Agencies expect increased radio-TV billings in '65. p19
Long-awaited radio programing form coming from FCC. p34
Ownership plan for top 50 markets is unpopular. p26
The year in radio-TV: a BROADCASTING chronology. p40

COMPLETE INDEX PAGE 7
Lemoore Naval Air Station, near Fresno, has 6,600 workers and a payroll of $20 million.

You are covering a $2 billion California market when you advertise on KMJ — Fresno. This important market — which includes Lemoore Naval Air Station — is part of California’s rich Inland Valley.

KMJ covers the Fresno area. Combine KMJ with the other three Beeline stations and you cover all of this rich inland market, including Western Nevada. And you do it economically. Get on the Beeline.
still tall in texas...
and first in the heart of houston

KTRK-TV

P. O. BOX 13, HOUSTON 1, TEXAS

CONSOLIDATED TELEVISION COMPANY
NATIONAL REPRESENTATIVES: GEORGE P. HOLLINGBERRY CO. 500 FIFTH AVENUE, NEW YORK 36, N. Y.
GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT. 10TH ANNIVERSARY YEAR.
the facts show you... WGAL-TV reaches the entire market

Buy WGAL-TV. No other station or combination of stations in the Channel 8 area can claim total-market saturation. Don't cover just one limited area over and over. Reach all the market all the time. Buy WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

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

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

BROADCASTING, December 28, 1964
Fly specks

Quantity of complaints about broadcasting that the FCC receives from the public ran about the same during fiscal 1964 as during fiscal 1963—about 12,000—or one for every 151,666 people, not counting duplicate complaints. Most, as usual, were about advertising—5,259. Progrimage was subject of 3,686 complaints. Operating practices accounted for 1,203 complaints and alleged violations, 643.

Cinema note

NBC-TV is having second thoughts about cutting back its schedule of movies from two nights a week, as in current season, to one night in 1965-66. Some time ago network indicated to affiliates it would go to single movie period per week, but since then ratings of its Wednesday and Saturday night films have been good. Also in NBC's revised thinking: ABC's Sunday night movie this season and CBS's plan to show weekly movie in prime time next season (see page 36).

Farm bloc

Broadcast representatives in Washington are conducting vigorous campaign at FCC in opposition to draft of proposed rulemaking on antenna farms. Proposal would provide machinery for farms that had prior approval of Federal Aviation Agency (BROADCASTING, Sept. 14). But representatives of National Association of Broadcasters, Association of Maximum Service Telecasters, National Association of Educational Television Broadcasters and communications attorneys and engineers, feel commission would, under proposal, abdicate authority to FAA. Moreover they oppose notice of rulemaking on ground it would make FAA even more intractable than they say agency now is in dealing with broadcasters.

Possibly as result of this campaign, commission last week postponed vote on issuing notice. But postponement is said to be only breathing spell. Officials predict commission will invite comments on proposal.

CATV's unpardonables

Before there can be peace and harmony between CATV and old-line TV broadcasters, it's agreed that many inequities have to be met but most important and least talked about is practice of some CATV operators of blacking out commercials of originating TV stations and either substituting their own or filling in with so-called public service announcements. While no survey has been made, it's known that number of CATV operators are following this practice, not only as to television pickups, but also in feeding of aural broadcasts.

Enlightened CATV operators, particularly those also in broadcasting, contend that those operators who take out commercials are a minority in "petty" creative field and think that if there is legislation, it must preclude any interference with or degrading of signals picked up. And they have frown upon solicitation of contributions from viewers for so-called "special events" on ground that it constitutes one form of pay-TV.

War chest

All-Industry TV Stations Music License Committee is getting most tangible sort of support—money—for its decision to continue fight for lower music rates from American Society of Composers, Authors and Publishers. Committee considered taking same reductions ASCAP granted networks for their own stations (BROADCASTING, Nov. 2) but decided to fight for "an equitable rate" (CLOSED CIRCUIT, Nov. 9). Charles Tower of Corinthian Broadcasting, committee chairman, has received overwhelming station endorsement that thus far includes (1) not one dissent, and (2) more than $200,000 in additional fees to help pay for continued efforts.

Educated bite

Some broadcasters feel educational broadcasters are going overboard in putting bite on broadcasters in wake of pitch of FCC Chairman E. William Henry for commercial stations to come to aid of their noncommercial brethren. Particularly alarmed are broadcasters who already have been told (since educators' meeting in Washington Dec. 7-8) that they should contribute 10% of gross to educational stations. This, based on round $2 billion gross (including networks) would mean $200 million contribution.

Pitch for contributions, it's learned, in certain areas has been based on accumulating "Brownie points" with FCC because of Chairman Henry's position. Broadcasters generally have resented attitude as one approaching blackmail, feeling that contributions should be made voluntarily and based entirely on ownership's judgment of community welfare. Moreover they dislike approach of non-commercial stations which propose to program for mass audience along entertainment lines but without commercials. Issue is expected to get hotter if demands for commercial support increase.

Cheap color

Device that adds color to black and white TV receivers and reportedly increases factory cost no more than $12 may make appearance at Vienna meeting of International Radio Consultative Committee in mid-March. Group holding rights to British invention, including some Americans, plans to have prototype built in Europe early next year, demonstrate it to leading world electronic firms and offer licenses. It's felt set could be marketed in United States for bottom price of about $125.

Work goes on

Senate Freedom of Communications (Watchdog) Subcommittee is in midst of seven-volume work on 1964 political broadcasting that will be along lines of 11-pound opus it issued after 1960 elections (BROADCASTING, April 23, 1962). New report, unlike controversial, reform-urging predecessor, is expected to find progress in both fairness and equal-time performances of FCC and broadcasters (and credit some to panel's own 1962 recommendations). But it's anticipated watchdogs still see room for improvement, especially in refining details of fairness doctrine and Section 315.

Report, being shaped with eye on Feb. 1 publication, will include all speeches of Messrs. Johnson, Humphrey, Goldwater and Miller, campaign policy documents, transcripts of all network 15-minute newscasts and political documentaries plus recommendations.

Near the power center

Figures associated with broadcasting are set for key roles in organization of presidential inauguration ceremonies. In addition to J. Leonard Reinsch, president of Cox Broadcasting, who's been named radio-TV consultant to Dale Miller, inaugural chairman (see page 56), are following: Leonard Marks, Washington radio-TV lawyer who was Johnson-Humphrey financial chief during campaign, has been named White House liaison officer with Inaugural Committee. Mrs. Leonard Marks is assigned to publicity. Mrs. E. William Henry, wife of FCC chairman, is chairman for decorations for Inaugural Ball.
TALENT SCOUT

This General Motors personnel expert is searching out bright young talent. He and others like him are charged with the important task of selecting the best prospects from among thousands of qualified people for jobs in industry. He conducts interviews at dozens of colleges every year.

His job calls for an analytical and understanding mind. He is very careful to get all the facts before making a decision. He looks into the background of each student—scholarship, mental attitude, previous work experience, health and scope of interests. Often the difference between the merely competent person and the future leader can be reduced to a matter of desire. It takes expert judgment to spot the real thing.

