that in Canada much of the preliminary engineering for new translators is done by tv stations, that they often pay for a small portion of the costs of 1 w translators and aid in translator maintenance. The result is better service to tv viewers, according to Tri-State.

Tri-State said that to its understanding "tv viewers are worth about $3 per thousand to tv stations" and if a community can talk a tv station into contributing to the support of its translator "why not let them?" The public would be better served if stations were allowed to aid translators, Tri-State concluded.

FCC satisfied, renews WFAA-TV

WFAA-TV Dallas, Tex., received a license renewal from the FCC last week on a finding that the station has fulfilled local programming needs. The FCC staff had questioned the station's performance.

The commission staff, which had previously sent WFAA-TV a letter questioning to what degree the station had held to its proposals for local programming, had proposed a second such letter because it had not been satisfied by the station's first response. The second letter was halted by the FCC (CLOSED CIRCUIT, Feb. 4).

Two weeks ago WKY-TV Oklahoma City was granted a license renewal under similar circumstances. After station refused to bend to commission staff pressure to revise its programming policy, the commission renewed WKY-TV's license and sent a letter stressing the importance the agency attaches to a station's efforts to determine community needs (BROADCASTING, Feb. 4).

Like WKY-TV, the Dallas station did not have set, scheduled local programs, but based its availability of time on a policy of pre-empting regularly scheduled programs during the prime hours. The commission noted that in addition to WFAA-TV's pre-emption policy it instituted in 1961 a local program, entitled Let Me Speak to the Manager, which was carried every Sunday from 10:30-11:00 p.m. The program specifically concerned itself with the problems of determining and serving the needs and interests of the community, the commission said.

The commission concluded that "these actions are a reasonable measure of your (WFAA-TV) policy for the ensuing license period, and have renewed your license in reliance upon such an understanding."

As it did in the WKY-TV renewal the commission cited portions of its decision in the KORD Pasco, Wash., case in which it said that "programming proposals are not binding to the very letter." The commission set its "promise vs. performance" policy in the KORD decision (BROADCASTING, July 17, 1961). At that time the commission stated it proposed revision of the programming section of "the basic broadcast application forms" that applicants notify it of any "significant changes in over-all broadcast operations."

IRS NON-CHARITABLE ON DEDUCTIONS

VOA may pay 'reasonable' costs for Cuban broadcasts

The IRS isn't going to be much help in settling the Voice of America's IOU to 10 U. S. radio stations.

So the Voice is trying to find a way to pay up out of its—or the public's—pocket.

The United States Information Agency, the Voice's parent, and USIA Director Edward R. Murrow failed to obtain a ruling from the Internal Revenue Service that the stations which broadcast Voice programs during the Cuban crisis last fall may deduct their actual and potential losses as charitable contributions. No authority for such deductions exists, the IRS said (CLOSED CIRCUIT, Feb. 4).

Mr. Murrow last week forwarded copies of the IRS ruling to each of the stations involved and asked them to let him know what they consider "appropriate charges." The agency will review the statements, and if the requests seem reasonable, they will be paid, said Henry Loomis, director of the Voice, Thursday (Feb. 7).

Mr. Murrow explained that each station's financial situation was an individual matter. The agency now feels it was wrong to try to find a single universal treatment for all cooperating stations (BROADCASTING, Dec. 10).

Two stations which said they sought no reimbursement were thanked again for their position.

OK to Pay Stations § Earlier reports that the agency has no statutory authority to pay for broadcast time grew from a firm policy the agency has followed not to pay for broadcasts, but the authority exists, Mr. Loomis explained. The issue just had not come up until the Cuban crisis.

Mr. Murrow consulted with Morti-
Onondaga favored for Syracuse ch. 9

LOCAL OWNERSHIP, GOOD MANAGEMENT CITED

An FCC hearing examiner has recommended that Syracuse ch. 9 be awarded to Onondaga Broadcasting Inc., one of nine remaining applicants that have been competing for the outlet since the fall of 1961.

The initial decision of Hearing Examiner David I. Kraushaar favored Onondaga because of its local ownership, integration of management and ownership and "the fairly recent experience of a major stockholder in the management of a going television station with a satisfactory performance record."


Syracuse ch. 9 was one of three vhf drop-ins authorized by the FCC in the summer of 1961. The other two are in Rochester, N. Y., and Grand Rapids, Mich. In all three cities, the applicants for the channels have, with the FCC's urging combined to render temporary service pending a final decision by the commission. The Syracuse case was the first to reach the initial decision stage.

'Lines Blurred' — In arriving at his decision, Mr. Kraushaar said that he found the lines of distinction among several of the applicants "were blurred"

Proxmire opposes FCC favoring congressmen

Sen. William Proxmire (D-Wis.) last week re-introduced legislation which would prohibit the FCC from giving special weight in the award of licenses to broadcast properties in which members of Congress hold interest.

"The FCC has in the past justified the award of a lucrative television channel in part on the ground that stockholders of the company were members of Congress," the senator said Wednesday (Feb. 6). "This was held to give the applicant an edge in the 'civic participation' criterion. Specifically favoring an application because it has a congressman participating could turn into a form of payola."

Sen. Proxmire sought to introduce the legislation in 1960 as an amendment to Sec. 315 legislation, but was asked to offer it as a separate bill. He did that toward the end of the previous Congress (Broadcasting, July 9, 1962), but the bill failed to receive a hearing.

The senator's interest was sparked by the FCC's award of ch. 10 in Vail Mills, N. Y., to Capital Cities Broadcasting Co., in which five New York congressmen were then minority stockholders.

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and noted that, ideally, the residents of Syracuse could probably best be served "if the best elements of Onondaga, Baker and Six Nations were to be reshaped and combined into a single new applicant.

Onondaga didn't rank at the top in any of the categories in which Mr. Kraushaar judged the applicants. But it did score high, in Mr. Kraushaar's view, in every area considered. In terms of "area familiarity," the hearing examiner ranked Onondaga behind Baker and Six Nations.

In considering "meaningful" integration of ownership with management, Mr. Kraushaar found that WAGE ranked first, with 80% of its stock owned by management. Onondaga was second, with 42% such ownership.

Although Onondaga had no broadcast experience of its own to point to, the hearing examiner placed great weight on the experience of one of its principals, Vance L. Eckersley, a 10% stockholder and the company's proposed general manager. Mr. Eckersley had been vice president and general manager of WDAU-TV Scranton, Pa., from 1956 to 1960.

During that time, the examiner said, "the subject matter of the station's programming was meritorious in character and . . . . the station . . . received awards for outstanding news coverage."

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**Schreiber, MCA vs. FCC in federal court**

**FIGHT CONTINUES OVER 'CONFIDENTIAL' RECORDS**

Whether Taft B. Schreiber, vice president of MCA Inc., will have to answer FCC questions about the television operations of his organization and whether MCA will have to submit records publicly ordered by the FCC, were argued Wednesday (Feb. 6) in Federal District Court of Appeals in Los Angeles, with no immediate decision.

The three judges, Gilbert Jertberg, Roger D. Foley Jr. and James Browning, listened to argument by Max Paglin, FCC general counsel, and Allen E. Susman, of the Beverly Hills, Calif., law firm of Bellenson, Meyer, Rosenfeld & Susman, representing Mr. Schreiber and MCA, in the matter under submission. A decision is not expected for several months.

Last week's argument is the latest installment of an FCC-MCA disagreement that dates back to the fall of 1960, when Mr. Schreiber again refused to divulge any information it has to Congress as a guide to enact whatever legislation may be required. And, he argued MCA's testimony is needed to fill an important void in the overall picture. He noted MCA's competitors, such as William Morris, had testified freely, without any demand for confidentiality and asked why MCA should be entitled to any preferential treatment.

When Mr. Susman argued that the Administrative Procedure Act required publication of hearing ground rules which he charged the FCC had not done, Judge Foley told him he was talking about abstract matters unrelated to the specifics of this case.

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**'Fair' payment offered if applicants win**

The top officials of two of WLW-TV's three competitors for ch. 10 Miami said last week that, if successful in their bid for the channel, they would be willing to pay the station "the fair market price" for its transmitter and equipment.

William B. MacDonald Jr., president and executive officer of South Florida Television Corp., and Charles H. Crandon, president and chairman of the board of Civic Television Inc., made the statements under questioning as the comparative hearing on the channel went into its third week.

WLW-TV, which has been operating on the channel on a four-month license, contends that the courts and commission rulings have held that a station's investment shouldn't be jeopardized "except for compelling reasons." The station said it spent $722,462 on its equipment.

In addition to Mr. MacDonald, 80% owner of South Florida, that company's case was presented by Walter M. Koessler, vice president, general manager and 10% owner; Mrs. Eleanor May, secretary, program director and 5% owner; and William R. Needs, chief engineer and 5% owner.

Messrs. Koessler and Needs and Mrs. May had worked together at WGBS-TV Miami (ch. 23), now dark, and at WPST-TV when that station operated on ch. 10, from 1957 until Nov. 20, 1961. They testified they were brought together with Mr. MacDonald, a wealthy Miami area businessman, by George T. Baker, who had been head of WPST-TV and its parent corporation, National Airlines. The air line lost its grant because of ex parte contacts.

Mr. Crandon, who began presenting Civic's case Thursday, is a former chairman of the board of county commissioners of Dade Co. The remaining applicant to be heard is Miami Television Corp.

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**Verbese senators delay hearings**

Hearings on communications legislation and presidential nominations to the FCC and Communications Satellite Corp. may not be acted on by the Senate until late this month or early in March.

Delays caused until last week by a filibuster on rules and the traditional congressional inactivity permitted for Republican speech making during the week of Lincoln's birthday combined to put off Senate committee organization for at least another week or two.

The Democratic Steering Committee meets Thursday (Feb. 14) to thrash out the ratio of Democrats and Republicans in committees and assignments of members. Approval of the Senate on organizational matters is not expected until the following week, and organization of internal committee matters—such as the naming of subcommittees and their chairmen—cannot take place until then.

Directly tied up by the delay is the nomination of FCC Broadcast Bureau Chief Kenneth A. Cox to be a commissioner, replacing Commissioner T. A. M. Craven, who was to have been retired Jan. 31, but who is serving until Mr. Cox's nomination may be approved by
the Senate.

Questions which Sen. Strom Thurmond (D-S.C.) said Jan. 31 he wanted to ask Mr. Cox in executive (closed) session (Broadcasting, Feb. 4) might be answered without need for such a proceeding, Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee which is handling the nomination, said Thursday (Feb. 7).

House Commerce Committee organization was incomplete last week.

Broadcasters scorn FCC's 'reference library' idea

The FCC-proposed rulemaking that stations maintain a local reference library of all applications to the commission for public inspection (Broadcasting, Nov. 26, 1962) met little favor in reply comments last week.

The California Broadcasters Assn. echoed the findings of other broadcaster associations in former comments (Broadcasting, Jan. 24) that keeping public records would place heavy burdens on the stations, particularly those in small cities. The Oklahoma Broadcasters Assn. joined a California group in charging the commission has not shown that a public desire to inspect station records has been expressed.

The California association said that the general public is not a party of interest concerning the station and that the financial dealings of the station particularly should not be made public to competitors and creditors. Oklahoma said that the commission's policy to keep financial data confidential at its Washington offices is sound.

Westinghouse Broadcasting Co. turned in the only concurring statement. However, Westinghouse said that records should be maintained for only one year and that provisions allowing stations to discipline use of the records should be added.

Interference computing by FCC called erroneous

A broadcaster seeking to change from daytime only to day and night operation attacked the FCC's method of computing nighttime skywave interference last week in a federal court in Washington. WLOU Louisville, Ky., now operating on 1350 kc with 5 kw daytime only, asked the FCC to permit operation at night with the same facilities. Last June the FCC denied the request, claiming that the nighttime service would deprive 2,200 people in and around Cocoa Beach, Fla., of their only nighttime service. WLOU appealed, claiming that the FCC's method of calculating interference was erroneous.

The case was heard by Circuit Judges Wilbur K. Miller, George T. Washington and John A. Danaher.

Uhf advisory committee proposed by FCC

COMMISSION TO SEEK HELP IN FOSTERING UHF GROWTH

The FCC announced last week it intends to create a committee of government and industry representatives to help find methods of stimulating the growth of uhf television.

The commission said the all-channel receiver law, passed last year, is an important step in the development of uhf. But, it added, it is "vital" to follow through with "all appropriate steps to enhance the development of uhf broadcasting."

The government-industry committee—to be called a "Committee for the Full Development of Uhf Broadcasting"—would be composed of representatives of the commission and various industry groups, such as the Electronic Industries Assn., NAB, National Assn. of Educational Broadcasters, NET, the three major tv networks, and uhf broadcasters. Anyone else interested is invited by the commission to participate.

The idea for the committee apparently grew out of a suggestion from officials from EIA that was taken up by FCC Chairman Newton N. Minow and Commissioner Robert F. Lee.

It was understood that Commissioner Lee, the commission's staunchest supporter of uhf television, would be named chairman of the committee, with Commissioner E. William Henry as his alternate. No date for an organizational meeting has been set yet, but Commissioner Lee thought it might be held during the NAB annual convention March 31-April 3 in Chicago.

The commissioner said there are no specific plans for the committee, but that its job would be largely one of stimulating ideas as to how the development of uhf television could be expedited.

The only known dissent to the proposed committee was entered by Commissioner Frederick W. Ford. He said he felt that by sponsoring such a committee, the commission departed from its rightful role as a regulatory body to assume the function of a trade association in promoting a business. "That's not our job," he said. "That's for private enterprise."

Offers an Insight × The commission said that through the uhf committee, as it functions in the "coming critical

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BROADCASTING, February 11, 1983 59
years," the commission will be offered insights to the problems of uhf broadcasting as they arise. Where appropriate, corrective measures could be taken through rulemaking or other actions.

A commission example: action might be taken to assure the technical development of uhf broadcasting and reception. The commission said that it feels that it is necessary that there be "continuing forums for face-to-face exchanges between the uhf broadcasters and the television set manufacturers during this critical period."

According to the proposal, the committee also would collect and disseminate (1) useful information concerning practical problems faced by uhf stations in differing market situations, (2) methods with which to meet these problems and (3) information on the effectiveness of these methods.

"The FCC noted that "in recognition of the fact that such practical marketing questions are matters for the broadcasters—and not the commission," it would not participate other than in keeping with regulations for "industry advisory committees."

**Tv's value underscored in Kennedy comments**

The Kennedy administration was obliged to use television to convey the "truth" about Cuba to the American people the President said last week. Newspapers, he said, had overplayed rumors about an offensive Soviet buildup in Cuba and underplayed the facts.

"...Now, I remember a story the other day in one of our prominent newspapers which had a report of a congressman about the presence of missiles in Cuba)—no supporting evidence, no willingness to give us the source of his information. We are not, after all, a foreign power."

"On page 10 was the statement of the Secretary of Defense, giving very clear details. That was page 10 and the other was page 1.

"So, it is a responsibility of ours, and, it seems to me, also of the press. I would think a good many Americans, after the last three weeks of headlines, have the impression that there are offensive weapons in Cuba. It is our judgment, based on the best intelligence that we can get, that there are not offensive weapons in Cuba.

"I think it is important that the American people have an understanding and not compel, because of these various rumors and speculations, the Secretary of Defense to go on television for two hours to try to get the truth to the American people and in the course of it give a good deal of information which we are rather reluctant to give about our intelligence gathering facilities. . . ."

**NO PUBLICATION OF MEDIA RECORDS**

Celler says agency information will be kept confidential

The nation's top 100 national advertisers—requested early last month to disclose their advertising strategy and detail their media expenditures to a congressional subcommittee—have subsequently been told the information will be held in confidence.

Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust and Monopoly Subcommittee, which is investigating concentration of ownership in news media, said in Washington last week he had promised the advertisers that information they provided his staff would not be published.

Only the conclusions which the subcommittee draws from the information will be made public, the chairman said, and that only in the development of testimony from media and advertiser witnesses.

Rep. Celler also announced last week that FCC Chairman Newton N. Minow would be the leadoff witness when the ownership hearings begin March 13. Chairman Minow will be asked to describe the impact radio and television have had on the nation's newspapers, said Rep. Celler. Further, the chairman will be asked what influence newspapers, which own or control broadcast properties, have on radio and television operations.

**Advertiser Concern • ANA officials**

met in New York with Rep. Celler when association members expressed their concern at the extent of "inside" information sought by the Celler subcommittee. A questionnaire asking the top advertisers where, how and why they spend their advertising dollars was sent to the top 100 over the signature of Rep. Celler (BROADCASTING, Jan. 28). The query failed to offer confidentiality to advertisers who cooperated. It is believed that provision was added after the said meeting between ANA and Rep. Celler.

Asked last week if advertisers were providing information sought by his subcommittee, Rep. Celler said that "most advertisers" have cooperated and given the House unit what it asked.

"We're satisfied," Rep. Celler said. Although selection of Chairman Minow raised questions whether the investigation was placing greater emphasis on broadcasting than previously indicated, Rep. Celler said last week the electronic media were only a part of an examination of the newspaper business. Newspapers remain the focal point of the inquiry, he indicated, and radio and television will be brought in "only collaterally."

Witnesses other than Chairman Minow will be announced "at the proper time," Rep. Celler said. The hearings, the result of more than a year's investigation, were expected to last one to two weeks.

**Seminar postponed, no new date set**

FCC defense officials have postponed the date of the defense seminar, held annually in Washington. Originally Feb. 28-March 1 was picked, but this has been cancelled indefinitely.

Meanwhile a special National Industry Advisory Committee has been chosen to work on a new alerting system using am, fm and tv broadcast stations (BROADCASTING, Feb. 4). Under the chairmanship of John F. Meagher, NAB radio vice president, the committee will seek to draw up a method of using radio and tv to alert the public in the event of a national emergency. NIAc was asked to do this by the Civil Defense office of the Dept. of Defense. The Conelrad system remains in effect, however, until a new emergency broadcast service is inaugurated.

**Brainerd loses plea**

Brainerd Broadcasting Co., licen- see of KLIZ Brainerd, Minn., as the FCC last week refused to allow KLIZ to apply for a change of frequency from 1380 kc to 1340 kc. Brainerd admitted it wanted to change only to draw a comparative hearing with Greater Minnesota Broadcasting Corp., applicant for a new am in Brain- erd on that frequency, as it felt the town could not support two stations.

"Despite the candor of Brain- erd . . . . we cannot condone its tactics," the FCC said in denying the request.

**WMIS 'short' renewal is for 17 months**

WMIS, was granted a license renewal by the FCC last week, but only for the remainder of its full term license which runs to June 1, 1964. The commission said it would con- sider the renewal the "equivalent of a short-term grant" because of its failure to have a first class operator on fulltime duty and several technical violations.

According to the commission, WMIS
licensee, P. K. Ewing, reasoned that the violations occurred because of his own illness and "general derelictions" on the part of station staff. The commission noted that WMIS has since employed a fulltime first class operator and operated the station "in full compliance" with commission rules.

The commission told the station that since its past actions had fallen short "of that degree of responsibility" required of it, short-term renewal will allow the commission an opportunity to re-examine the WMIS operation in June 1964.

Fifth Amendment fight reaches federal court

Whether applicants for radio operators' licenses from the FCC can take the Fifth Amendment—and refuse to answer whether they have been members of the Communist Party—was argued last week before a federal court in Washington.

Last July, the FCC dismissed applica-
tions for operators licenses from Stanley Blumenthal, Rudolph William Jones and Wayne P. Paschel. All three had refused to answer completely a questionnaire sent to them by the FCC regarding affiliation with the Communist Party and other organizations aimed at the overthrow of the U. S. government.

In the argument last week, FCC counsel Ruth V. Reel contended that because the questionnaires were not fully answered the commission could not make a judgment on the qualifications of the applicants. Basically, the three applicants refused on Fifth Amendment grounds to reply to the question concerning past membership in the Communist Party. Attorneys for the three applicants argued that the applications must be accepted, and cannot be refused.

All three had held licenses from the FCC; Messrs. Blumenthal and Jones as commercial operators: Mr. Paschel as an amateur operator. Case was heard by Circuit Judges David L. Bazelon, Charles Fahey and J. Skelly Wright.

NBC-RKO hearing resumes Feb. 25

Hearing on the NBC-RKO General station transfers will resume Feb. 25, according to an order issued last week by FCC Chief Hearing Examiner James D. Cunningham.

The hearing has been in recess since the agreement between Philco Corp. and RCA, which provided among other things for Philco to withdraw its application for the ch. 3 facility in Philadelphia now owned by NBC (BROADCASTING, Jan. 7). The issue of reimbursement to Philco for its out-of-pocket expenses in prosecuting the Philadelphia application, opposed by the FCC's Broadcast Bureau, is now under consideration by the FCC commissioners.

The NBC-RKO General exchange involves the network's WRCV-AM-TV Philadelphia and RKO General's WNAC-AM-TV and WRKO (FM), all three in Boston.

CANADA TO STAY BLACK AND WHITE

U.S. color figures cited; costs prohibitive, according to BBG

There will be no color television for Canadians in the immediate future. This was the decision of the Board of Broadcast Governors announced on Feb. 1 after public hearings at Ottawa.

Canada's regulatory body decided that costs were still too high for broadcasters as well as viewers. Its decision was in part based on public demand in the 1,000,000 Canadian homes near the border where U. S. color telecasts are received. Of these million homes only 4,500 had color tv receivers, the BBG pointed out. Cost of cheapest color tv receiver in Canada is $700, BBG stated. It also pointed to the slow sale of color tv sets in the United States, where sets are cheaper and slightly over a million are in use.

BBG would not set a target date for the start of color telecasting in Canada nor for the setting of color telecasting standards by the Department of Transport in Ottawa.

Demand for color telecasting had been strongly urged by most members of the Electronics Industries Assn. of Canada. Canadian Assn. of Broadcasters had recommended that those broadcasters who wanted to use color television should be allowed to do so. But the Canadian Broadcasting Corp. and the CTV Television Network had urged a go-slow policy as they were not prepared financially to enter the field.

CJLR loses to CBC for Quebec City outlet

The Canadian Broadcasting Corp. has been recommended by the Board of Broadcast Governors for a new French-language television station at Quebec City with 173 kw video and 87 kw audio on ch. 11. An application by CJLR Quebec City, for a tv station on ch. 11 was turned down.

CBC was also recommended for a ch. 5 tv satellite station at Fort Frances, Ont., with 20.5 kw video and 10.2 kw audio, to rebroadcast programs of CBWAT Kenora, Ont., itself a relay station for CBWT (TV) Winnipeg, Man.

CJRL Kenora, Ont., has been recom-

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BROADCASTING, February 11, 1963
power boost recommended on 97.1 mc from 3.43 kw to 17.4 kw.

CBC was authorized for a tv satellite station at Sheet Harbour, N.S., to re-broadcast programs of CBHT (TV) Halifax, N.S. New satellite will have 660 w video and 330 w audio on ch. 11. CFWH Whitehorse, Yukon, has been recommended for a power boost from 250 w to 1 kw and change of frequency from 1240 kc to 570 kc.

CHRC-FM Quebec City, Que., has been authorized for one year to program separately from CHRC viewers around spring.

The Minister must there from 250 station at Sheet Harbour, N.S., to increase power boost recommended shortly from CHRC-AM, after which there will be a review of operations on a proposed enactment of new regulations for fm stations.

BBG ruled that henceforth stations requesting authority to make changes in existing station equipment and new applicants for radio or television stations, must start construction within three months and complete construction within 12 months from date of granting of authority. The Minister of Transport is to be allowed to extend these times where circumstances beyond the applicant's control have delayed work.

A new limitation has been placed on total commercial time permitted radio stations. Daily limit, between 6 a.m. and 12 midnight, is placed at 250 minutes, and during the week from immediately after midnight Monday to immediately prior to midnight the following Sunday, the limit is 1,500 minutes. Daytime stations are limited to 200 minutes of commercials daily, 1,000 minutes weekly.

**Abroad in brief...**

Liqueur commercials • ZFB-1 Bermuda has been given permission to broadcast liqueur commercials between 10 p.m. and 7 a.m. Ruling by the local Board of Broadcasting Commissioners came Jan. 21 following a petition by the station, according to ZFB-1.

License increase • During November 1962 the number of combined radio-tv set licenses in Britain and Northern Ireland increased by 57,125, bringing the total to 12,224,303.

**BBC-SESAC agreement • SESAC Inc.,** New York music licensing firm, has signed an agreement giving the British Broadcasting Corp. rights to its long-playing record service. The BBC order represents several thousand recordings including concert, "pops," jazz and country and western music. SESAC foreign activity includes business in Europe, South America, Asia, Australia and Africa.

**U. S. rep • EMT Wilhelm Franz GmbH, Wettingen, Switzerland, and its West German parent company located at Labr in the Black Forest region, have appointed Gotham Audio Corp.**, New York, as their exclusive sales and service representative for the U. S. and territories. EMT manufactures broadcast reverberation units, studio turntables, Studer model C-37 professional tape recorders, and electronic test equipment.

**500-kw outlet planned**

Next Oct. 1 will signal the start of operation for what is claimed to be the world's most powerful Protestant radio station, according to Dr. Paul E. Freed, president of Trans World Radio.

Trans World, with international headquarters in Chatham, N. J., presently operates a 100 kw station in Monte Carlo. The new station, on the Caribbean island of Curacao, will have a short wave transmitter with a power of up to 500 kw. The transmitter is being built by Continental Electronics, Dallas.

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**EQUIPMENT & ENGINEERING**

**Home viewers may see Cooper in orbit**

3 GROUND STATIONS PLANNED TO RECEIVE PICTURES

When astronaut Leroy Cooper makes the third U.S. plunge into space this spring—for a possible record 22 times around the earth—American home tv viewers may see him in flight.

**Aboard the Cooper spacecraft will be**

- A small, 4-in. vidicon tv camera, transmitting on slow scan pictures of the astronaut during his orbits.
- Three ground stations are projected for receiving these tv pictures: Mercury Control at Cape Canaveral, the Coastal Sentry, a tracking ship stationed in the South Pacific, and possibly the Canary Islands, off the coast of Africa in the North Atlantic.
- If the pictures are usable, space official say, it will be possible to feed them to U.S. television networks from the Canaveral receiving point. This would be similar to the practice in previous manned space flights when excerpts of voice conversations were fed to radio and tv networks.

**Technical topics...**

- **New SCA products • The Sound Corp. of America** has announced the marketing of two new products—a continuous tape transport and a lightweight tape cartridge. The tape transport, featuring heavy duty drive to alleviate maintenance problems, is available with manual, semi-automatic or automatic operation and with ½ or ¾ track play. The new cartridges have been engineered for radio and tv (model S) and for the background music industry (model L).
- **Bendix c-c system • A closed circuit television system that is expected to have "widespread commercial applications" will be placed on the market shortly by the Bendix Corp., Baltimore.** Originally created for military and space operations, the system holds promise for uses including scrutiny of manufacturing processes, underwater studies, oil drilling, and even study of X-ray and operation procedures in hospitals, according to a Bendix spokesman.

**Tests of Federal tube underway at WLW**

A lifetime service test of a new Federal tube which holds promise of permitting standard radio powers up to 750 kw is underway at WLW Cincinnati.

With the permission of the FCC, the Crosley station is running Federal's D-1060A super power vacuum tube for four months in its regular transmitter, but only at 50 kw output.

The new tube, developed by IT&T, has already been tested in the main WLW transmitter at 125 kw into a dummy antenna.

The operation of the new tube, 12 of which are being used in the Crosley-operated Voice of America facility, is under the supervision of R. J. Rockwell, Crosley engineering vice president. The tube will be subject to modulation and other conditions during normal 12-hour-per-day program operation.
DENVER TV FACES NEW TAX

City seeks levy on film rentals; if successful, it may lead to other assessments on radio-tv

Local governments, hungry for revenues, have begun to fix their eyes on TV stations and their film rentals.

Latest move in this direction is taking place in Denver. There, municipal tax collectors have engaged in preliminary moves which would bring under the city's use tax laws the gross amount of rentals paid yearly by Denver TV stations. It's estimated by Jim Moore, KBTI (TV) Denver, that this amount could be in the neighborhood of $700 per month for each station—figuring a monthly average of $35,000 spent on film rentals.

City tax men have indicated also that they feel TV stations' payments to ASCAP and BMI and other licensing organizations should come under the use tax.

If successful, it would be indicated, the city expects to blanket in radio-stations' rental payments for records and transcriptions as well as license payments.

The four Denver TV stations have turned over the problem to their tax attorneys. Meetings with the city's tax department are underway.

Last April the city's 1% sales tax was amended to include rental items as well as those purchased outright. In June the tax was raised to 2%. The state of Colorado also has a 2% sales tax.

Several years ago the state of Maryland instituted a tax on rental payments made by TV stations for films. This was not challenged. A similar move in Kansas was compromised after meetings between state tax officials and television broadcasters so that payment is made on the value of the raw film.