Getting its share of outstanding young men each year is vital to General Motors’ future. And so, naturally, are the “talent scouts” who find them for us. They deserve much of the credit for the continuing success of the GM team.

GENERAL MOTORS IS PEOPLE . . .
Making Better Things For You
**WEEK IN BRIEF**

Heaviest radio-TV advertising agencies predict 1965 will bring further increases in broadcast billings. Top executives at agencies guess TV will rise 8%, radio 9%, with over-all gain about 8%. See . . .

**HIGHER BILLINGS IN '65? . . . 19**

FCC poises to act on radio program reporting form and new logging rules. Form is less awkward than one originally proposed by commission, but still will require “as-siduous planning.” See . . .

**AM-FM PROGRAM FORM IS READY . . . 34**

The year of 1964 in radio-TV is reviewed in BROADCASTING special report. Every news event from billings to regulation indicated, followed by reference to issue of magazine story appeared in. See . . .

**RADIO-TV IN 1964 . . . 40**

Shock in broadcast industry follows announcement of FCC's proposal to set for hearing any attempt by VHF owner in top 50 market to sell station to another top-50 owner. Plan called illegal. See . . .

**OWNERSHIP PLAN UNPOPULAR . . . 26**

Congressman Cleveland drafts bill to submit to Congress that would authorize state boards of education to spend federal funds to buy commercial television time for educational programing. See . . .

**ETV TO BUY COMMERCIAL TIME? . . . 35**

Springfield TV company asks FCC to take all community antenna television systems under its regulatory wing. Firm asks for declaratory ruling, may take matter to court if FCC doesn't respond. See . . .

**FCC PRODDED FOR CATV ACTION . . . 30**

Broadcasters are divided on issue of 'leapfrogging' by community antenna TV systems. Some want limits put on how far TV stations' signals can be relayed. Disagreement hurts NAB-CATV plans for compromise. See . . .

**NAME OF THE GAME: LEAPFROG . . . 31**

FCC Hearing Examiner McClennen recommends revocation of WKYN and WFQM(FM) San Juan and WORA-FM Mayaguez. Ex-manager of Puerto Rican stations blamed for pick-up of armed forces broadcasts. See . . .

**THREE REVOCATIONS URGED . . . 27**

Quinn Martin, after years of testing, says best formula for good television programs is independent production and top facilities. Costs can be kept down and quality up if producer has the reins. See . . .

**MAGIC MIX FOR TV SHOWS . . . 36**

What did the FCC do in 1964? Chairman Henry tells all—or at least the major points. List topped by CATV problems, NBC-Westinghouse swap of stations, prelude to payola and plugola examination. See . . .

**HENRY ISSUES ANNUAL SYNOPSIS . . . 30**

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**DEPARTMENTS**

<table>
<thead>
<tr>
<th>AT DEADLINE</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>19</td>
</tr>
<tr>
<td>BUSINESS BRIEFLY</td>
<td>21</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>28</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>COMMERCIALS IN PRODUCTION</td>
<td>22</td>
</tr>
<tr>
<td>DATE BOOK</td>
<td>12</td>
</tr>
<tr>
<td>EDITORIAL PAGE</td>
<td>66</td>
</tr>
<tr>
<td>FANFARE</td>
<td>39</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>53</td>
</tr>
<tr>
<td>FILM SALES</td>
<td>37</td>
</tr>
<tr>
<td>FINANCIAL REPORTS</td>
<td>38</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>57</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>52</td>
</tr>
</tbody>
</table>

**LEAD STORY** | 19 |
**THE MEDIA** | 26 |
**MONDAY MEMO** | 16 |
**OPEN MIKE** | 14 |
**PROGRAMING** | 34 |
**WEEK’S HEADLINERS** | 10 |
**WEEK’S PROFILE** | 65 |

**Broadcasting**

Published every Monday, 53d issue (Yearbook Number) published in January by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 53 weekly issues $6.00. Annual subscription including Yearbook Number $15.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $6.00 per copy. Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D.C. 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.
WTIC MEANS GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH
SOUTHERN
NEW ENGLAND

WTIC • 50,000 watts

HARTFORD, CONNECTICUT
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY
KWK puts in plea for another chance

KWK St. Louis has asked FCC to reconsider its order revoking station's license. Commission ordered revocation on 3-2 vote in 1963 because of fraudulent contest conducted by station (BROADCASTING, June 3, 1963).

KWK, which has taken appeal to U. S. Supreme Court, asked commission to substitute fine up to maximum of $10,000 or short-term renewal, or both, for revocation order.

In petition filed with FCC last week, station said complete change in officers, directors and controlling stockholders of both licensee and its parent corporation, Milwaukee Broadcasting Co., has occurred since revocation order. Arthur M. Wirtz, chairman of both companies, and James E. Coston, president of both, control majority stock of Milwaukee.

KWK said its record under new officers has been "spotless" and its performance and "lessons learned from the license revocation proceeding provide necessary assurance licensee will operate in public interest.

All common carriers are in FCC province

FCC said Wednesday (Dec. 23) it has jurisdiction over all common carriers relaying broadcast signals, regardless of whether service is across state line or intrastate.

Decision, described by some commission officials as "important," was handed down in case involving application for microwave service to relay TV signals between Sacramento and Redding, both California.

Commission said it, not state, has jurisdiction in such cases.

Proposed customers in case are Redding television stations, KRCR-TV and KIxE-TV. They would be furnished programming of KWK-TV Stockton-Sacramento and KWIE-TV Sacramento. But major impact is expected to be felt in connection with community antenna television systems. Decision, in effect, disposes of request by some 20 common carriers for declaratory ruling on whether commission has authority over common carriers serving CATV's with point-to-point microwave service wholly within one state.

Vote was 6-0, with Commissioner Frederick W. Ford absent.

California case arose with application by Pacific Telatronics Inc., to establish Redding-Sacramento microwave service. Pacific Telephone and Telegraph Co. had opposed grant, asserting service was intrastate and Telatronics needed state authority.

FCC, however, said all common carriers that pick up broadcast signals from stations, or relay them to stations, are in interstate commerce and subject to its control.

Set makers start tax repeal drive

Move to persuade Congress to repeal manufacturers' 10% excise tax on radio and TV receivers has begun.

Committee of three representing radio-TV makers met with Treasury Department and congressional staff tax aides to urge: (1) outright repeal of tax, (2) refunds of levies on radio-TV sets and phonographs on dealers' floors to prevent lull in sales while tax repeal is under consideration, and (3) income tax credits for consumers who have purchased taxable sets and components serially for $100 or more for same reason.

Principal justification for repeal, group said, was 1962 All-Channel Law, requiring all TV receivers to include UHF tuners as well as VHF, thus raising price of sets.

Help UHF • Government tax experts were told excise tax repeal would help stimulate growth of UHF by offsetting increased set prices giving UHF stations larger audiences.

Electronics Industries Association trio consisted of James F. Haley, Motorola; B. S. Durant, RCA, and James D. Seest, EIA executive vice president.

KPRO, WLOB sales announced

Broadcast personality Dick Clark is buying KPRO Riverside, Calif., for $435,000 plus $150,000 option to purchase real estate, it was announced Wednesday (Dec. 23).