RKO '62 billings show 15% increase over '61

RKO General in 1962 set records in both billings and earnings, it was reported last week by M. G. O'Neill, president of its parent, General Tire & Rubber Co. Billings, he said, were 15% above the previous year.

The RKO General figures were not included in the General Tire consolidated annual report for the year ended Nov. 30, 1962 and announced last week. Consolidated sales totaled $959,769,316, up 18.6% from the previous high in 1961 of $809,020,262. Net income for the 1962 year was $26,744,802 ($1.55 per share), down $27,343,341 ($1.62 a share for 1961 year).

MPO Videotronics' net income down

MPO Videotronics Inc., New York, producer of TV commercials, sponsored and industrial films, reported net income after federal taxes of $102,631 (22 cents a share) for the fiscal year ended Oct. 31, 1962. This compares to net revenues in 1961 fiscal year of $210,688 (50 cents a share). Total operating revenues for the 1962 year totaled $8,231,917, compared to $8,328,662 for the same period in 1961.

Not included in 1962 figures were the company's operation in Detroit. This is now a joint venture operation with the Haford Kerbawy Co. of that city, with MPO owning 51% interest. This business had a volume of $672,215 for the seven months ended Oct. 31, 1962.

Working capital at the end of the fiscal year equalled $1,954,283, which included cash and U.S. government securities of $1,077,482.

Annual stockholders meeting is scheduled to be held in the company's offices in New York on Feb. 25, with the following current directors nominated for election: Judd L. Pollock, president; Marvin Rothenberg, vice president-secretary; Gerald Hirschfeld, vice president; Arnold Kaiser, executive vice president; Gerald Kleppel, vice president-assistant secretary, and Morris Goldstein, partner in Francis I. du Pont & Co. Messrs. Pollock, Rothenberg, Hirschfeld and Kaiser, each owning 11% of Class B stock, are the principal stockholders. Each received $41,600 aggregate direct return during the 1962 fiscal year.

TRANSCONTINENT SHOWS INCREASE

1962 net up 22% over 1961 figure

Transcontinental Television Corp reported a net income of $1,620,583 (92 cents a share) for the year ended Dec. 31, 1962—an increase of 22% over the net income of $1,331,179 (75 cents a share) for the 1961 year.


The 1962 results exclude a non-recurring charge of $218,000 (12 cents per share) covering losses on the sale of land and the establishment of a reserve for abandonment of property, principally the vhf transmitting equipment for KERO-TV Bakersfield, Calif. KERO-TV is scheduled to change to uhf ch. 23 from ch. 10 under FCC orders.

Included in the 1962 report are operations of two station properties not included in the 1961 tallies. WNEP-TV Scranton/Wilkes-Barre, Pa., and WDFA-AM-FM Cleveland. TTC acquired the remaining 40% interest for full ownership of WNEP-TV last February; the Cleveland stations were purchased last May. The 1961 figures include revenues and income from WROC-TV Rochester, N. Y., which was sold to TTC last November.

TTC owns in addition to the Bakersfield, Scranton/Wilkes-Barre and Cleveland stations: WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo. and KFMB-AM-FM-TV San Diego, Calif.

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CBS executive wins Cooper Union's highest award

Louis Dorfsman, creative director of sales promotion and advertising for CBS-TV, has won the highest award to an alumnus of Cooper Union, New York.

The award, the Augustus St. Gaudens Medal for Professional Achievement, will be presented to Mr. Dorfsman by the Cooper Union Alumni Assn. Feb. 16 at a dinner at Hotel Biltmore, New York. The medal was only awarded once prior to its presentation to Mr. Dorfsman.

Mr. Dorfsman, who graduated with honors from Cooper Union in 1939, has received eight Gold Medals and nine Awards of Distinctive Merit of New York Ad Directors Club, the 1963 Gold Medal of the Printing Industries of Philadelphia and many awards from the American Institute of Graphic Arts and Type Directors Club.

Prior to his present post with CBS-TV, he was vp in charge of advertising and promotion for CBS Radio.

THE MEDIA

Jack Dunn promoted to general manager of WDAY Inc. (WDAY-AM-TV Fargo, N. D.), Norman D. Black Jr., firm's president, announced last week. Thomas Barnes, who had combined duties of executive vp and general manager for last 2½ years, will continue as executive vp. Mr. Black stated that continued growth of radio-tv business there necessitated separation of two positions. Mr. Dunn, who has been with WDAY since 1931, started as an engineer. For past several years he has been assistant general manager. Mr. Barnes has been with WDAY since 1938, starting as salesman and announcer. He became sales manager in 1944, general manager in 1954, and was elected executive vp in 1960.

James K. Kuser, former lighting consultant for Kirleig Bros., New York, appointed general manager of WTOA (FM) Trenton, N. J.

Robert D. Vieno, former account executive with WVEC-AM-FM Hampton, Va., and CBS sales representative, appointed general manager of WTID Newport News, Va. Other WTID appointments: Bob Koelage, program director; Bruce Wright, news editor and
director of special events; Glenn Allyn, sports director-air personality; Eric Jantzen and Johnny Sherwood, air personalities.


Albert Christy, vp and director of radio-tv operations for Potts-Woodbury, Kansas City advertising agency, joins WHB, that city, as general sales manager, effective Feb. 15. Mr. Christy was also member of P-W's board of directors. Prior to joining Potts-Woodbury in 1954, he served as program director of WDAF-TV Kansas City.

Ed Shaughnessy, formerly with Concert Network in Boston, appointed managing director of WLIP (FM) Kenosha, Wis.

Larry Zeman, account executive in Chicago office of KTTV (TV) Los Angeles, promoted to midwest sales and marketing manager. He succeeds Frank Browne, who now heads station's New York office, as head man of Chicago operation.

Bruce N. Bauman, head of his own advertising agency in Harrisburg, Pa., appointed station manager of WBFD Bedford, Pa.

Bob Sprouse, national sales service manager of WBNS-TV Columbus, promoted to national sales manager.

Ron Maines, account executive at WBAL-TV Baltimore, appointed general manager of WTAP-AM-TV Parkersburg, W. Va. Prior to joining WBAL-TV, Mr. Maines served as WTAP-TV sales manager and as operations supervisor of WNB-F-AM-FM-TV Binghamton, N. Y.

James Nathan appointed sales manager of WINN Louisville, Ky.

A. Victor Sylvia, member of sales staff of WPRO-AM-FM Providence, R. I., since December 1960, named to local sales staff of WPRO-TV as account executive.

Morton L. Jaffe appointed account executive at WXYZ-TV Detroit.

Macey L. Schaffer, director of advertising and promotion for WBTV (TV) Atlanta, promoted to vp general manager of WBTV (TV) Baltimore.

NBC's Rash sworn in at National Press Club

Bryson Rash (I), NBC News Washington correspondent, was sworn in as president of the National Press Club by Chief Justice Earl Warren at the club's inauguration dinner Feb. 2. Mr. Rash, broadcast newsmen in Washington for 25 years, succeeds George Cullen as head of the journalists.

Press Club presidents are usually presented with mock copies of their publication when they are inaugurated, but in honor of his broadcast status, Mr. Rash and other members of the club received a long-playing record, called "Is Bryson Rash?" featuring a humorous account of his career.

Now heard on 82 stations in 42 states...

"WHAT WILL THEY THINK OF NEXT?"

Available to your station at no cost, this three minute public service program can be used as a "wild spot," a cut-in on one of your present shows or, in script form, to add interest to any of your personality shows. Soon to begin its third 13-weeks series, "What Will They Think of Next?" is offered without charge, exclusive in your station area, in either script or recording form. For a sample show, write Department 703PP, Sears, Roebuck and Co., 925 South Homan Avenue, Chicago 7, Illinois.
Chauncey helps United Fund drive over top

With the aid of a veteran broadcaster, the Greater Phoenix-Scottsdale (Arizona) United Fund topped its goal this year for the first time in a decade.

With three days remaining and $60,000 to be raised, Tom Chauncey, president of KOOL-AM-TV Phoenix, ordered an intensive spot and editorial campaign on both stations. Mr. Chauncey also took to the telephone and received additional contributions from those who had already given. The result was $1,727,954.50 for the fund, a little more than $1,000 over the goal.

For his efforts, Mr. Chauncey (above, l) received the first annual Tom Chauncey Award, a silver bowl. The award is a permanent one through a special grant set up by the United Fund chairman, Herman Chanen (c), and a Phoenix investor, Col. Louis Himelstein (r).

TV (ch. 2) Miami, named technical director of learning resources at Florida Atlantic U.

Bob Terry named program director of WLVN Nashville, Tenn. Adelaide Waller and Roger Scutt join outlet as station coordinator and news director, respectively. WLVN plans to go on the air March 1.

Joe Murray, former air personality and music director of WALT Tampa, Fla., appointed program director of WQUA Moline, Ill.

John M. Fouts, sales director of WHAS Louisville, Ky., joins Henry I. Christal Co., New York-based station representative firm, as manager of Detroit office. Mr. Fouts will begin his management duties at Christal in March. He joined WHAS in 1950 and was named sales director in 1952.

Dick Fain appointed director of newly created special programs unit of WCLE-AM-FM Akron, Ohio, responsible for formulating and producing local documentaries and in-depth news reports. Fran Pettay joins WCLE announcing staff.

George Diab, operations manager of WTRF-TV Wheeling, W. Va., promoted to assistant general manager. Mr. Diab joined WTRF in 1953 as director of news and sports departments.

Peter V. Taylor, former promotion manager of KFEN (FM) San Francisco, appointed program director of KFOG (FM), that city. Currently KBAY (FM), the station expects to begin operation with new call letters on March 1.

Harvey Boyd, former program director of KASE Austin, Tex., joins WBAP-AM-FM Fort Worth as program manager.

Richard Orkin, news director and chief announcer at WLAN-AM-FM Lancaster, Pa., joins KYW Cleveland as production supervisor. Ron Beach, former promotion director, will assume Mr. Orkin's responsibilities at WLAN and perform in capacity of production supervisor. Kenn Allan will share some of this responsibility as news director. Bob Harrington named WLAN's promotion director.

Dan Markham, sales manager of KTVR (TV) Denver, promoted to general manager. Mr. Markham was at one time sales manager of KIMN Denver and served for three years as sales manager of KXLY-TV Spokane, Wash., where he was also manager of KXLY-AM-FM for some time before returning to Denver six months ago.

Jack Stockton, program director and air personality at WKF-M (FM) Chicago, joins WBBM-AM-FM, that city, as producer of station's new Composite program.

Robert L. Simmons, formerly on sales staff of WJZ-TV Baltimore, joins TVAR, Chicago, as salesman. He succeeds Patrick J. Devlin, who has been transferred to rep firm's New York sales staff. William A. Morris, account executive in TVAR's New York office, rejoins WCBS-TV, that city, in similar capacity. Mr. Morris originally joined WCBS-TV in 1958 as sales promotion manager and was made account executive in 1959.

Fred Cusick resigns as news director of WEEI Boston, effective Feb. 18, to devote more time to free-lance sports activities. Mr. Cusick will remain, however, as WEEI sports director and continue his nightly sports programs.

Mike Powell, afternoon and evening news editor of KSFO San Francisco, promoted to assistant news director.


While continuing his position with VFW, Gen. Hittle will analyze and interpret world military developments for network.

Robert W. Matthews appointed news director of WEBB Baltimore, Md.
NASA cites staffer

Morton J. Stoller, 45-year-old scientist-engineer who has directed government’s efforts in space communications and meteorological fields, has been awarded National Aeronautics & Space Administration’s medal for outstanding leadership. Mr. Stoller is chief of NASA’s Office of Applications, where he has been in charge of such U.S. space efforts as Echo, Telstar, Relay, Tiros and the soon-to-be-launched Syncom.

Paul D. Droste, formerly with WHAK Rogers City, Mich., joins WFCJ (FM) Miamisburg, Ohio, as news director and director of special production programs.

Bob Bruce and Tom Brown join WOKW Brockton, Mass., as news director and disc jockey, respectively.

Wayne Farrar, staff announcer with WDBJ-AM-FM Roanoke, Va., since July 1961, promoted to news editor.

Bob Woodel, news editor-public affairs director of WLBB Carrollton, Ga., resigns to join staff of WLAG-AM-FM La Grange, Ga.

Ron Hall joins news staff of KXOL Fort Worth, Tex., replacing Russ Bloxom, who leaves for active duty with Air Force Reserve.

Bob Johnson, reporter-writer in news department of KSTP-AM-TV Minneapolis-St. Paul, named station’s sports editor.

Dr. Thomas Belviso, manager of music and literary rights for NBC, retired last week. Dr. Belviso joined NBC in April 1930 as program builder and music director and conductor. In 1932 he was appointed manager of music division and assigned to reorganize and coordinate music functions. Dr. Belviso was among first to apply original compositions to individual radio programs. He conducted first American Symphony, “Sinfonia,” in its first radio performance.

Pat McCarthy named farm director of KBAT San Antonio, Tex.

Mrs. James (Mary) Spencer, since 1945 executive vp of Nat Gavender Inc., resident buying organization, St. Louis, joins staff of KSD-AM-TV, that city, for special community interest assignments.

Dick Porter, account executive for past two years with KONO San Antonio, Tex., promoted to director of advertising.

Betty Quadt, production assistant with NBC News, appointed coordinator of public service announcements. Miss Quadt will act as network liaison with and consultant to Advertising Council, national welfare organizations and government and civic agencies. She succeeds Hilda Watson, who retired last month.

Carl J. Tutera, former air personality with WCVS Springfield and WEAW-AM-FM Evanston, both Illinois, joins WGGB Geneva, Ill., in similar capacity.

Don Steele, formerly of KOIL Omaha, joins KXLY Spokane, Wash., as disc jockey.

Nicholas J. Pope Jr., named director of public affairs for WAVY-AM-TV Portsmouth, Va.

Shirley Dunham named promotion-publicity director of WRFD-AM-FM Columbus-Worthington, Ohio.

Howard C. Hosmer, assistant managing editor of Rochester (N.Y.) Times-Union, named managing editor of news department of WHEC-AM-TV, that city. The appointment, to be effective Feb. 15, was announced by John L. McClay, manager of broadcast division of Gannett Co. and vp and general manager of WHEC stations. In newly created post, Mr. Hosmer will be responsible for news and all other information services for both stations. He joined news staff of Times-Union as reporter in June 1936.

In 1950 Mr. Hosmer was named city editor, a post he held for seven years until his promotion to assistant managing editor.

Dave Hamer named assistant news director of KMTV (TV) Omaha, Neb.

Ron Cochran, ABC-TV newscaster, has signed with General Artists Corp., New York, for representation in all fields. Mr. Cochran is currently anchor-man on network’s ABC Evening Report (Mon.-Fri., 6:15-6:30 p.m. EST).