Subject to FCC approval, Mr. Clark's Progress Broadcasting Co. is buying 1 kw fulltimer on 1440 kc, from W. E. Dyche Jr., Edgar B. Younger, John Blake and Tom E. and Tolbert Foster. Sellers also own KREO Indio, KYOR Blythe and KROP Brawley, all California. Broker: Blackburn & Co.

Also announced Wednesday was sale of WLOB-AM-FM Portland, Me., by Sherwood J. Tarlow and associates to Atlantic States Industries Inc. for $250,000. Atlantic States, publicly held company...
poration traded over-the-counter, owns WTSR Brattleboro Vt., and is buying WNYV Pensacola, Fla. WLOB is 5 kw fulltime on 1310 kc, and is affiliated with CBS. WLOB-FM is on 97.9 mc with 3 kw.

Approval by FCC of control of WICC-TV (ch. 43) operated for several years, ceased operation but retained construction permit. WICC is on 600 kc with 1 kw day and 500 w night. WZZZ is on 99.9 mc with 9 kw.

Conelin, Emerson get promotions at FCC

FCC Wednesday (Dec. 23) appointed John Conelin, assistant chief of litigation division, General Counsel's office, as chief and associate general counsel.

Leonidas P. B. Emerson, legal assistant to FCC Chairman William Henry named head of Office of Opinions & Review Board. Appointments are subject to Civil Service review.

Mr. Conelin succeeds Daniel R. Oihbaum, now deputy general counsel (Broadcasting, Nov. 23). Mr. Emerson replaces Sylvia Kessler, named member of Review Board (Broadcasting, Nov. 9).

AB-PT claims Howard was insubordinate

Attorney for American Broadcasting-Paramount Theaters told court last week of insubordinate activity of Lisa Howard, ABC-TV newswoman, while contesting suit by Miss Howard in which she asks $2,008,000 and reinstatement as network commentator (Broadcasting, Dec. 21). New York State Supreme Court Justice Louis Capozzoli referred to reinstatement request as "extraordinary" form of relief.

Miss Howard's dismissal from five-minute news program (Monday-Friday, 2:55 p.m. EST) had been attributed by network to "partisan political activity," and AB-PT counsel asserted last week that her participation in committee supporting President Johnson and Senator

WEEK'S HEADLINERS

Glover DeLaney, VP and general manager of WHEC Inc., Rochester, N.Y., named managing director of Broadcast Division of Gannett Co. Inc. Gannett newspaper stations are: WHEC-AM-TV; WHEC-AM-TV Binghamton, N. Y.; WDN Danville and WREX-TV Rockford, both Illinois. He joined WHTF Hartford, Conn., (no longer on air) as commercial manager in 1938 and named manager in 1941. He joined WHEC in 1953 as general manager. Mr. DeLaney was general manager of KovR(TV) Stockton-Sacramento, Calif., from 1958-1963, when he returned to WHEC. He continues as general manager of WHEC in addition to new position.

For other personnel changes see FATES & FORTUNES

Kenneth Keating (R-N.Y.) had compromised her position as objective commentator. He also described interference by Miss Howard in planned interviews with President's wife, and presidential candidate Barry Goldwater.

Miss Howard's attorney argued award of financial damages alone could not compensate her for loss of daily exposure on TV. She is under $500-week contract with ABC through December 1965.

Fairness doctrine gains support from ACLU

American Civil Liberties Union has proclaimed its endorsement of FCC's fairness doctrine in statement prepared for release today (Dec. 28).

ACLU notes possibility of censorship attendant upon government regulation but says "... each FCC step toward actually increasing diversity... without interfering with program content...deserves the backing of civil libertarians..."

However, ACLU has "strong reservations" about "requirements" which force stations to submit broadcast transcripts to persons or groups attacked. ACLU does not take stand on requirement but questions its advisability and practicality.

More Rubinstein switches

Helena Rubinstein Inc., New York, announced Thursday (Dec. 24) that Fuller & Smith & Ross, New York, will handle approximately $2 million in billings for various cosmetics and toiletries, including Nudit, and Super Biodorant, new product.

Thus far this year an estimated $5 million of Rubinstein's billings have changed agencies. Warwick & Legler picked up $3 million from Ogilvy, Benson & Mather on Aug. 31.

Budget Bureau gets proposed radio form

FCC has referred its proposed AM-FM program reporting form to Bureau of Budget for review (see page 34). If bureau approves form, final FCC adoption appears likely by margin of as much as 6-1. Commissioner Rosel H. Hyde appears only dissenter.

Budget Bureau, responsible for passing on all such forms, will submit it to committee composed of broadcast industry representatives for study.

FCC decision to submit form to bureau was taken at meeting Wednesday (Dec. 23) without formal vote.

Comsat-NASA to launch TV satellite in spring

Transatlantic television and communications via satellite may be commercial reality in spring, following signing Wednesday (Dec. 23) of agreement between Communications Satellite Corp. and National Aeronautics & Space Administration to put "Early Bird" Syncom communications satellite up as soon after March 1 as possible.

Comsat will pay NASA estimated $3.5 million for launch. After July 1, Comsat plans additional satellites for globe-encircling system.

duPont takes six color specials on ABC-TV

Six one-hour color TV specials on large cities, countryside and culture of U. S. will be sponsored by duPont Co. Wilmington, Del., on ABC-TV during 1965-66 season. Agency is BBDO, New York.

Series will be produced by Norman Baer and Phil D'Antoni, who handled one-hour productions of Elizabeth Taylor's London and Sophia Loren's Rome. Dates have not been set but specials will be scheduled in prime-time November 1965-April 1966.

Subcommittee's demise?

Some staff members on House Special Subcommittee on Investigations (it probed broadcast ratings) are seeking other jobs since getting advice from Representative Oren Harris (D-Ark.), chairman, that it's uncertain subcommittee will be renewed or, if it is, what its scope may be. Special panel, whose authorization ends Jan. 3, is designed to investigate regulatory agencies.
This is William Schuman.
A man whose soaring intellectual agility and personality are merely additions to his creative power as a composer. This first President of the Lincoln Center for the Performing Arts is a man of many worlds—composer, educator, editor, publisher, speaker and author. As one of the five most performed living American-born composers, Mr. Schuman's enthusiasm for life conveys itself in the music he has given us for close to 30 years. BMI is deeply proud of William Schuman, and all the many other great figures in Concert Music whose performing rights we are privileged to license.

William Schuman's major works include:

Eight Symphonies, Credendum, A Song of Orpheus, American Festival Overture, New England Triptych, Four String Quartets, A String Trio, and numerous pieces for vocal and instrumental combinations.

BMI
BROADCAST MUSIC, INC.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE
A calendar of important meetings and events in the field of communications.

- Indicates first or revised listing.


**January**

- Jan. 5—"TV: the political image-maker," forum discussion of New York chapter of the National Academy of Television Arts and Sciences; moderator: Walter Cronkite. Guests: Senator Jacob Javits (R-N.Y.), Representative John V. Lindsay (R-N.Y.), Ted Rogers, assistant to the president, Metromedia Inc., and Bill Wilson, formerly of Newspapers, new producer for NBC news and public affairs. Donnell Library Center of the New York Public Library.
- Jan. 9—South Carolina AP Broadcasters Association meeting. Columbia, S.C.
- Jan. 16—Retail Advertising Conference. Reed Pasternak, head of his own agency in Flint, Mich., will discuss "How to produce effective TV commercials at a sensible cost." Walter Tower Inn, Chicago.
- Jan. 22—Comments are due on FCC's notice of inquiry and proposed rulemaking regarding multiple ownership rules.