INTERNATIONAL

William R. Gillen, former vp-continental European operations of BBDO, New York, joins Chesebrough-Pond’s Inc., that city, as vp, international division. Charles S. Quigley, international advertising manager, named director of newly formed staff marketing department of international division.

Richard C. Clarke, former production manager of CKVR (TV) Barrie, Ont., joins Freemantle (Australia) Pty Ltd., Sydney, as executive producer. Max Dutch, formerly with CFRN-TV Edmonton, Ont., joins Freemantle as sales executive.

George Harper named general sales manager of CHFI-AM-FM Toronto.

Gordon Hatton, local sales director of CKKW Kitchener, Ont., promoted to sales manager. Bill Stoltz, announcer, named promotion manager.

Sue Haggerty, promotion director of United Press International news produces!
British broadcast electronics pioneer dies

Sir Isaac Shoenberg, 83, who led the team of scientists and engineers which developed the 405-line system used by BBC in 1936 for the world's first regular public high definition television service, died Jan. 25 at his home near London.

Sir Isaac was born in Pinsk, Russia, and studied mathematics, mechanical engineering and electricity at the Kiev technological institute. After graduation he joined a Russian firm and was responsible for research, design and installation of the earliest radio transmitters in Russia.

In 1914 he settled in Britain and worked for the Marconi Co., becoming a British citizen in 1919. He joined the Columbia Gramophone Co. as general manager in 1928 and when that company merged with the Gramophone Co. in 1931 to form Electric & Musical Industries Ltd., he became research director.

In 1954 Sir Isaac was awarded the Faraday Medal, highest award of the Institute of Electrical Engineers, for his pioneer work in television. He became a director of EMI in 1955 and was awarded a knighthood in 1962 for his services to sound recording and broadcasting.

CFPL-AM-FM London, Ont., joins Standard Broadcast Sales Ltd., Toronto, in similar capacity.

ALLIED FIELDS

Mary G. Dooling, organizer of Talent Inc., Chicago, and more recently with her own agency in New York, joins Lauren-Finger Agency, Hollywood, as director of commercial department. Miss Dooling will specialize in building select clientele to perform in radio and tv commercials and also focus on supplying talent for industry, documentary and educational pictures.

PROGRAMMING


James Marshutz, recently resigned as commercial sales manager of Paramount TV Productions, joins VPI Productions, New York, as vp in charge of sales and production.

Bill Vidas, former independent film representative, joins Independent Television Corp., New York, to cover sales territory in central states from headquarters in Chicago.

Harry E. Jenkins, planning and merchandising manager of RCA Victor Records, New York, elected to new post of division vp for marketing. Mr. Jenkins joined RCA Victor as quality control supervisor in 1941.

Don Medford, who directed episodes of MGM-TV's Dr. Kildare, Sam Benedict and Eleventh Hour series during current season, has been signed to exclusive directing contract by company for both tv and motion pictures. He has also directed segments of U. S. Steel Hour, Alfred Hitchcock Presents, Twilight Zone, General Electric Theatre and Kraft Theatre.

Frank McGrath, co-star of Revue's Wagon Train series, has been signed to new seven-year exclusive contract by studio, calling for his services in theatrical motion pictures as well as on tv.

Gil Cates, former producer of ABC-TV's Camouflage daytime series, named director of International Show Time on NBC-TV (Fri., 7:30-8:30 p.m.).


Don Taylor, actor-turned-director, has become writer as well. His original teleplay, "Gym in January," has been sold to Four Star Television for use on The Lloyd Bridges Show. He will direct episode he wrote, with filming started Feb. 6.

Buck Haughton has been signed to produce new Goodson-Todman series of hour-long original dramas which will be seen on NBC-TV next fall. Series, as yet untitled, will have Clifford Odets as contributing author and editor of all scripts.

EQUIPMENT & ENGINEERING

Lorin C. Weiss, senior sales engineer in western region of Sylvania Electric Products, appointed western district manager in Los Angeles for semiconductor division. He succeeds Roger A. Swanson, who was recently named divisional product manager-transistors. David K. Elwell, director of procurement and facilities services for Sylvania in New York, appointed director of new product planning.

William A. Rheinfelder appointed chief engineer of product development department of Ameco, catv equipment manufacturing division of Antennavision Inc., Phoenix, Ariz. Mr. Rheinfelder, who will be responsible for research and development programs, comes to Ameco from Motorola's semiconductor products division in Phoenix, where he was applications consultant and solid state circuit design specialist for past six years.

John S. Chamberlin, manager of product planning and market research for tv receiver department of General Electric, Syracuse, N. Y., appointed marketing manager for radio receiver department. He succeeds William B. Clemmens, who has been named distribution sales manager for GE's major appliance division.

Alvin Barshop, sales manager for tape recorder division of Emerson Radio, Jersey City, N. J., named sales manager for company's phonograph division.

William S. Hepner Jr., manager of information office of Electronic Industries Assn., Washington, promoted to association's marketing services department in dual role of manager of industrial electronics marketing services and manager of special projects and publications. Mr. Hepner joined EIA as head of information office and editor of association's weekly news publication in early 1960 after four years as information officer for business and defense services administration of Commerce Dept.

Francis J. McCarthy appointed technical marketing manager for Williamsport (Pa.) operations of microwave device division of Sylvania Electric Products. He succeeds Forrest E. Gehrke, who resigned. Mr. McCarthy joined Sylvania in 1946.

Charles T. Lee, manager of market development for Philco International, promoted to marketing and sales manager for that division. Mr. Lee will be in charge of division's New York City

BROADCASTING, February 11, 1963
DEATHS

Mr. McDonald

Mr. McDonald was killed Feb. 1 when he fell from a bridge near his Bethesda, Md., home. Interment was at Woodlawn Cemetery. Mr. McDonald, former NBC vp who has been in private practice in Washington since 1958, is survived by his wife, Louise Muth, one son and two daughters (At DEADLINE, Feb. 4).

Cecil McGivern, 55, executive of Granada TV Network Ltd., died Jan. 30 from burns following an accident at his home in Chalfont St. Peter, Buckinghamshire, near London. Mr. McGivern was formerly deputy director of BBC-TV. He joined BBC as drama producer in 1936. Beginning in 1950 Mr. McGivern helped develop Eurovision tv network.

Roland Pamler, 57, former resident of Chicago Heights and co-owner of city's first radio station, died Jan. 22 at his home in Glendale, Calif. Mr. Pamler, along with three other persons, was responsible for putting WCBZ on the air in May 1924. Three years later, station license was sold to WOK Homewood, Ill. He had also been employed as engineer for WHO Des Moines and WJJJ Chicago.


Willie Donald Brooks, 20, engineer and chief announcer at WACR Columbus, Miss., was killed Feb. 3 in automobile accident near Aberdeen, Miss. He joined station six months ago.

Raphael Fleming (Mac) McGuire, 43, host of early morning show on WPEN-AM-FM Philadelphia, died Feb. 2 of stroke. Mr. McGuire, who joined WPEN in 1955, was band leader and musician and in recent years owned and managed Town House Supper Club in Gloucester City, N. J.

James E. Rennie, 60, account executive at KGUN-TV Tucson, Ariz., for past six years, died Jan. 29 at his home in that city.

FOR THE RECORD

STATE STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Jan. 31 through Feb. 6 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 roundups of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit, ER—effective radiated power, VH—not very high frequency, uh—ultra high frequency, uhf—ultra high frequency, auto—automobile, rel—relay, am—amplitude modulation, pm—phase modulation, mod—modulation, trans—transmitter, un—unlimited hours, kw—kilowatts, cycle—cycles, SCA—subdivisional communications authorization, SBA—special service authorization, STA—special temporary authorization, SH—specified hours, ed—educational. Ann.—Announced.

New tv stations

APPLICATIONS

*Bowling Green, Ohio—Bowling Green State U. UHF ch. 70 (708-812 mc); ERP 861 kw, 412 kw au; Ant. height average terrain 117 ft., above ground 157 ft. Estimated construction cost $74,070; first year operating cost $38,950; P. O. address 800 Highland, president, Bowling Green, Geographical coordinates 38° 04' 50" N., Lat. 80° 59' 52" W., Long. Type trans. AT&T TVU-1A, type ant. Alford 1044Y. Legal counsel Dow, Lohnes & Alberson, consulting engineer Edward W. Breter, both Washington, D.C. Principals: William A. Marburg (56%) and John B. Fiery (45%). Mr. Marburg is stock broker, Mr. Fiery is farmer. Ann. Jan. 31.

**Greenwood, Miss.—William E. Hardy. Granted cp for new am on 1940 kc. 500 w-D. P. O. address 419 Howard St., Greenwood. Estimated construction cost $30,771; first year operating cost $26,000. Mr. Hardy, partner in furniture and appliance stores, is sole owner. Action Jan. 29.

APPLICATION

Steele, Hawaii—American Island Dept. Corp, 720 kw, 5 kw, unl. P. O. address William Lee Short, Box 64 Hanapepe, Kauai, Hawaii. Estimated construction cost $25, 5-AM, 5-FM Philadelphia, died Feb. 4 of stroke. Mr. McGuire, who joined WPEN in 1955, was band leader and musician and in recent years owned and managed Town House Supper Club in Gloucester City, N. J.

APPLICATION

Steele, Hawaii—American Island Dept. Corp. 720 kw, 5 kw, unl. P. O. address William Lee Short, Box 64 Hanapepe, Kauai, Hawaii. Estimated construction cost $25,000; first year operating cost $26,000. Richard P. Hobby, medical doctor, is sole owner. Ann. Feb. 5.

Existing am stations

APPLICATIONS BY FCC

WALO Humbou, P. R.—Waived Sec. 324 (g) of rules and granted increased nighttime power on 1540 kc from 256 w to 1 kw, continued nighttime operation with 250 w; conditions, Action Feb. 6.

WVNA Tuscaloosa, Ala.—Granted change on 1590 kc from 5 kw-D. to 1 kw-N, 5 kw-AM. DA-N: change trans. site to 3.9 miles northeast of present site and increase non-directional daytime antenna height to 435 ft; conditions. Action Feb. 6.

WORK Jackson, Miss.—Granted change on 1590 kc from 5 kw-D. to 5 kw-N, 5 kw-AM. DA-N: change trans. site to 3.9 miles northeast of present site and increase non-directional daytime antenna height to 435 ft; conditions. Action Feb. 6.
New fm station

ACTION BY FCC
Potsdam, N. Y.—Granted assignment of license and cop from Jack L. Powell and Alice M. Powell (each 50%, joint tenants, to same person) d/b/a San Luis Obispo Best. No financial consideration involved. Consideration $500. Mr. Powell is majority owner of KNCO-FM-Potsdam, Calif., and P.O. address Potsdam. Estimated construction cost $2,500, first year operating cost $1,125. Principals: board of trustees. Action Jan. 20.

Ownership changes

ACTIONS BY FCC
KYON Mobile, Ala.—Granted assignment of license and cop from John C. Cohan (100% individually) to same person d/b/a San Luis Obispo Best. Corp. No financial consideration involved. Mr. Cohan is majority owner of KYON-FM-Montgomery, Ala., and KYON-FM-Potsdam, Calif. Action Jan. 31.

WLOH-AM-FM Portland, Me. — Granted acquisition of control of license corporation, CH-airtime, from M. J. T. Warner (50%) and Faust Couture & Associates (50%) (each 25%) to Mr. T. Warner (75%) and Mr. Stone (25%). Consideration $35,000. Mr. Warner is majority owner of WLOH-AM-FM Medford & WARE Ware, both Massachusetts, and WWOK-AM-Worcester, Mass. Consideration $350,000. Mr. Stone is majority owner of WWOB-AM-Worcester, Mass. Action Jan. 31.

WBBZ Vitelone, N. J.—Granted acquisition of the power of licensee corporation, Community Best, Service Inc., from Ady Bally & Robert W. Spiller (both 50%, joint tenants) to same person (60%) and John C. Cohan (40%) (both 50%, joint tenants) to same person. Consideration $37,000. Mr. Bally is minority owner of WBBZ-FM-Teaneck, N. J., and WBBZ-AM-Teaneck, N. J. Action Feb. 1.

WBZ-Boston, Mass.—Granted assignment of license and cop from John C. Cohan (100% individually) to same person d/b/a San Luis Obispo Best. Corp. No financial consideration involved. Consideration $500. Mr. Cohan is majority owner of KYON-FM-Montgomery, Ala., and KYON-FM-Potsdam, Calif. Action Jan. 31.


WSIV Pekin, Ill. WKKY Des Moines, Iowa, Des Moines County Best, Co., Burton Levin, manager—a consolidated hearing applications of WSIV Inc. to increase power of WSIV-AM to 100 kw, from 1 kw to 5 kw with 1 kw ch, to decrease daytime power of KKWY on 1150 kc, from 1,000 watts on 1150 kc, to 500 watts on 1150 kc, and to decrease nighttime operation of 1 kw, and Des Moines County Best, Co., and in-granted petition by WKKY—Broadcasting, Inc., and the Federal Aviation Agency, and KROX, Inc., to hold an opposition hearing on the consolidated hearing applications of the above, for hearing determination for financial qualifications determination. Action Feb. 6.
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Address</th>
<th>Phone</th>
<th>Member AFCCE</th>
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<tbody>
<tr>
<td>Janisky &amp; Bailey</td>
<td>Offices and Laboratories</td>
<td>1339 Wisconsin Ave., N.W. Washington 7, D.C. Federal 3-4600</td>
<td></td>
<td>Member APOCB</td>
</tr>
<tr>
<td>James C. McNary</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash. 4. D. C. Telephone District 7-1205</td>
<td></td>
<td>Member APOCB</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineer</td>
<td>Precision Frequency Laboratories, Great Notch, N. J. Pilgrim 6-3000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gautney &amp; Jones</td>
<td>Consulting Radio Engineers</td>
<td>930 Warner Bldg. National 8-7757 Washington 4, D. C.</td>
<td></td>
<td>Member APOCB</td>
</tr>
<tr>
<td>Russell P. May</td>
<td>Consulting Engineer</td>
<td>714 14th St., N.W. Sheraton Bldg. Washington 5, D. C. Republic 7-3964</td>
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<tr>
<td>Silliman, Moffet &amp; Kowalski</td>
<td>Consulting Engineer</td>
<td>1405 05 St. N.W. Republic 7-6646 Washington 5, D. C.</td>
<td></td>
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</tr>
<tr>
<td>John B. Heffelfinger</td>
<td>Consulting Engineer</td>
<td>9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vir N. James</td>
<td>Consulting Engineer</td>
<td>Applications and Field Engineering</td>
<td>2325 S. Jasmine St. Phone: Area Code 303-334-5262 DENVER 22, COLORADO</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>William B. Carr</td>
<td>Consulting Engineer</td>
<td>AM-FM-TV Microwave</td>
<td>P. O. Box 19287 Fort Worth 18, Texas Butler 1-1551</td>
<td></td>
</tr>
<tr>
<td>Commercial Radio Monitoring Co.</td>
<td>Precision Frequency Measurements</td>
<td>AM-FM-TV</td>
<td>103 S. Market St., Lee’s Summit, Mo. Phone Kansas City, Leaded 4-3773</td>
<td></td>
</tr>
<tr>
<td>Paul Dean Ford</td>
<td>Broadcast Engineering Consultant</td>
<td>4914 South 8th Street Terra Haute, Indiana Wabash 2643</td>
<td></td>
<td></td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Engineers</td>
<td>Radio &amp; Television</td>
<td>527 Munsey Bldg. 315 7 Street 3-0111 Washington 4, D. C.</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>Georges &amp; Culver</td>
<td>Consulting Engineer</td>
<td>19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walter F. Keane</td>
<td>Consulting Engineers</td>
<td>Associate</td>
<td>George M. Skolm 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb)</td>
<td></td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>Consulting Engineers</td>
<td>8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. Harold Munns, Jr.</td>
<td>Broadcast Engineering Consultant</td>
<td>Box 220 Coldwater, Michigan Phone: Broadview 8-6733</td>
<td></td>
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### Service Directory

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<td>Broadcast Engineering</td>
<td>Broadcast Engineering Magazine</td>
<td>1735 Deale St., N.W. Washington 6, D. C.</td>
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</table>

**To be seen by 100,000+ Readers among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.**

****ARR Continuing Readership Study**
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 6

ON AIR

| Lic.   | AM    | FM    | TV    | TOTAL
|-------|-------|-------|-------|-------
| Cps   | 3,750 | 1,061 | 516   | 5,328 |
| Not on air for new stations | | | | 234 |

TOTAL

| Cps | 3,964 | 1,084 | 536 |

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 6

VHF  UHF

Commercial 486 93 579
Non-Commercial 47 21 68

COMMERCIAL STATION BOXSCORE

Compiled by FOC, Dec. 31

<table>
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<th>AM</th>
<th>3,746</th>
<th>1,050</th>
<th>513</th>
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<tr>
<td>Cps on air (new stations)</td>
<td>64</td>
<td>31</td>
<td>69</td>
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<tr>
<td>Cps not on air (new stations)</td>
<td>114</td>
<td>137</td>
<td>76</td>
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<tr>
<td>Total authorized stations</td>
<td>324</td>
<td>124</td>
<td>66</td>
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<td>Applications for new stations (not in hearing)</td>
<td>288</td>
<td>173</td>
<td>50</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
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<td>Applications for major changes (not in hearing)</td>
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<td>107</td>
<td>9</td>
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<tr>
<td>Applications for major changes (in hearing)</td>
<td>55</td>
<td>3</td>
<td>8</td>
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<td>Total applications for major changes</td>
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<td>14</td>
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<tr>
<td>Cps deleted</td>
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</table>

Includes 3 stations operating on unreserved channels.

The Prattville Bestg. Co. and Billy Walker for new daytime stations in Prattville, Ala., for a station at 14677, which was denied by the Commission because of interference with existing operation of WQCW Selma, Ala., or any other existing station, and as a result thereof, areas and populations affected thereby, and availability of other primary services to such areas and populations. Action Jan. 30.

In proceeding on applications of California Bestg. Co. and for new stations in San Diego and La Mesa, respectively, both California Bestg. Co. and drill joint petitions and extended to Jan. 17 time to file joint petitions for approval of agreement looking toward dismissal of Cabrillo’s application. Action Jan. 30.


By memorandum opinion & order in proceeding on applications of WYCL, York, S. C., from 1580 kHz, 250 w-D, to 1540 kHz, 1 kw-D, and Rieden Allen Lyon for new daytime station on 1540 kHz in Charlotte, N. C., granted (1) joint request for approval of agreement whereby WYCL application would be dismissed, and (2) petition by Lyon for reconsideration of record to reflect agreement whereby Lyon will form corporation in which York may own 49% of stock; denied request to dissolve WYCL application; and retained in hearing status Lyon application. Action Jan. 29.

APPLICATIONS FOR MARCH 1

Commission on Feb. 4, granted request by Barry Tarzian Inc. and WTTV, Bloomington, Ind., and extended from Feb. 4 to Feb. 35 time to reply to opposition of Indi an. Bestg. Corp. (WITT-TV), Indianapolis, to Tarzian’s petition for reconsideration of Crop. 1962, reporting move of ch. 4 from Bloomington to Indianapolis.

By Chief Hearing Examiner James D. Curran


By memorandum opinion & order, granted petition by Continental Bestg. Co. and dismissal of its application for new am in Hamden, Conn., and dismissed applications but with prejudice because of hearing status remaining applications involved in proceeding on applications for new stations.

By memorandum opinion & order, granted petition by Broadcast Bureau and change of place from Blair, Neb., to Blythe, Calif., for evidentiary hearing on application for new station in area of Blythe, Calif. Action Jan. 30.

By Hearing Examiner Basil P. Cooper

Pursuant to agreements reached at Feb. 1 prehearing conference in proceeding on am application of 1960 Broadcasting Inc. (WEBB), Baltimore, Md., continued March 6, evidentiary hearing to March 8. Action Feb. 1.

By Hearing Examiner Charles J. Frederick

Pursuant to agreement reached at Feb. 1 prehearing conference in proceeding on application of TVM Inc. to continue existing operation of license of KSAY San Francisco, Calif., scheduled hearing for Feb. 28. Action Feb. 4.

By Hearing Examiner Walter W. Guenther

Pursuant to proceeding on application of Tri star Corp. for CBX and CUH in New Haven, Conn. (1) denied Triangle’s motion to delay respondent’s reply to notice, and Springfield TV Bestg. Corp. to furnish Transcript, (2) granted Triangle’s motion to quash subpoena duces tecum and sub poena, each directed to Walter N. Annenberg, president and chairman of Triangle; (2), denied Triangle’s motion to quash subpoena duces tecum issued and served on Triangle; (3) granted Triangle’s motion to quash subpoena duces tecum and subpoena, each directed to Carl B. Wilson, for agreement of issue. Action Jan. 30.

By memorandum opinion & order in consolidated proceeding on applications of

WTSP-TV Inc. motion to clarify or enlarge issues. Com. Fort not participating. Action Feb. 6.

By order, commission granted motion by Santa Maria Telecasting Corp. and extended time to Feb. 18 to file exceptions to initial decision in proceeding on its application and that of Central Coast TV for new to stations to operate on ch. 13 in Santa Maria, Calif. Dec. 18, 1962, initial decision favored Central Coast. Action Feb. 6.


By memorandum opinion & order, granted petition by Reliable Bestg. Co. for new am stations in Northfield and Hastings for Albert L. Bestg. Co. to increase daytime power of KFNF Albert Lea, for new am station in Minneapolis. In 1966-7, granted petition by Northfield and waived Sec. 1316 (b) (2) of rules to permit publication of broadcast dismissal once each week for three weeks in weekly newspaper of general circulation in Minneapolis and since there is no daily newspaper in city. Action Jan. 31.

By memorandum opinion & order (1) denied untimely filed petitions by Broadcast Bureau and Finley Bestg. Co. (KSSO), Santa Rosa, Calif., party respondent, to enlarge issues in proceeding on application of Golden Gate Bestg. Co. for new am in Hayward, Calif., in Dec. 1944; (2) on own motion, enlarged issues to include financial qualifications of applicant; and (3) dismissed petition by Bay Shore Bestg. Co. for enlargement and clarification of issues. Action Jan. 31.

By memorandum opinion & order, granted petition by Carol Music Inc. and extended to Jan. 31 time to respond to opposition of Broadcast Bureau to petition for review filed by Carol in proceeding on revocation of license and SCA for WCMX (FM) Chicago, Ill. Action Jan. 31.

By memorandum opinion & order in consolidated proceeding on applications of L. B. Wilson, Inc. for renewal of license of WLBW-TV on ch. 16 in Miami, Fla., and Civic TV Inc., South Florida TV Corp. and Miami TV Corp. for new stations on that channel in Doral, 1978-9, denied petitions by South Florida and Civic TV to delete certain issues and by Miami TV and L. B. Wilson, Inc. for agreement of issue. Action Jan. 30.

By memorandum opinion & order in consolidated proceeding on applications of Simeon Geller, Gloucester, and Richmond

Brothers Inc. (WMXK), Boston, both Massachusetts, pending disposition of petition by Geller for leave to amend and return application to proceeding time. Action Feb. 1.

By memorandum opinion & order, in consolidated proceeding on applications of Northland Bestg. Co. and KFNF Bestg. Co. for new am stations in Northfield and Hastings for Albert L. Bestg. Co. to increase daytime power of KFNF Albert Lea, for new am station in Minneapolis. In 1966-7, granted petition by Northfield and waived Sec. 1316 (b) (2) of rules to permit publication of broadcast dismissal once each week for three weeks in weekly newspaper of general circulation in Minneapolis and since there is no daily newspaper in city. Action Jan. 31.

discharged Annenberg from compliance with that directive, and (4) ordered that
grant of license to quash subsequent...tum is without prejudice to respondents’
request, for appropriate sub-...a discharging a hearing, in proceeding on its...new in Hayward, Calif. Action Jan. 30.

By Hearing Examiner H. Gifford Irion

On own motion, continued Feb. 4, for hearing conference for applications of Cabrillo Bestg. Co. and Helix Bestg. Co. for new am stations in La Mesa, both California, respectively. Action Feb. 4.

On own motion, continued Feb. 4, further hearing to Feb. 25 in proceeding on application of Valparaiso Bestg. and Al-Or Bestg. Co. for new am stations in Ashboro and Mebane, both North Carolina, respectively. Action Jan. 31.

By Hearing Examiner David I. Kraushaar


By Hearing Examiner Jay A. Kyle

In proceeding on application of Raleigh (WABC) in Oakland, Calif. (1) continued March 18 hearing to April 9 (action Feb. 1), and (2) extending from Feb. 20 to March 15 date for exchange of exhibits. Action Feb. 4.


By Hearing Examiner Chester F. Taranto

By memorandum opinion & order in proceeding on applications of Reliable Bestg. Co. and Blue Ridge Mountain Bestg. Inc. for new am stations in Calhoun and Ellijay, both Georgia, respectively, in Docs. 14875-4, denied motion by Reliable Bestg. Co. for continuance without date of hearing conference. Action Jan. 30.

Granted motion by Denver Area Bestra, Colo., to extend time for filing formalized transcript of hearing conference for Feb. 11 to March 10 date for informal exchange of exhibits, from Feb. 13 to March 12. In proceeding on application of HD Radio, Inc. for new am station in Plata and Waldorf, both Maryland, respectively, in Docs. 14416-9, and scheduled certain procedural dates and scheduled hearing for March 25 on applicants’ direct affirmative cases and ordered that at close of applicants’ direct affirmative cases proceeding to be continued to date of hearing of informal exchange of exhibits, and hearing conference for Feb. 13 to April 1, in consolidated am proceeding in F1012. Action Jan. 30.

By formalized by order certain agreements reached and rulings made at Jan. 30 proceeding in proceeding on applications of Charles County Bestg. Inc. and Delray Bestg. Inc. for new am stations in Plata and Waldorf, both Maryland, respectively, in Docs. 14416-9, and scheduled certain procedural dates and scheduled hearing for March 25 on applicants’ direct affirmative cases and ordered that at close of applicants’ direct affirmative cases proceeding to be continued to date of hearing of informal exchange of exhibits, and hearing conference for Feb. 13 to April 1, in consolidated am proceeding in F1012. Action Jan. 30.

By Hearing Examiner Herbert Sharman

By request of one or more applicants in proceeding on application by applicants and continued certain procedural dates, and hearing conference for Feb. 13 to April 1, proceeding on applications of North Atlanta Bestg. Co. and J. Lee Friedman for new am stations in North Atlanta, Ga. Action Feb. 4.

By Hearing Examiner Elizabeth C. Smith

Upon request by Valparaiso Bestg. Co., granting of license hearing and scheduled Feb. 11 for commencement of hearing in proceeding on its application and hearing conference for applications of Porter County Bestg. Co. and Porter County Bestra, both Elkhart, Ind., for new am stations in Valparaiso, Ind. Action Feb. 4.

Upon request by Broadcast Bureau, extension hearing to Feb. 8 time for three corrections to transcript of hearing in proceeding on applications of Melody Music Inc. for renewal of license of WGM4 Hollywood, Fla.; and WGM2 Hollywood, Fla. Action Feb. 4.

**SUBSCRIPTION APPLICATION**

**BROADCASTING** The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

☐ 52 weekly issues $7.00  ☐ 104 weekly issues $12.00  ☐ Payment attached
☐ 52 issues & 1963 Yearbook $12.00  ☐ Please bill
☐ 1963 Yearbook $5.00

name (please print)

company name

date

title/position

address

city

state

zip

send to home address—

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On page 79
HELP WANTED—Management

Detroit ... sales management, with proven record of all phases of selling. Excellent opportunity with top independent. Complete resume please. Box 564R, BROADCASTING.

Manager unusual opportunity to manage station in one of ten leading markets. Must have previous experience as manager or sales manager of Negro programmed station. Box 251B, BROADCASTING.

Sales manager west coast market. Must have experience, family man who seeks advancement. Excellent opportunity. Box 89B, BROADCASTING.

WANTED: président for western N.Y.S. Top salary and benefits. Send photo and full particulars. Box 195B, BROADCASTING.

One in a lifetime opportunity for sales manager, radio time salesman or assistant who knows how to sell, wants to make money. Secure starting salary plus marvelous incentive plan. Send details Bill Harrell KVOZ, Laredo, Texas.

SALES

Full time small market station in rocky mountain area, dry climate, college town interested in all who have local experience and salary desired first letter. Excellent management cooperation. Box 185B, BROADCASTING.

Sales-producer, experienced, ready to move up to managing eastern local operation. Box 57E, BROADCASTING.

Salesman-announcer. Require polished salesman able to build large accounts, both retail and wholesale. Salary and commission. Experience necessary. Send resume, photo, tape first letter. Box 60B, BROADCASTING.

A top flight, successful f.m. station on the air for 5½ years in northern California with one successful time salesman needs a second man. Permanent position, salary plus commission. Good living conditions. Minimum and half population in prime coverage area. Reply full details first letter, but only if two years' successful sales experience in radio. Box 79B, BROADCASTING.