**February**

- Feb. 1—Deadline for entries for Sigma Delta Chi Distinguished Service Awards.
- Feb. 3—Luncheon of the International Radio & Television Society. Featured speaker is Representative Oren Harris (D-Ark.). Waldorf-Astoria, New York.
- Feb. 3—Breakfast meeting of Television Bureau of Advertising to discuss "Your Association: Surviving or Succeeding?" Sheraton Park hotel, Washington.
- Feb. 4–4—Annual meeting of Minnesota AP Broadcasters Association, Minneapolis.
- Feb. 5–9—Utah-Idaho AP Broadcasters annual meeting. Doubletree Motor Hotel, Boise.
- Feb. 10–11—Western States Advertising Agencies Association's "Man of the Year" dinner and ball. Las Vegas, Nev.
- Feb. 10–11—Michigan Broadcasters Association mid-winter convention and annual Legislative Dinner, Jack Tar hotel, Lansing.
- Feb. 21—Reply comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

**March**

The domino-shaped box in the drawing above represents a communications satellite orbiting the earth.

The various angles and positions of the box show the relative positions of the satellite during one orbit.

The drawing was made, not by a man, but by a computer at Bell Telephone Laboratories to help scientists visualize how the satellite would behave.

What the computer did is called simulation. Working from data given it, the computer calculated, or simulated, the satellite's position at various instants and produced the picture on microfilm. The picture told us what we needed to know.

We use such simulation a great deal to save time and hold down costs in developing and testing new products and services.

Computers help us plan coast-to-coast transmission systems, new switching logic, and data systems. They also help us study problems relating to telephone usage at given times of the day or year.

Not all of our simulation is done on computers. Often we can simulate by other means.

We test new kinds of undersea telephone cables in buried, brine-filled steel pipes that duplicate the pressures and temperatures of the ocean's bottom at various depths.

Ingenious equipment in one of our laboratories sends test telephone pulses racing around an electronic ring that simulates a 6000-mile circuit containing 5300 repeaters to boost voice volume.

Many additional examples of simulation could be cited. Often they help us spend our time and money more efficiently in developing new services and improving present ones—in making sure that America continues to enjoy the world's finest telephone service at the fairest possible prices.
Proper approach

EDITOR: Thank you very much for the representative and dignified handling of my “think piece” on “The powerful PR job TV can do abroad” in Broadcasting, Nov. 30.—William Dozier, president, Greenway Productions Inc., Hollywood.

Applause

EDITOR: Although you have heard my compliments over the years, this is the first time I’ve sat down to applaud. The Dec. 14 issue was one of many that prompted applause, but notably so in the sustained quality of interest and reportage. Truly a remarkable document of the all-pervasive nature of our field. —Dr. Ruane B. Hill, director, instructional Communications Center, University of Wisconsin, Milwaukee.

More on radio

EDITOR: The special report on radio (Broadcasting, Dec. 14) is great. By any chance, do you plan to have reprints available? I would like a couple of copies if you have them.—Jan Gilbert Stearns, broadcast supervisor, McCann Butler Service Group, McCann-Erickson Inc., New York.

(A limited number of copies of the Dec. 14 issue are available at 50 cents each.)

EDITOR: I both enjoyed and found very useful your special [Dec. 14] report as I am sure most broadcasters and others associated with the broadcasting industry did. . . . Perhaps in some future issue you will find it desirable to do an article on the radio programing and production companies that exist to service the industry.—Milton Herson, president, Mark Century Corp., New York.

EDITOR: I read with great interest your section devoted to radio programing in the Dec. 14 issue. You have a quote as to the programing format of KLAC Los Angeles . . . since Metromedia acquired the station in July 1963, KLAC is indeed a middle-of-the-road station . . . playing the best of the pop music of today and highlighting standards of the past decade, in modern dress . . . .

Our news facilities are the largest of any independent station in Los Angeles and highlight on-the-spot coverage . . . . KLAC would fall more into “general-purpose radio” bulwarked by a personality format which is synonymous with our sister station, KNEW New York. I believe the phrase “middle of the road” is a misnomer unless the other ingredients mentioned are put with it.—Alan Henry, vice president and general manager, KLAC Los Angeles.

What’s in a name?

Dear Sir (you cur): Regarding your Dec. 14 article on how the top 50 markets program [Special Report: Radio programing], you guys never sent me any form to fill out. How come you never sent me any form to fill out. Don’t try to make up by sending me a form to make out now, because I am plenty miffed.

All those other guys got their name in your book. I didn’t get my name in your book and after all, I am . . . —Robert Maritz, program director, WOHO Toledo, Ohio.

(Questionnaires for the article on radio programing were sent to every commercial radio station on the air. The comments used in the Dec. 14 report were considered by Broadcasting to be representative and typical of the more than 1,500 replies.)

Perseverance pays

EDITOR: Bill Stegner, a blind engineer at KGHM, has asked me to write asking if you know any engineers working in the same capacity as his, so he could get in touch with them.

Mr. Stegner is a transmitter engineer at a directional station and has permission to operate alone. When he first requested permission from the FCC, it said it was impossible, although he had his first-class license since 1954. For nine months the FCC did permit him to work with another first-class engineer at the transmitter. During this period he perfected his audio meter-reading device, which was inspected and approved by the FCC.

We are sure there are many blind licensed engineers employed as studio engineers—perhaps on nondirectional stations. But because of the FCC’s flat refusal when first approached about Mr. Stegner’s employment, we do believe this is a fact.—Carole Williams, commercial manager, KGHM Brookfield, Mo.

Helping hand

EDITOR: The section of your Dec. 7 issue listing the county-by-county television set penetration . . . has proven quite invaluable to us in competition with the local newspaper. Their ABC penetration in the home county is only 83% to our 94% and we’re selling ourselves as the only way to reach the difference.—Jay Sondheim, general manager, WLWT-TV Lancaster-Lebanon, Pa.
A guide to WAVE watchers—
native “birds” of the Louisville area

Polychromatic Channel-peeper

Whatever this “Polly” wants, there’s a good chance WAVE-TV sells her on it—in color! She and the other 778,599 birds in metropolitian Louisville* can enjoy more than forty hours a week of local and network color on WAVE. You can reach more Polychromatic Channel-peepers on WAVE-TV because:

- WAVE-TV means TV leadership in the Louisville market—first on the air, first to carry network color, and only station that transmits local, live color!
- WAVE-TV leads in total market coverage—reaching more TV homes than any other Louisville station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes**).

* SRDS
** ARB Market Coverage Information

WAVE-TV
Channel 3 • NBC • Louisville
Represented by The Katz Agency
Nothing radical about advertising in TV

Each time Liberty Mutual has introduced a new advertising campaign, entered a new medium or tied into a certain field of interest, we have been asked at one point or another, "What is the philosophy behind this radical departure from your traditional activities?"

This question sounded loud and clear back in 1961 when Liberty Mutual began placing its messages on ABC-TV's Wide World of Sports and then increased in volume and number this year when the company moved to sponsor a regular weekly series, Gadabout Gaddis, the Flying Fisherman in major market areas and The American Sportsman specials on network TV.

We must say that the question usually amuses us since our advertising activities over the years can hardly be called "traditional" and we've never followed any rigid rule. The basic philosophy behind all our moves (and undoubtedly everybody else's) is always the same: to help sell our product, which in our case is Liberty Mutual Insurance.

Until 1961, Liberty Mutual's advertising was concentrated primarily in print—mainly covering national and regional magazines. Our advertising approach was to reach the adult male homeowner in the suburban centers that make up the greater metropolitan coverage areas of the big cities.

In 1961, the opportunity to participate in Wide World of Sports was offered to us. After some thoughtful consideration, we decided it was the time to widen our horizon. At that time we felt that the predominantly male, adult audience generated by this show came nearest to meeting our marketing requirements. The results from this venture and subsequent sports programs in the same medium were satisfactory for general purposes. But, as our interest in using this burgeoning medium grew, we came to realize that by pinpointing our strong market areas and localizing our message wherever possible, we could obtain even greater response to the Liberty Mutual sales effort.

To put this thinking into operation, we sought a vehicle with a double purpose: an availability for market-by-market placement and a good identification for Liberty which could have some carryover from Wide World of Sports and our other television sports programming.

That's where Gadabout Gaddis entered the picture.

Tested First • Since this show focused on one area as opposed to the omnibus of interests represented on Wide World, it was agreed that a test could tell us many things. We placed the program in one market for one season, added heavy direct mail tie-ins and a strong local merchandising effort. We then stood by for results.

The results weren't good; they were excellent. Our biggest surprise, however, was the enthusiasm generated among our sales personnel. Since Liberty is a direct writer—the company does not employ agents or brokers—of casualty and property insurance, this is extremely important to us. If the Liberty Mutual salesman is excited about our advertising campaign, half our battle is won.

While all this was taking place, of course, future plans were in the process of being formulated. We didn't want to lose the national impact and prestigious identification which we were getting from Wide World, but the mass audience this program drew was a little too large for effective merchandising for us. Another ABC-TV program, The American Sportsman, seemed to solve that problem. As a type of outdoor-participant version of Wide World it gave us additional benefit: an audience profile which conformed very well to our merchandising plans for Gadaddis.

In effect what we now have is the Gadaddis show aimed primarily at the fishing enthusiast and The American Sportsman covering a wider range of sports-loving adults. These programs complement each other.

Applicability • But deciding on the proper medium and then finding the right vehicle make up only one side of the many coins we spend. The other: fitting our message to the programs in order to derive full benefit from TV advertising.

Both Gadabout Gaddis and The American Sportsman are in color. To our way of thinking, this alone would justify color commercials. But more to the point, our message becomes more emphatic in color. As dynamic as our Joie Chitwood automobile crashes have been in black-and-white, in color their impact is really outstanding. We feel that they can't help but cause exclamation. Also, we've done some commercials on location with both Gaddis and Sportsman which have a natural affinity for the programs.

Our experience with television has been one of success and reward. Our investment in the medium has matched our enthusiasm. We also have used radio advertising and have had good results in that medium.

As hard-headed businessmen, we must naturally point out that we are not tied irrevocably to television. But at this time, television best suits our purpose. Changing conditions could always alter the picture and force a second look at the situation.

That is the reason why we do not feel that any new move Liberty Mutual makes is a break with "tradition."

Controlled direction of advertising never is. But, for the moment, Liberty is very high, indeed, on television. And as long as this condition prevails, TV will continue to be high on Liberty Mutual's list.

Robert Mattox, who is assistant vice president of Liberty Mutual Insurance Co., Boston, joined the firm in 1936 as a sales promotion assistant and copy writer in the firm's advertising department. He is a graduate of Dartmouth College and worked for Sears, Roebuck & Co. in Boston and several small advertising agencies in that city before joining Liberty Mutual. His responsibilities in the company's advertising promotional department grew as Liberty Mutual expanded its activities.
Thanks, 
Media/scope!

ARB was greatly honored to accept the bronze plaque this year, your highest award for creative media research.

The development of the individual, multi-media diary is a proud accomplishment for us. It is our sincere belief that this new technique represents a breakthrough in solving the problems of adequately estimating both at-home and away-from-home radio listening.

We are publishing a report on the study which won this award—*The Individual Diary Method of Media Audience Measurement*—and a copy may be reserved now for any member of the broadcasting or advertising industry who is genuinely interested in audience research.

THE AMERICAN RESEARCH BUREAU

Write: Publications Department, ARB, 4320 Ammendale Road, Beltsville, Maryland
SUCCESSFUL ADVERTISERS BROADENED OUR VIEW

CRAMPED QUARTERS—NARROW OUTLOOK
Back in 1953, our Ft. Wayne station, WKJG-TV, began inconspicuously in "rented rooms" in the old Purdue Building. Hardly room enough to swing a camera! But we did swing some sales for early advertisers.

BIG, BEAUTIFUL STUDIOS—BROADER VIEWPOINT! Today, WKJG-TV's modern, spacious facilities are indicative of the progressive "wide-screen" thinking of the whole Communicana Group whose dedicated role it is to communicate in Indiana. Actually, the successes of our advertisers have changed our size, pushed our growth... in TV, AM, FM and daily newspapers. Try a slice of advertising success. Call Advertising Time Sales today!

The Communicana Group Includes:

WSJV-TV
WKJG-TV

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Mishawaka Times (Morn.); The Elkhart Truth (Eve.)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP

BROADCASTING, December 28, 1964
Start of a new rise in billings

Agencies currently spending $1 billion in radio-TV predict by eight-to-two margin both will increase; consensus sees 8% boost in television, 9% in radio

The nation's top television and radio advertising agencies expect 1965 to bring modest-to-strong increases in their already heavy broadcast billings.

This optimistic preview of new year prospects was drawn last week from soundings taken by Broadcasting at a score of agencies whose 1964 radio-TV billings approached $1 billion.

Executives at about eight out of 10 of the agencies questioned expected their broadcast outlays to rise in 1965 over 1964. None expected them to decline. About 15% foresaw no significant change, and 5% said it was too early to predict.

Television was nominated for increases by virtually 100% of those who responded. Radio gains were foreseen by about 60%, and the other 40% expected to maintain 1964 levels.

Guess 8% • Most agency officials hesitated to put a numerical value on the broadcast gains they said they expect, preferring descriptions like "fair," "strong," "good" and "substantial." Among the minority who did make estimates, the average anticipated increase was about 8% in TV billings, about 9% in radio billings and about 8% in TV and radio together.

Spot broadcasting's probable gains appeared likely to exceed network broadcasting's, at least in television. More executives expected spot TV to outgain network TV than thought network TV's advances would be greater than spot's. Much the same pattern was indicated in radio, although respondents were less specific in dealing with radio's prospects.