Leading California market, long established broadcast group operation, expanding sales staff. Golden opportunity for earnings, sunshine and good living. Immediate. Box 115B, BROADCASTING.

Sales opportunity ... prove you can both handle management and sales. Box 87B, BROADCASTING.

Radio sales department manager wanted. Desire experienced family man who seeks permanent position. Opportunity for advancement. Send application, references and picture and immediate inbound to Bill Woodward, Jr., General Manager, Radio Station KDTH, Dubuque, Iowa.

Wanted salesman or combination announcer-salesman who works full sales time. Contact Dale Low, KNCM, Moberly, Missouri. Phone AMherst 5-1238.

Help Wanted—Cont'd

Sales

$55 here's your chance to make money with a growing station. The position hasn't even been scratched if you have at least a year of sales experience and a proven sales record, write or call Bob Dollinger Sales Manager, WCNT, Centralia, Illinois.

Salesman for quality north central Ohio FM station. Excellent opportunity as aggressive and ambitious qualified salesman. P. O. Box 309, Port Clinton, Ohio.

Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-job daytimer, $110. Weekly, Box 269E, BROADCASTING.

Announcer-newman, New Jersey. Must have top-flight experience. Box 49A, BROADCASTING.

Announcer, hard worker, mature, personality, co-operative, seasoned. Small, full-time northeast market. Some experience preferred, but not necessary. Send brief resume, salary requirements. Box 45B, BROADCASTING.

Announcer-production with knowledge and ability for excellent part-time format. Midwest, Box 47B, BROADCASTING.

Announcer with first class ticket. Desirable mid-Pennsylvania location. Tell all in first letter. Box 67B, BROADCASTING.

Small market station, Newsman and newsmen announcer ideal combination and station. No floaters or wild "O's." Box 91B, BROADCASTING.

Personality 8J: No kooka. If you can keep a lively pace, deliver or tape, like pop music (not junk), run a tight board, and will set up the station, let's talk. Top rated station, eastern market. Send tape, photo and background. Box 111B, BROADCASTING.

Experienced announcer with first class tape, good commercial delivery, for solid midwestern station operation. Permanent, pleasant surrounding, many company benefits. No maintenance or technical work required. Send resume to Box 113B, BROADCASTING.

Leading New Jersey am-fm station needs first phone announcer. Good salary, fully paid pension and hospital plans. Immediate opening. Box 122B, BROADCASTING.

Immediate opening at major Houston station. Adult format. Must be a conscientious professional with ability to intelligently handle news and newsmen delivery and able to run a tight board. Send tape, resume. Box 195B, BROADCASTING.

KLIX, Twin Falls, Idaho seeking experienced announcer for radio and television. Immediate opening. Above average salary, paid vacation, group insurance, credit union, Rush photo or film, references and resume to Buzz Langdon, Production Manager.

Quality, big band, big coverage. Mutual daytimer wants all around drawer announcer. $120 minimum per week to start. No phone opening. Send tape phone background to Winslow Porter, WJTO, Bath, Maine.

Announcers

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please.

Top rated modern format radio station in Peoria, Illinois, is constantly on the alert for bright-minded personalities and aggressive newsmen. Please send tape and resume to Program Director of WJUL.

DJ, 1st phone. St. Louis area. $115 week to start. Contact Chuck Newman, WGNU Radio, Granite City, Illinois.

Announcer-engineer. Salary flexibly. Base $70. WHMC. 207 Brooks, Gagersburg, Md.

Mature, experienced announcer, first phone. WJIL, Jacksonville, Ill.


WIZ, Lorain, Ohio wants announcer with 1st phone. Good pay, excellent chance even if you have little experience. Write, wire, phone Joe Leonard.

Wanted announcer: Mature experienced radio man for large radio and TV combination. Man we hire will be expected to work radio and live TV. Salary and talent advantage can work into nice income for right man. Send tape and resume to J. Kaspar, WILO AM-FM, Frankfort, Indiana.

Indiana am daytimer and fm fulltimer needs first ticket announcer. Possibility of becoming pd for right man. Salary open. No maintenance but no applications without first ticket. Contact Frank Hass, WMNI, Marion, Indiana. Phone NOrth 4-7496.

Phila.'s most successful fm popular music, full-time stereo $100. Tapes and resume please. WQAL, Phila. 16.

Negro gospel. The nation's highest rated Negro group has immediate opening for an experienced gospel man. Must be excellent singer, good business man. Send complete resume, late photograph and tape to: Ernestine, Vice President, McDowell Broadcasting Company, Suite 860, Millner Bldg., Jackson, Mississippi.

Technical

Chief engineer. Experienced Capable maintenance, production, etc. AM-FM. 304 Broadway, New York State. Box 94B, BROADCASTING.

Engineer-announcer strong on maintenance, wanted immediately. Calls for advanced position in Florida multiple station chain. Salary open. Tape references requested. Don't wait ... this could be your break. Box 305, BROADCASTING.
Help Wanted—Cont'd

First class ticket holder wanted to head up event for entertainment facilities. Must be able to maintain transmitter and studio equipment. Good supervisory ability preferred. Fine opportunity for advancement. Send resume to Box 147B, BROADCASTING.

Sunny south Florida station has immediate opening for top first phone engineer/an-ouncer. This is a strong industry position with outstanding air time. Send resume and tape. Box 70B, BROADCASTING.

WANTED C. station. Young, experienced first ticket engineer. No announcing. Transmitter shift, construction, and maintenance. Box 144B, BROADCASTING.

First ticket. Announcer. Would prefer engineer who could do some announcing. Immediate opening for family man who likes small town. Salary dependent upon woman. Send resume. Box 212-6120 or write P. O. Box 1807.

Chief engineer experienced with directional antennas. Some make work. Immediate position available at WIBG, in Bay City, Michigan. Box 128B, BROADCASTING.

Wanted—chief engineer for WIBG, 5 kw, in Cleveland, Ohio. Must be qualified for all phases of technical maintenance including directionals, etc. Full benefits plus opportunity for technical department. Salary open. Phone Dice 721-2120 or write P. O. Box 1807.

Chief engineer experienced with directional antennas. Some make work. Immediate position available at WIBG, in Bay City, Michigan. Box 128B, BROADCASTING.

Production—Programming, Others

Program director wanted for high class Illin-ois fulltime operation. Fine opportunity for creative, imaginative man who is expert with music and can supervise sparkling, up- beat programming. Better than average pay for right man, plus many valuable extras, plus future raises. Write Box 1B, BROAD- CASTING.

Action newspaper wanted. One who can find its theme by the time of his first interview, beep reporting on the scene type. Needs keen ear and keen eyes. Send resume and tape. Box 31B, BROADCASTING.

Newscaster. Authoritative. Capable rewrite, make beeps, air newscasts. New York City Box 133B, BROADCASTING.

Modern radio newsmen needed by growing group. Fill vacancy forced by promotion. No rip and read. Must know how to dig and find good news. Send air check photo resume. Box 124B, BROADCASTING.

Program director, Suburban Chicago. No regular board shift or maintenance but 1st cut required in successful announcer experience required. $1100 per week. Tape and references must accompany. Box 147B, BROADCASTING.

Program manager. Must be highly creative. Dignified announcing in fast moving tide of listener needs. Credit must check out. Top money plus hops. Start March 1st KQDY, Box 106, Minot, N. D.

Help Wanted—Cont'd

Production—Programming, Others


Newsmen—have immediate opening for qualified experienced newsmen, must be able to gather news in an authoritative manner for 5,000 watt midwest independent, good reputation as prestige news station. Resume, photo, tape, first letter to WMIX, Mt. Vernon, Illinois.

Script writers wanted. The broadcasting commission of the Chicago Board of Rabbis is seeking script writers for children's program. "The Magic Door," aired weekly at 8:30 am Sundays on WDBM TV. These are programs designed for primary grade children, which include lessons in morality, and dramatiza- tions of great moments in Jewish history. For further information with martixting, contact: Henry H. Mamet, 143-5063, 72 East 11 Street, Chicago 3, Ill.

Situations Wanted—Cont'd

Want to manage, buy into, strong sales. Experienced. Box 118A, BROADCASTING.

Thoroughly familiar with all but engineering phases of radio and television. Former sales manager of major radio and tv. Now employed general manager of 2 stations. Seeks opportunity for larger market sales management or management. Top record. Box 200B, BROADCASTING.

35 year old announcer, p.d., salesman, Many years radio/tv. Looking for position in management, or with same. Box 235B, BROADCASTING.

Attention New York state . . . small market, manager, sales. Must be familiar with small market promotion, personnel. Available immediately. Best references. Contact Box 197B, BROADCASTING.

Manager with executive sales experience, radio and tv, familiar with small market, project radio, station management. Send resume, references. Box 196B, BROADCASTING.

Mr. station owner, what have you to offer? Thirty five years old, 11 year broadcasting veteran, is challenging situa- tion. Have worked in every phase, from copywriting to management. Know radio inside and out. Have first phone. Free to travel if necessary. Willing to make small investment. If you're looking for a civic minded, conscientious worker with top ref- erences who lives radio as well as re- sponsibility, send details. Will reciprocate with same immediately. Box 132B, BROADCASTING.

General manager. Proven record of top sales, administration and programming. Prime Interest Florida, west or southwest. Could invest. Box 155B, BROADCASTING.

Sales

Tops in sales, sales management. Also general manager experience in New York City, New Jersey or eastern Penn- sylvania. Stable, hard worker, mature. College grad. Box 137B, BROADCASTING.

Georgia, Alabama, Mississippi, Florida. Salesman-announcer. Interested in both sales and radio. Excellent with sales, on sales. Single, ambitious, presently employed. Desires better position by relocating college football game by play experience. One year remote ex- perience preferred. Desires permanent with good station with friendly staff. Box 158B, BROADCASTING.

DJ/personality. Now employed. Adult pro- grammers. Gimnick and solid. Illi- nois operation, not in Chicago. Must be able to maintain transmitter and studio equipment. Good supervisory ability preferred. Fine oppor- tunity for advancement. Send resume to Box 147B, BROADCAST- ING, with details of training, experience, references. Box 147B, BROADCASTING.


1st phone announcer. Good air sound, ex- cellent engineering abilities. Young, hard working, 2 years experience. West Coast, Midwest preferred. Tape and resume on request. Box 77B, BROADCASTING.

Recent announcing school graduate age 25, married 5 years broadcasting experience, wishes to start in radio as d.j., an- nouncer, new, sportscasting, etc. Box 903, BROADCASTING.

I am a top 40 disc jockey that needs more money. Who are you? Box 85B, BROAD- CASTING.

First phone announcer. 5 years experience. Family man. $130 minimum. Box 84B, BROADCASTING.

Announcer, 1st phone, no maintenance. 20, 2 years announcing, single, relocate. Box 200B, BROADCASTING.

Dj/p.d. 5 years experience station manager, new, programming, seeks good music news announcing, tv, radio in north- east. Top quality voice, references. Box 91B, BROADCASTING.

Two first phone announcers would like to move to great pasture from gray. Both good air men, one ready for p.d., slot. Box 145B, BROADCASTING.

Young-ambitious dj-newsman. Personality, talent. Willing to work. Prefer metropolitan. New York, New Jersey area. Box 186B, BROADCASTING.

Live format wanted. First phone, experi- ence, good talker. State minimum. Box 100B, BROADCASTING.

Experienced first phone announcer needed for new eastern station. Going on air soon. Box 126B, BROADCASTING.

This thoroughly experienced d.j., announcer and newsmen, desires a permanent position in Florida. I'm presently employed in Long Island and ready to leave now. Box 150B, BROADCASTING.

Announcer engineer with first class license experience. Please broadcast. Box 126B, BROADCASTING.

Top 40 nighttime d.j. 5 years experience. Family, veteran. Box 126B, BROADCAST- ING.

Announcer, aggressive 39 year old dj, 10 years experience as morning man. Top 40 to midwest. Clock clear. Good solid. Or better in east coast area Boston to Florida. Must be available. Present station worked successfully in pd. and sales management. Call 516-955-7873 after 7 PM or write Box 128B, BROADCASTING.


Personality dj, first phone. Tight produc- tion. Ready to move up. Box 123B, BROADCASTING.
Announcers

Top man with good music, commercial, au-
thentic ticket taker, 2+ years experience. Send
resume, picture and tape. Box 11A, BROADCAST-
ING.

Previous experience preferred. 1st phone, 3+ years
experience. Available immediately. Box 14B,
BROADCASTING.

Technical

Chief engineer. Excellent past record and now
interested in warmer climate, although unusually good opport-
nuty would be considered. Mature family man. Not a drifter. Box 133B,
BROADCASTING.

Production—Programming, Others

Five years radio, seeking sports and related
work. Will consider all offers. Box 35A,
BROADCASTING.

I offer 11 years announcing experience in
all phases. Can you offer permanency, op-
portunity, good salary? Box 32A, BROAD-
CASTING.

Copywriter with imagination, college de-
gree, and experience seeks challenge! Box
87B, BROADCASTING.

Newman—good commercial announcer.

Kiddle show personality: Ventriloquist, pup-
pets, strong on commercials. Ten years
broadcasting experience, self-starter, have
tried everything or both. Must have good
market. Box 73B, BROADCASTING.

Extra sharp. Top programmer-production
seo wants challenge, as either or both in
produce or work. Young, creative, versat-
ible, sparkling, last, funny, proven profes-
sional. Position desired to be filled with
a salary acceptable. Box 90B, BROAD-
CASTING.

Top sports man available, 11 years in busi-
ness complete experience play by play
baseball, football, golf, tennis. Want play by play position coupled with
daily sports shows on television or radio or
both, or coupled with personality show
or program director duties. Major baseball
experience and strong on color. Available
March 15th. Good fulltime, parttime, or
young, sportsman drop me a line and we'll
talk. Box 114B, BROADCASTING.

Experienced ad man. Creative con-
tinuity writer, employable immediately.
Master's degree. Box 138B, BROAD-
CASTING.

Little Rock, Memphis areas. Air personali-
ty, copywriter-newman, production, traffic.
Arkansas, college, vet, young, employed
metrometro April 1st. Box 142B,
BROADCASTING.

Experience first phone announcer desires
move up to program director 27, N.A.O.B.
Graduate, five years on the air. I've done it
all—now let me show you my stuff how.
Box 145B, BROADCASTING.

News and special events man, radio-tv.
Skilled in reporting, writing and airing
news right and producing penetrating doc-
umentaries, editorials. Excellent sta-
tion, salary plus talent, excellent insurance,
health care, excellent benefits. Send res-
ume, picture and tape (video tape or film also acceptable). Director,
South Bend Tribune, South Bend, 28, Indiana.