Although the over-all findings clearly pointed to billings increases, some of the individual forecasts were restrained. A few, for instance, specified that their gains would probably be restricted to those made necessary by rate increases. Others indicated their advances would go beyond rate increases—but probably not by much.

At the other extreme a number of agencies spoke confidently of widely expanded use of the broadcast media, particularly television, by their clients.

Rates Worry Some • Several agency executives voiced concern with network television rates but appeared to feel, for the most part, that the networks would hold the line during the coming year.

In spot television there was evidence of belief that more selectivity in buying may develop, with buyers becoming more willing to buy stations outside the top markets.

The over-all forecast of broadcast gains in 1965 coincides with evidence

Most advertisers spent more in television this year

An analysis of television spending during 1964 indicates that approximately five out of six national advertisers increased their budgets over 1963 in network and spot TV.

This ratio predominated in a study of Television Bureau of Advertising gross time expenditures for the first nine months of 1964 and of 1963. Only 30 of 180 advertisers included in the analysis show decreases in TV spending during the period, and, with a few exceptions, the reductions in expenditures was minimal.

Accelerated spending by the majority of advertisers is calculated to raise investment in network and spot TV this year to approximately $2,215,000,000, according to TVB. This represents an approximate 10% gain over 1964's $2,031,000,000.

Alberto-Culver spent $22.6 million gross in TV in the first nine months of this year, down $700,000 from the comparable period of 1963, but apparently this foreshadows no cutback next year. Authorities at the firm's annual meeting earlier this month indicated 1965 billings would rise to $45 million, almost all of it in television and with spot TV getting at least $1 million a month (Broadcasting, Dec. 21).

Big Advertisers • General Motors was down more than $4 million in its TV expenditures for the first three quarters of 1964, and Procter & Gamble was up more than $4 million.

Other large advertisers, seemingly on their way to recording substantial gains: General Foods, running ahead almost $12 million; Coca-Cola and Gulf Oil, almost $7 million; American Tobacco, almost $9 million; Chrysler, more than $4 million; Mars Inc., almost $6 million; Royal Crown Cola, $3 million.


Among advertisers behind their 1963 spending pace are Schlitz, down $2 million; Shulton, down $1.5 million; International Latex, down almost $4 million; U. S. Steel, down $1.4 million, and Johnson & Johnson, down $1.2 million.
START OF A NEW RISE IN BILLINGS

continued

of increases in 1964. In radio, studies by the Radio Advertising Bureau, based on the first six months of 1964, have indicated full-year gains for both network and spot radio (BROADCASTING, Dec. 7).

In television, an analysis of figures compiled by the Television Bureau of Advertising indicates that in the first nine months of this year five out of six national TV advertisers increased their TV outlays over the comparable period of 1963 (see page 19).

Agencies covered in Broadcasting's roundup last week included most of those with heavy radio-TV investments and also several whose total broadcast billings are more modest but whose client lists include at least some major TV and radio users. Highlights included:

The vice president and media director of a major agency indicated some increase in broadcast spending in 1965, resulting from both rate increases and expanded use of the media.

He predicted both network and spot spending will grow, but envisioned a growing spot TV trend in 1965 toward markets other than the major ones.

Discriminating Buyers = "The cost problem of television is going to mean that the top markets are not automatic buys," he said. "Agency buyers are headed for more selective purchases and will choose stations below the top 10, 20 or 50, depending on the value to be received. This trend will be helped by the diversion of funds into such media as transit advertising and FM."

A media executive at Compton advertising predicted that TV-radio spending would increase by about 5%. He also ventured that agency buyers will exercise "more discrimination" in purchasing spot TV.

A highly placed official at Ted Bates & Co., New York, said his agency expects substantial increases in broadcast billings for 1965, with combined spot and network radio possibly gaining by as much as 17%.

Television billings, both network and spot, he said, might be up 10% over 1964. However, he cautioned that these projections are necessarily rough estimates, and are based on the current assumption that the economy will remain strong.

A vice president of BBDO, New York, found it difficult to project TV-radio spending for 1965 because many of the agency's clients do not operate on a fiscal year. But he felt there would be an increase in broadcast expenditures, attributable to both rate increases and expanded use of the media.

Among BBDO clients expected to use broadcast substantially in 1965 are Pepsi-Cola and Dodge dealers in spot and U.S. Steel, General Electric and DuPont in network daytime and evening scatter plans. U. S. Steel will launch an extensive spot TV campaign in 1965 for the first time.

Optimistic View = An official of McCann-Erickson, whose broadcast billings reached an estimated $93 million in 1964, said spot and network television in the new year could both be expected to gain by 10%. Radio billings, he indicated, would probably maintain their 1964 level.

The M-E representative forecast greater use of spot television for test marketings by Esty to be "up, but not significantly."

Grey Advertising regards the overall 1965 outlook as "excellent," and TV-radio "should have a good share of this projection, a spokesperson said. The agency has set a 1965 billing goal of $105 million, compared to $92 million this year, and a substantial portion of its spending is earmarked for TV-radio.

A vice president of N. W. Ayer & Son, said clients will spend more on broadcast advertising in 1965, some showing nominal increases and others reflecting definitely expanded use of radio and television.

Most of the spending increase, he indicated, will come in spot television.

An executive of Doyle Dane Bernbach, New York, predicted a "good" TV billing increase, about evenly divided between network and spot TV.

Some More, Some Less = An executive of Ogilvy, Benson & Mather said over-all broadcast spending by his clients in 1965 will be at the same level as spending this year. He indicated that some clients would expand broadcast advertising, while others would cut back slightly.

An official of D'Arcy Advertising voiced the view that TV-radio spending in 1965 will be "a little ahead, but nothing spectacular." The gains will be achieved through a combination of increased rate costs and added business, he said, pointing out that D'Arcy has several new clients that are considering broadcast.

He said he expects expenditures in spot TV and radio to grow at a faster pace than in network TV, but observed that in 1965 D'Arcy intends to become more selective in its use of spot and will make a stronger attempt to "zero in" on the most responsive audience rather than the largest one.

At Norman, Craig & Kummel, a key executive estimated a broadcast billing increase of from 5% to 10% during 1965, or between $1.5 and $3 million.

An executive of Gardner Advertising foresaw a fair increase in broadcast spending by Gardner clients. Examples: Pet Milk's Big Shot, a new product just out of the test marketing stage, will be involved in an extensive network TV plan during 1965; Yardley of London, which usually uses print, will start a big schedule on network TV in February—the first time this client has used television.

"We test everything, new commercials as well as new products," he said, "and if the test campaign is successful, then we go with it on a big scale."

An executive of Pappert, Koenig, Lois doubted its broadcast billings ratio would rise in 1965—because it's already at 70%. Several clients, including Quaker and National Dairy, increased their broadcast spending last year, he

Autolite in TV push

Ford Motor Co.'s Autolite division, which tried TV last year after many years of heavy print advertising, plans to put the biggest share of its budget this year into TV. Agency is BBDO, Detroit.

Autolite's billings total about $2.5 million, according to unofficial estimates, and about 65% is earmarked for TV in 1965. Among vehicles planned is an ABC-TV special on March 10 called "Grand Award of Sports" which the network has planned in cooperation with Sports Illustrated magazine.

20 (BROADCASTING)
Radio Free Europe starts a new series of television spots

A searchlight pierces the barbed wire and a guard paces behind a barrier. The scenes, shot from West Germany looking into Czechoslovakia Inc., New York.

Scenes were shot through the electrified barbed wire fence separating West Germany from Czechoslovakia. A menacing Czech guard tower "captured" by a power zoom lens serves as the central symbol of life behind the Iron Curtain.

Commercial copy makes the point that "the Iron Curtain is taller than men, thicker and stronger than machines... a place of little freedom and little truth," but that "Radio Free Europe provides a bridge to Eastern Europe... that gets through with the truth...18 hours a day, every day." Copy closes with an appeal for donations to help sustain Radio Free Europe.

Richard M. Earle, DDB, directed the commercials. Producer was John Ercole, of Directors Group. Leon Meadow of DDB wrote the scripts. William R. Farrell, director of marketing services for Monsanto Co., is the coordinator of the RFE campaign.

noted.

At Needham, Louis & Brorby, Chicago, an official speculated that that agency's clients would not increase their broadcast billings appreciably beyond the extent of rate increases in general.

Sees Trend • A media and programming executive at Ketchum, Macleod & Grove Inc., Pittsburgh, said that 1965 will see a "definite expansion" at his agency in both radio and television. He said the increase would result from the introduction of new products and the marketing of previously regional products on a national scale. Some increase was also attributed to rising costs.

Spending will be heavier in spot radio and television since many of the agency's clients are regional producers. Market testing, in both radio and television, will be on the upswing.

A spokesman for Parkson Advertising indicated that Parkson clients will spend about the same amount for broadcast advertising next year, and that budget increases will generally be "nominal."

A spokesman for Arthur Meyerhoff Associates, Chicago, said broadcast advertising expenditures will increase about 5% for television and 2% for radio in 1965. Most of the increase will be due to rising costs, he said.

Rumrill Advertising, Rochester, N.Y., expects increased spending on broadcast advertising, according to a company spokesman. The general schedule will be up 5-10% with one client increasing his spending four times, the spokesman said.

"There will be a definitely expanded use of both radio and television," he said.

Business briefly...


Campbell Soup Co., Camden, N.J., through Leo Burnett Co., Chicago, will use spot television in selected markets in a February campaign to promote main dish uses of Franco-American spaghetti with ground beef, spaghetti with meatballs, and macaroni with ground beef. Both daytime and nighttime network TV will also be used in the campaign.

Six advertisers have signed up for first and second-quarter participations in NBC-TV prime-time programs: Chevrolet Division of General Motors through Campbell-Ewald, both Detroit, will be in The Virginian and Wednesday Night at the Movies; General Cigar Corp. through Young & Rubicam, both...

The Bonomo Division of Gold Medal Candy Corp., through Hicks & Greist, both New York, starts a 13-week spot television campaign in New York beginning Jan. 3 for its Cocolina cough drops. A total of 75 spots per week are scheduled.

Liberty Mutual Insurance Co., Boston, through BBDO, Boston, has purchased the 26 new half-hour segments of The Flying Fisherman to be produced by Gaddis Productions for use in 50 major U. S. markets. Liberty Mutual has also taken an option for the completed initial 26 programs in 28 additional cities. Agreement gives the insurance company the rights to all 52 segments of series in the 50 markets through 1970.

19-station network set for 9-game AAWU slate

Four sponsors have been signed to carry a nine-game TV schedule of AAWU basketball games to be originated by Sports Network Inc.

Games of the Athletic Association of Western Universities, to be carried on a 19-station network covering five western states, have been bought by Mobil Oil and Colgate-Palmolive through Ted Bates, New York; Oldsmobile through D. P. Brother, Detroit, and General Mills through Knox Reeves, Minneapolis.

The schedule runs for nine consecutive Saturdays beginning Jan. 9 (3 p.m. PST to conclusion) on stations in California, Oregon, Washington, Nevada and Idaho.

Hard-to-count auto radio audience surveyed

The cars are being counted in Wichita, Kan.

The elusive automobile radio listeners in that town are being tooted up through a special survey made by Forbes Inc., a Wichita advertising and marketing agency, for KAKE and KLEO there. Forbes expects that after correlation with traffic count information the survey will show an auto radio audience as large or larger than home listening totals.

Personal interview and physical observation methods in service stations selected at random showed that 68\% of the cars had radios operating, with an average of 1.48 listeners. The stations plan to use the test results to show the quality and quantity of the auto audience as well as station preference.

The survey showed a reasonably consistent listenership regarding station audience share Monday through Saturday, with a station preference shuffle on Sunday. The survey also noted station preference by make of car, broken down into four price ranges.

The interviews themselves were conducted by graduate and senior marketing students at Wichita State University. The students were supervised by Verne Bunn, market analyst and professor of marketing at the school.

Agency appointments . . .


United States Brewing Co., Chicago, has appointed Scott & Scott Advertising Inc., that city, to handle Jett Near Beer, a new nonalcoholic beverage.

Flying Tiger Line Inc., Burbank, Calif., has appointed Cole Fischer Rogow Inc., Beverly Hills, Calif., to handle the carrier's air freight services.

Solarine Co., Baltimore producer of self-polishing waxes, has appointed S. E. Zubrow Co. Inc., Philadelphia, as advertising and marketing counsel.


Afta Solvents Corp., Glen Cove, N. Y., appoints Clayton Inc., New York, for Golden Touch polishing cloths and home cleaning aids. TV and magazines will be used.

Ore-Ida Foods, Ontario, Ore., names Cancilla, Gore & Knapp, San Francisco, for the firm's frozen potato products. Ore-Ida is currently using a saturation spot schedule in San Francisco TV; may expand to other markets.

Consistent advertising for appliances urged

Large-scale advertising for color TV sets resulted in record advertising expenditures by the home entertainment industry in 1964. Jack M. Williams, vice president for advertising and sales promotion, RCA Sales Corp., said last week. He said advertising budgets in 1965 will show another increase as manufacturers continue to promote their color sets at a record pace.

Mr. Williams told a meeting of the Sales Executives Club of New York that color TV became a billion dollar industry in 1964. About $750 million was spent for color television receivers, he said, with the rest of the money being spent for broadcast equipment.

The RCA executive said that the home instruments industry should adopt a "Christmas all year approach" in promoting its products, rather than the traditional seasonal sales push.

Eastman makes use of instant confirmation

Agency timebuyers dealing with Robert E. Eastman & Co. will no longer have to play the waiting game, according to an announcement made last week by Mr. Eastman, president and board chairman of the station representative firm. Confirming the order usually takes a good deal of time the announcement stated, the buyer places the order with the rep, the rep sends the order to the station for confirmation and then the "waiting period" begins.

Mr. Eastman's plan, now in operation, is called "instant confirmation." Salesmen are supplied with confirmation contracts, filled out at the time the order is placed. The contract is signed on the spot and the buy is completed.

"The role of the representative is not only to sell, but also to serve," Mr. Eastman stated. "Instant confirmations, we believe, is a big step in achieving that end."

Also in advertising...