Help Wanted—Announcers

17B.

Engineer, first phone, experience am & pm,
with to relocate in east. Family, honest,
working wife, presently employed. Box
117B, BROADCASTING.

Engineer thirteen years. Six years trans-
mitter and control, television. Formerly
chief 5 kw directional. Married and family.
House references. Box 140B, BROAD-
CASTING.

Not a six week wonder. Engineer announcer,
15 years experience with NBC, ABC, CMF,
former first phone, experience broadcast
radio and television, no rock. Box 118B,
BROADCASTING.

Help Wanted—Announcers

1st phone, experience either AM or FM,
working knowledge of good music nec-
essary. Baby boomer, does radio and
TV. Box 48B, BROADCASTING.

Technical

Chief engineer. Experience with both
television and radio. Box 129B, BROAD-
CASTING.

Production—Programming, Others

Five years radio, seeking sports and related
work. Will consider all offers. Box 35A,
BROADCASTING.

I offer 11 years announcing experience in
all phases. Can you offer permanency, op-
portunity, good salary? Box 32A, BROAD-
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Copywriter with imagination, college de-
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Newman—good commercial announcer.

Kiddle show personality: Ventriloquist, pup-
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broadcasting experience, self-starter, have
tried everything or both. Must have good
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ible, sparkling, last, funny, proven profes-
sional. Position desired to be filled with
a salary acceptable. Box 90B, BROAD-
CASTING.

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baseball, football, golf, tennis. Want play by play position coupled with
daily sports shows on television or radio or
both, or coupled with personality show
or program director duties. Major baseball
experience and strong on color. Available
March 15th. Good fulltime, parttime, or
young, sportsman drop me a line and we'll
talk. Box 114B, BROADCASTING.

Experienced ad man. Creative con-
tinuity writer, employable immediately.
Master's degree. Box 138B, BROAD-
CASTING.

Little Rock, Memphis areas. Air personali-
ty, copywriter-newman, production, traffic.
Arkansas, college, vet, young, employed
metrometro April 1st. Box 142B,
BROADCASTING.

Experience first phone announcer desires
move up to program director 27, N.A.O.B.
Graduate, five years on the air. I've done it
all—now let me show you my stuff how.
Box 145B, BROADCASTING.

News and special events man, radio-tv.
Skilled in reporting, writing and airing
news right and producing penetrating doc-
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tion, salary plus talent, excellent insurance,
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South Bend Tribune, South Bend, 28, Indiana.

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chief 5 kw directional. Married and family.
House references. Box 140B, BROAD-
CASTING.

Not a six week wonder. Engineer announcer,
15 years experience with NBC, ABC, CMF,
former first phone, experience broadcast
radio and television, no rock. Box 118B,
BROADCASTING.

Help Wanted—Announcers

1st phone, experience either AM or FM,
working knowledge of good music nec-
essary. Baby boomer, does radio and
tv. Box 48B, BROADCASTING.
Situation Wanted—(Cont’d)

**Management**

Enthusiastic 36 year old sales executive, interested in being a station manager in a medium market. Has 20 years experience in the field, with management in 500-1000 market, seeks opportunity in larger market. Earning $35,000. Open to family man. Box 165B, BROADCASTING.

Interested in organizing or managing a film-video tape department. 10 years experience. (UHF & VHF) Box 161B, BROADCASTING.

**Sales**

Tom Brown wants radio/TV station (one with 3-5 year problem) Tom Brown has the background, experience and contacts needed to sell to any major N.Y. ad agency or agencies on your station. Tom Brown has the know how to train your staff in the proven techniques of successful selling to your advertisers, and your local agencies, too. If you want to grow, Tom Brown wants you. If you need Tom Brown, act fast! Thomas J. Brown, 645 West End Avenue, New York 23, New York. TR 3-9558 (Home) or PL 7-1900 (Office).

**Announcers**


**Desire to position. New England. First phone. Box 105B, BROADCASTING.**

**Technical**

Chief engineer or supervisor position desired. 14 years, tv 8 years as chief. All phases. Box 106B, BROADCASTING.

1st ticket, desires to learn tv transmitter operation and maintenance presently employed. Will consider TV or Radio. Shaun tunes in good opportunity permanent position. Box 127B, BROADCASTING.

**Production—Programming, Others**

Traded major for minor market for overall experience. Now have it in film, production, programming and administration. Also have family, degree and references. Presently operations-producer. Will move. Will go for $9000. Box 76B, BROADCASTING.


Writer-director-announcer in 20th market. Created shows topping anything local or national. Recently lost an account. Box 46B, BROADCASTING.

TV newsman experienced in digging, shooting, writing, editing. Begging is required. Box 110B, BROADCASTING.


News. On-camera; edit-orialix; credits; 14 years. West coast. Remote employment, or out west. Reply wire or air mail. Box 141B, BROADCASTING.

Woman program specialist 16 years broad- cast experience. 10 years as TV program manager affiliated with three networks. Air experience in radio and TV as newscaster, interviewer, commercial announcer. Production, traffic, film buying, public relations and license renewal. West Coast preferred. Available April 1st. Box 194B, BROADCASTING.

Newsmen—10 years reporter, writer, news- caster—radio, newspaper background. Seeks telegrapher, where can gather write, film and broadcast news. Box 182B, BROADCASTING.

**WANTED TO BUY**

5 kw am transmitter, Gates preferred. Box 34B, BROADCASTING.

We need fully equipped tv mobile unit on long term or lease purchase. Box 296A, BROADCASTING.

Used Presto 800's or Ampex 350's. Full track, in good condition. Box 123B, BROADCASTING.

1223 Collins 4 position program pick-up amplifier. Any condition. Box 159B, BROADCASTING.

5 kw am transmitter. Reeves, box 904, Concord, California Phone 685-1480. Full description please.

Recent model 5,000 watt transmitter in good condition. Will prefer Gates or RCA. Give price and conditions to Martin Mar- riones, Rios, Nucloo Radio Mil Insurgentes Sur, 1870 Mexico City.

Wanted Ampex model 1000 Modulator/De- modulator, for video tape, or related equip- ment to up-date VR-1000, T. A. Barr, WAFG-TV, Huntsville, Alabama. Phone 597-1875.

Wanted; used microwave equipment, RCA or Raytheon, 70 kw, 90 kw, 1 watt. Contact Keith Townsdin, KAYS TV, Hays, Kansas.

**For Sale**

**Equipment**

RCA BTF-15B, 10 kilowatt fm transmitter. $6500. Box 302B, BROADCASTING.


Wanted Ampex model 1000 Modulator/De- modulator, for video tape, or related equip- ment to up-date VR-1000, T. A. Barr, WAFG-TV, Huntsville, Alabama. Phone 597-1875.

Wanted; used microwave equipment, RCA or Raytheon, 70 kw, 90 kw, 1 watt. Contact Keith Townsdin, KAYS TV, Hays, Kansas.

For Sale—(Cont’d)

**Equipment**

Telphoto lenses, 1 inch. RCA type MI 2860-14, brand new in original cartons, $280 each. Send purchase order to: Hy Cruger, WTVS, 2105 Cruger Avenue, New York 25, New York.

RCA 30-B 50 kw am transmitter. Excellent condition. $15,000 cash. Memphis, Mem- phis, Tennessee. (A)

Gates BC-260 GY transmitter. Used under five years. 1340 kw. Complete with tubes, crate and tube. Contact Manager, WDSK, Lake City, Florida.

Complete Schafer Automation System, Mod- el 1500 in use only one year! 1 CPU Control Unit, main control unit for entire sys- tem; 2 FBR Playback Channels, each chan- nel consists of three Ampex 361 playback tape machines—six in all: 1 MU-3 Program Preparation Unit, for making up program tapes; 1 TM-1 Time Machine, delivers time signals to automation: 2 S-200 Spotters, stores 400 commercials: 3 M-40 Memory Playbacks, two units for memory control of S-200 spotters: 1 M-60 Memory Recorder, used in conjunction with one M-40 unit for recording of memory tapes or spotters. Also have all remote controls for automation sys- tem—2-200 spotters and the make-up unit. Original Total Cost: $32,000. Make a reason- able offer. Write or phone: Bernie Strachota, gen. mgr., W-R-T RADIO, 5407 W. Martin Dr., Milwaukee 8, Wis.

For sale: Regular custom built trailer, 12 by 6 by 6 ft, equipped with complete 200 kw service, has 25 transmitters, has a complete address system, combination audio conditioner and heater. Reasonable. Call Cole, P.O. 3, Manchester, WASH, Havre de Grace, Maryland. WE 6-8000.

New Andrew ¼" Helax 50 ohm Coaxial Jacketed Cable 965 per foot. El Cajon Electronic, Inc., P.O. Box 612, San Diego 15, California.

Houston Fearless labmaster less than two years old, computer with battery box, $7000 new. Make an offer. Bill Hargen. KSSB-TV, Sainas, California.

**MISCELLANEOUS**

Thomas Patrick Stanton, formerly of St. Louis Missouri. Please send us your address and phone number along with a brief statement of what you are interested in. Box 165B, BROADCASTING.

Resumes by Ph.D. currently in television industry. Fast service. Details airmailed. Thayer, 408 Eighth, Newark, Maryland.

Poppin up farm show? The size and co- respondent fifteen years (M.A. degree) will provide daily, weekly, farm news reports, features, phone, tape. Box 963, BROAD- CASTING.

39,000 Professional Comedy Lines! Topical laugh service featuring great comedy content, introductions. Free catalog. Orben Comedy Atlanta Beach, FL 32233.

Special rates to Christian religious broadcast- ers 6 AM to 9 AM. WTOS, Milwaukee 15, Wisconsin.

**Business Opportunities**

Unlimited funds available for radio and television properties. We specialize in radio properties, and are a ready supplier for the broadcasting industry. Write full details to Box 295A, BROADCASTING.

Experienced sales and management team of two with substantial capital interested in investing in and operating, with possibility of future full ownership, with in first 75 markets Box 93B, BROADCAST-ING.

Station making money wants someone to buy it fast. 10 year pay-out. Box 165B, BROADCASTING.
INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Graduation Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 48-page brochure. Graham School of Electronics, 1508 N. Western Ave. Hollywood 27, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 33, Texas.


He prepared, first class F.C.C. license in six weeks. Waldos Brazilian Instructor. Lowest tuition, with guaranteed results. It's Space City's best offer. Houston Institute of Electronics and Broadcasting, 1 Main Street, CA 7-6929.


"Are you Cold?" Do you need first Phone? Sunny Florida... Gulf Beaches... and a FCC first phone in five(5) weeks—"Guaranteed." Latest teaching methods. Connected with modern commercial station, Radio Engineering Institute of Florida, Inc., 3044 Bay Street, Sarasota, Florida.

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over county, 144 phones, DJ instruction, placement. Free illustrated brochure. 209 Geary St.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 8kw station. One price includes every thing. Send for brochure. American Academy of Electronics, 363 St. Francis St., Mobile, Ala.


EMPLOYMENT SERVICE

OPPORTUNITY!

ALL BROADCAST PERSONNEL PLACED ALL MAJOR U. S. MARKETS MIDWEST SATURATION

Write for application now.

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.

Minneapolis 17, Minn.

78

RADIO

Help Wanted Management

EVP

EXECUTIVE VICE PRESIDENT

Radio Chain operating metro stations in Boston has immediate opening for executive vice president, with the following combination qualifications:

Under 45, married, college degree or equivalent, military service as officer. 7 years broadcast management. Must have specific knowledge of sales, promotion, clerical, programming, personnel and general knowledge of accounting, engineering, FCC and legal.

Must be a tough, detail-minded administrator and decision maker with follow through who possesses imagination, common sense, courage and smooth personality. Willing to make sacrifices necessary for success and accomplishment. If you are this man, we will pay you well and give you fringe benefits while you work 65 to 70 hours a week in pleasant surroundings with wonderful people.

Send complete resume and late photograph, in complete confidence. We will contact you confidentially.

Box 208A, BROADCASTING

RADIO

Situations Wanted

Production—Programming, Others

MODERN RADIO PROGRAMMER SEEKS LONG-TIME RELATIONSHIP WITH LONG-TIME OWNERSHIP STATION

If you're in the radio business and dedicated to it for not only monetary reasons... if you realize that audience needs must be answered intelligently and vibrantly in this modern society. If you believe in ratings... if you're not prejudiced about music... if you believe in leadership and wholesome competition... I would like to hear from you.

Box 390A, BROADCASTING

TELEVISION

Help Wanted Management

WANTED: EXECUTIVE ASSISTANT

Unusual opportunity with major western television station. You must have five years experience in television management—an ambitious and wants the opportunity to learn and progress with a successful major station.

Send complete education and experience resume and salary requirements to:

Box 116B, Broadcasting

ASSISTANT TELEVISION PROGRAM MANAGER

Major Western Market.

Need an experienced television program man. Must have five years experience as program manager or assistant program manager in a major market. Include complete background and salary requirements.

Reply to Box 117B, Broadcasting

Technical

ENGINEERING ASSISTANT

Major northeastern AM-FM-TV stations are looking for a man who wants to move up. Excellent opportunity if you can handle responsibility at studios and transmitters. Good salary and fringe, relocation allowance.

Box 39B, BROADCASTING

BROADCASTING, February 11, 1963
For Sale

Equipment

3 GOOD BUYS
3 P-150 Playback Units
1 A-150 Record Unit
1 AMS-3 Control Unit
Package Price: $575
3 PB-150 Playback Units
1 AB-150 Record Unit
1 AMS-3 Control Unit
Package Price: $675
1 ITA 5000B Transmitter
Like New $6,500
Box 278 BROADCASTING

KINE-SCOPE RECORDERS—Two (2) GPL 16mm kine recorders, model PA303, must be disposed of as quickly as possible. Both are in excellent operating and physical condition—recorder with serial #473 has a Mauer Sound Recording Head. Recorder serial #472 is without sound. We will listen to any offer and discuss any deal. We are interested in moving this equipment PAST. Box 71B. BROADCASTING

INSTRUCTIONS

RADIO-TV ANNOUNCING COURSES ENGINEER & 1st FONE COURSES
Active Placement Service. Attention Managers: A few Outstanding Announcers now available for radio-tv.
KEEGAN TECHNICAL INSTITUTE "Since 1947"
207 Madison, Memphis, Tenn.

Miscellaneous

AD LIBS!
A new monthly publication of Clean Lines for DJ'S Comics & Speakers. Sample sheet on request.
Write:
2510 Queens Chapel Road, Apt. 304, Hyattsville, Maryland or Phone: 301-864-9151

DIRECT from EUROPE
Custom Interviews and News Features—Tailored for your Market.
Box 998, BROADCASTING

Moving to Chicago?
Contemporary suburban executive ranch. Four bedrooms, two baths, full basement, gas heat, wooded lot. Near shopping, best transportation, all schools.
$7,900. Phone: Mrs. Hutchinson: Champaign
WO 8-8865 or HU 5-0020.

For Sale

Stations

FLORIDA FULLTIME
Single market station, Florida West Coast area. $45,000 total price, 20% down, balance 7 years. Sale due to illness. Principals only.
Box 160B, BROADCASTING

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling Radio and TV Stations
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
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THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
1716 Wisconsin Ave., N.W.
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Eastern TV
Money-making UHF station in all uhf area.
Chapman Company
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Miscellaneous—(Cont'd)


WOLE-TV Aguadilla, P. R.—Granted license for TV, redesignate to station location at Ayayali Peak, near Anasco, P. R., and specify studio location as WABA Radio Building.

KCAL Redlands, Calif.—Granted mod. of cp to change type trans., and ant-trans. and studio locations.

KGAR Vancouver, Wash.—Granted mod. of cp to change type trans.

KCKW Jena, La.—Denied request for mod. of pre-sunrise condition attached to outstanding cp.

* Following stations were granted extensions of completion dates as shown: KGAR Vancouver, Wash., to June 1; WCHR-FM Jackson, Mich., to June 23; WITF Pittsburgh, Pa., to March 15; KUFY (FM) Redwood City, Calif., to March 1; WWIN-FM Griffin, N. C., to July 1; WPHT Prestonburg, Ky., to July 10; WJPP Herrin, Ill., to March 15; WAPE Jacksonville, Fla., to June 30; WELL-FM Battle Creek, Mich., to June 25; KUDL Kansas City Mo., to May 1; WCN Ashland, Ky., to April 15; WTNS Chuhio, Ohio, to April 15; WJCN Minnesota, Minn., to April 6; KABL Arkansas, Ark., to July 29; WCHI Chillicothe, Ohio, to March 15; WBNB Monroe Corner, S. C., to Aug. 13; WCIN Cincinnati, Ohio, to June 1; KFIR Redford, Mich., to June 20; KFMB San Diego, Calif., to April 30.

Actions of Jan. 30
WKY-AM-TV Oklahoma City, Okla.—Granted renewal of licenses for am and aux, for aux trans. and aux. ant. only of tv. and adjacent stations.

Action of Jan. 29
WGRV-FM Greenville, Tenn.—Granted authority to remain silent for period ending Feb. 29.

License renewals

FULL-TERM
* Commission granted renewal of license of Denver Morning News for WPAA-TV Dallas, Tex., and addressed letter to licensee (Com, Hyde concurred in grant of application but dissented to letter). Action Feb. 6.

KOLO-TV Endicott, Okla.—Granted renewal of license.

SHORT-TERM
* Commission granted Natchez Beetg. Co. renewal of license for WPAA-WM Natchez, Miss., for regular term, which has about 17 months remaining, but considered action as equivalent of short term grant. Action Feb. 6.

For Sale—(Cont'd)

Stations

To buy or sell Radio and/or TV properties contact:
PATT MCDONALD CO.
P. O. BOX 9266 - CL 3-8080
AUSTIN 17, TEXAS

FOR THE RECORD 79

STATIONS FOR SALE
SOUTHWEST. Full time. $70,000. Profitable. Paid at $90,000 including real estate. 29% down.
UPPER MIDWEST. Exclusive full time. Three year annual average billing close to $90,000. Paid at $150,000. 29% down.
JACK L. STOLL & ASSOC.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. OH 4-7279
"...I urge you to join with me...

GEN. DWIGHT D. EISENHOWER
American Heart Association
Honorary Chairman,
Board of Directors

"...Each of us has a highly personal stake in the conquest of heart disease. There are few families who do not live in its shadow or have not met it face to face... Your Heart Association is mobilized for the conquest of heart disease and I urge you to join with me in aiding the Heart Fund. Your support, and the part you play, have a very important role, a very important influence on the outcome of this vital effort."

More will Live the more you Give
HEART FUND
Success is writing "how to do it" article at right time

Are you looking for a better job but don't know how to go about getting one? The formula is simple, according to Julian M. Kaufman, vice president and general manager of XETV (TV) Tijuana-San Diego, and vice president of KMEX-TV Los Angeles, newly established all-Spanish programmed station on uhf ch. 34.

"Write an article for Broadcasting" is Mr. Kaufman's advice. "I did and got 28 job offers inside of a week." Of course, he admits, the timing may have had something to do with it. He was manager of KPHO-TV Phoenix and his article "How to operate a tv station in a medium-sized market" appeared coincidentally with the lifting of the freeze on TV construction. Grants were being issued once more and a lot of people found themselves about to enter a field in which they had no experience, so anyone who knew his way around a tv station was in great demand. Points in the article seemed to answer many of the questions that people considering the medium had in mind so it wasn't surprising that a great deal of mail was directed to his attention.

One of the things that interested Julie most came from Emilio Azcarraga, Mexican broadcasting tycoon, offering him the managemship of XETV. Soon after that, Julie moved to San Diego, where XETV's sales offices are located. The transmitter and studios are across the border in Mexico. ("Everything from a new tube to the engineer's lunch has to be ordered by mail.")

In The Middle • Operating a Mexican station programmed in English for the San Diego market presented social and financial problems as well as those of logistics. "They loathed us on one side of the border and hated us on the other." Julie says of those early days. XETV was then an independent station dependent for its programs on syndicated films, old movies and what programs could be produced locally. Julie went heavily into public service. Two hours each morning were given to California Western U., whose professors, in those pre-video tape days, rose at dawn to make the trek across the border to deliver their tv lectures live.

Julie and his wife, nee Katherine Likins, made the rounds of San Diego civic affairs, volunteering their services to worthwhile causes and donating time on XETV as well.

Julie has been as particular about the station's advertisers as its programming, ruthlessly rejecting commercials he found in bad taste and trying not to think of finances but to concentrate on the right image. He handpicked the station's on-air personalities and insisted that XETV live up to the FCC standards as well as those of the Mexican government.

It was a hard regime, but it paid off. Today, XETV is a full-fledged ABC-TV affiliate and is accepted as an integral part of San Diego television. "The early resistance has evaporated," Julie says. "San Diego is now considered a three-station market. It's been a long time since I've heard us referred to as 'that Mexican station.' Our sponsor list includes top San Diego advertisers—banks, department stores and the like."

Jolly Ollie • One of the things that keep Julie busy is a thriving syndication service for programs and commercials produced in Tijuana for use by U. S. advertisers and stations. Jai alai games, on tape, have become popular fare in many cities other than San Diego and one of Julie's favorite anecodes is about a telephone call from the manager of a tv station in a southeastern state who wanted to know more about "that Jolly Ollie show of yours."

For the past year Julie has been involved in establishing uhf stations in U. S. cities for a new company, Spanish International Broadcasting Corp., of which he is 5% stockholder, and of which Sr. Azcarraga owns 20%, the maximum permitted a non-U. S. citizen. "When I heard 'uhf,' I shuddered," Julie says. "But I found out that Shakespeare was right—the play's the thing for sure."

"We took over a uhf station in San Antonio that was already dead, put in all-Spanish programming and in 60 days we'd increased billings by 30 times, bringing the volume up to a five-figure total a month. In Los Angeles, after four months, we're on the verge of breaking into the black and we've got an application in for the New York market."

The Early Years • Born April 3, 1918, in Detroit, Julian Mortimer Kaufman grew up in Newark, where he graduated from high school in mid-depression and at 17 became possibly the nation's youngest publisher—of the Elizabeth (N. J.) Sunday Sun. By doing everything himself and working virtually around the clock he made the weekly shopping news a profitable operation which he sold for enough money to support him while "I became a writer." A year of much writing but no sales killed that idea and before he had time to wonder what to try next he got the answer from Washington: Four years of service in the Army Air Corps.

The war over, he took his bride to Tucson. Another shopping news, another success, again a sale and they were off to Minneapolis where Julie enrolled in a tv school—determined to get in on the ground floor of the new medium. KSTP-TV was broadcasting experimentally; the students were given the run of the studio and here Julie learned his tv abc's.

Illness in his wife's family took them to San Diego, where Julie became tv director of an advertising agency. This led to an account executive's job at KGO-TV San Francisco, which in turn led to the post of sales manager at KPHO-TV Phoenix. He had been promoted to station manager when he wrote the article that Emilio Azcarraga read.

Julie and Kitty have two youngsters, Nikki, 18, and Keith, 8. They live in an adobe house near Escondido ("about as far as I can get from the studio and still get a perfect picture."). Golf, tennis, swimming, baseball, and basketball (company teams), and a controlled diet (he learned four years ago of a diabetic condition) keep Julie slim, trim and tanned.

Of his many affiliations, he is proud of his membership in the University Club (by special board action), his inclusion in the Hall of Fame of the San Diego Ad Club and his appointment by Governor Brown of California to the state's mental health board.
Momentum

THIS could be the big year for broadcasters. Big not merely in dollar volume or programming successes, but in relief from the harassment of government and perhaps in legislation that will retrieve the freedom assured them by Congress in 1927 when the first radio law was enacted.

The local television hearings in Omaha have boomeranged on the FCC and have evoked new congressional attention. The monographs drafted by members of the Federal Communications Bar Assn. proposing drastic changes in the Communications Law to prevent the FCC from imposing its programming judgments upon broadcasters have elicited abuse—and action—from many thinking broadcasters. FCC Commissioner-designate Kenneth Cox learned, perhaps with dismay, that members of the Senate Commerce Committee are against the FCC's "big brother" attitude. He got the message during his confirmation hearing 10 days ago.

A significant change in the posture of NAB President LeRoy Collins also has helped. Heretofore he has been disposed toward peaceful co-existence with the FCC. He suddenly became a bellicose defender of broadcasters' rights in attacking the FCC's Omaha inquisition.

The momentum must not be lost. A new opportunity to accelerate the pace will be presented Feb. 26-27 when the conference of state broadcaster association presidents meets in Washington under NAB auspices. Here is a direct line to all of the state legislatures and to all of the members of the congressional delegations.

The state presidents should be urged to support the new legislation to redefine the limits of FCC authority, to repeal the political section (315) and to impart to broadcasters freedom from censorship, direct or indirect.

We said this could be the big year for broadcasters. It will be if they act. They must work for it at the state as well as the federal level. They must insist through their state associations and their NAB directors that their trade association get behind the legislative drive.

The troops and the guns are there. The spade-work has been done. It's time to launch an all-out offensive.

Kangaroo court

BROADCASTERS might as well resign themselves to a long and uphill struggle in their efforts to get their cameras and microphones into most of the courts in this country. By voice vote (a chorus of "ayes," a scattering of "nays") the house of delegates of the American Bar Assn. voted last week to retain the association's Canon 35 which prevents the photographing and broadcasting of trials.

It is too early to predict the effects of the bar association's action, but we cannot imagine they will be salutary. The association's canons already have the force of law in many state courts and are voluntarily observed in most others. Now that the association's house of delegates has reaffirmed Canon 35, on the recommendation of a special committee that had been studying the subject for several years, state courts that may have been wavering toward liberalization are bound to have second thoughts.

The report of the bar association's special Canon 35 committee is a document that will obstruct the broadcasters' cause, although it contains imperfections that can, in time, be turned to the broadcasters' advantage. We must agree with NAB president LeRoy Collins that the committee failed to give broadcasting a fair trial and that it betrayed a shocking lack of confidence in the character of judges.

As Gov. Collins pointed out, in a statement issued after the committee's report was made public but before the house of delegates adopted it, the committee rejected a proposal by the NAB and the Radio and Television News Directors Assn. for a series of tests of broadcast coverage under actual trial conditions to determine its effect on the conduct of trials. The committee said the tests would not be "fruitful." As Gov. Collins put it, the tests would have given the committee "an opportunity to base its conclusions on fact rather than supposition."

The committee also opposed the granting of discretion to individual judges to open or close their courts to radio and tv, and it gave as its reason: "Since most of our state judges still are elected in political campaigns, in which their success can be affected by the media of public communication, it is unfair to subject them to potentially powerful pressures for a favorable decision as to courtroom privileges."

Surely there will be state judges who object to the bar association's assumption that they lack the nerve to control their own courts. There will certainly be some who will question the committee's rejection of tests before reaching its conclusion. It is to those local judges and local bars that broadcasters must turn now.

In those communities where the possibility of court access exists, broadcasters must do their best to exploit it. And when broadcasters are admitted to cover trials, they must plan their coverage to be so unobtrusive that the most reactionary member of the bar cannot later complain that broadcasting clutters up a courtroom. It might have helped the broadcasters' cause before the bar association's study committee if some of their fellows had performed less ostentatiously in courtrooms in the past.

Articles of faith

IF a common theme ran through the Washington meeting last week of the Advertising Federation of America and the Advertising Assn. of the West, it was articulated by Peter G. Peterson, president of Bell & Howell. Mr. Peterson decried generalized criticisms of advertising and attempts to invoke crippling government controls.

Mr. Peterson said the government should protect the consumer "from the hit-and-run lie perpetrated by the fly-by-night company, but beyond this obvious exercise of authority against fraud we must tread very gingerly indeed." We hope that bureaucrats will come to share Mr. Peterson's appraisal of the public. "My confidence in the brains and backbone of the consumer grows daily," Mr. Peterson said.

To that it might be added: In America freedom is our most important product.
RCA maintains a stock of more than 6 million exact replacement parts—covering RCA Broadcast Equipment built as far back as the early '30s. RCA Replacement Parts Service is open 24 hours a day.
All together, it's Michigan's 3-in-1 shopping center and America's 37th Metropolitan TV market!

And why not put it together, as it is on our sign? After all, that's exactly what happens every time WIRT turns its transmitter on: the highways shrink, the hyphens fall out and you get metropolitan Flint, Saginaw and Bay City in a single TV buy. A buy that, by virtue of its 183,100 metropolitan TV homes, represents the 37th market!

If you're an advertiser, you'd do well to look into WIRT, which created “FLINTSAGINAWBAYCITY” in the first place. Which gets the lion's share of the TV audience, morning, noon and night. And registers a 70% or better net weekly circulation in most of the surrounding 23 counties.

Better call Harrington, Righter and Parsons today. Just ask for “FLINTSAGINAWBAYCITY”!

1. SRDS (November, 1962)  2. ARB's Television Market Summary (June, 1962)  3. ARB Coverage Study (Fall, 1960)