New name • Cooke/Irwin Inc., Los Angeles, on Jan. 1, will change its name to Cooke & Levitt Inc. Charles Levitt continues as senior vice president and the only other expected change in personnel is the departure of George Irwin, executive vice president of Cooke/Irwin.

More Names • Fladell Advertising Associates, New York, has become Fladell, Winston, Pennette Inc. Ernest Fladell, who remains president, noted that the name change "gives recognition to the two executives, Stanley Winston (executive vice president) and Michael Pennette, (vice president and creative director) who have played a major role in the agency's rapid expansion."

Name change • Fred Bernstein & Associates is the new name of a Charleston, S. C., advertising agency formerly known as Tobise & Co. Headquarters is still 24 Vendue Range. Fred L. Bernstein acquired the firm in 1963.

Rep. appointments...


Nothing like it in broadcasting—anywhere, anytime, anyhow!

They still don't know the answer at Everybody's Farm, but they have all the other answers for farmers.

Everybody's Farm is a 385-acre farm operated by clear-channel WLW Radio. A fountainhead of information for one of the most important agricultural areas in the country. Most of the WLW farm programs originate right there. No wonder WLW was chosen as the outstanding farm station by the American Farm Bureau.

Everybody's Farm is one of the reasons why WLW is among the most heard, most talked about stations in the United States.
WHY
WAIT FOR
THE COOKIE
TO CRUMBLE?
The way the cookie crumbles doesn’t have to be accepted with resignation. A better philosophy is to find out why it crumbled and what made the buying decision go against you.

In most cases, it’s a matter of not getting your full story through to enough of the right people at the right advertiser and agency levels. Logically, it pays to safeguard against such informational gaps in salesmanship by regularly stating the facts about yourself through the pages of a well-read broadcast business publication.

Broadcasting for example. You couldn’t pick a better atmosphere wherein your message has such added immediacy and significance . . . where it actually reaches so many of the men and women responsible for broadcast buying decisions—and at the opportune moment when they’re thinking about television and/or radio.

A good business publication (such as Broadcasting) fills an indispensable place in their lives. It is just as indispensable as part of your own promotion and selling pattern. No amount of personalized selling, individual presentations or willy-nilly direct mail can possibly cover all the obvious bases—much less the hidden ones—in this complicated advertising business.

Broadcasting more than any other journal, carries your story to all levels of decision-makers at the very times they’re thinking about, planning, formalizing their investments in radio-TV markets and stations. It reaches them quickly . . . frequently . . . thoroughly . . . while they’re receptive to ideas . . . with enhanced believeability and memorability. For Broadcasting imparts a special urgency to all they read within its pages.

Use other business publications if your budget allows. But Broadcasting is basic—the sure ingredient of your campaign that will keep the cookie from crumbling unpredictably. And at a far lower cost per contact than salesman’s calls or individual presentations.

The many people you have to sell regularly pay to receive Broadcasting every week. They do so because they want and need Broadcasting. You want and need their approval. So the wisdom of talking to them through their favorite broadcast business publication is obvious.
Top 50 ownership plan is unpopular

FCC's ACTION CALLED ILLEGAL AND AGAINST FREE ENTERPRISE

The FCC's move to impose an automatic hearing whenever a VHF television station in the top TV 50 markets is sold to a broadcaster already owning a station in that list of cities (Broadcasting, Dec. 21) will do no good, and indeed will probably do harm.

This is a reaction in the broadcasting industry to the commission's Dec. 18 announcement putting a virtual lid on station sales in the top 50 markets if the buyer is licensee of a major-market station.

The only possible beneficiary, it's surmised, may be a few multiple owners whose stations are not in the top 50. They stand to benefit, it's explained, because the commission's action eliminates most of the serious buyers of VHF's in the top cities, existing major multiple owners.

But, a warning: As soon as an eligible multiple owner buys one VHF in a major market, he becomes liable to the hearing process.

The FCC's action was also attacked as anti-free enterprise, and as illegal. A check with brokers and multiple owners showed none seeing any advantage to the move; almost all foreseeing difficulty and possible distress to the sales.

The FCC's rules would make it expensive to sell a station. An owner buying a station in one city that he already owns in another city would have to give up the station unless he can reassure the commission that there is no competition with the station he has already.

The FCC charges that the move would prevent multiple owners, who now own stations in major markets, from buying additional stations anywhere else. This would stop the networks from becoming too powerful.

The networks had no immediate comment on the FCC proposal. But among network sources willing to discuss it privately, the consensus was that, if adopted, the policy would be a real deterrent to the upgrading of properties not only by multiple station owners but by single station owners too.

Hearings take time and attract opposition, they said, and hence the prospect of hearings would discourage such sales. These sources, all of whom spoke unofficially, thought it a bad idea.

John E. McCoy, vice president and secretary, Storer Broadcasting Co., charged that the move is based on "the erroneous assumption that multiple ownership is bad. There's never been a demonstration that this is so. All evidence in fact is that group owners provide a better service to the public than single station owners or purely local owners," he said.

Mr. McCoy claimed the action discriminates against the multiple owners who might have less than the five VHF maximum they're allowed. A broadcaster with only two V's in the top 50, is now frozen from acquiring any more. Nobody is going to walk into a hearing, he said.

Not Lawful = He also questioned the legality of the procedure. The commission seems to be establishing a

The cost of radio-TV salesmen keeps going up

Radio sales managers in the largest markets receive $10 more a week on the average than their opposite numbers in TV. This is one of the results of a survey made by the Broadcast Management Department of the National Association of Broadcasters and announced last week.

The average weekly salary of a radio sales manager in markets with 2.5 million people or more is $464. The weekly average for the same job in television in the large stations (serving areas with a million or more people) is $454.

The salaries and wages report, based on a survey during a normal payroll week in the early fall, shows:

- Average wages rose by 6% in radio and by 7% in TV compared with 1963. This compares to rises of 4% in radio and 7% in TV in the 1961-1962 period.
- Largest rise was to salesmen—up 8.9% in radio and 15.9% in TV. Next largest was to sales managers—up 7.5% in radio and 12.7% in TV.
- Ranges in radio gross weekly compensation (including overtime and bonuses) are from a low of $72 for traffic managers to a high of $187 for sales managers. In TV the range runs from a low of $77 for floormen to a high of $311 for sales managers.

The report—one for radio and another for television—contains wage information covering nine key jobs in radio stations and 17 key jobs in TV stations, William L. Walker, broadcast management director, said in announcing the results. The tables containing this information are broken down into nine market size classifications. All but the largest market size are split to differentiate between stations in the north and south.

Some samples (all figures are weekly):

[Table with details provided]
Examiner asks 3 revocations

Links former manager for AFRS broadcasts by WKYN, WFQM (FM), WORA-FM

An FCC hearing examiner has recommended the revocation of licenses of three commonly owned Puerto Rican radio stations in a case involving the rebroadcast of Armed Forces Radio Service programs.

The stations, WKYN and WFQM (FM), both San Juan, and WORA-FM Mayaguez, are controlled by Alfredo R. de Asencio Jr. — president of the three licensee corporations — and members of his family.

But the station official whom Examiner Forest L. McClenny links most closely to the violation is George A. Mayoral, who was an officer and director of one of the licensee corporations, Quality Broadcasting Corp., and manager of wkyn.

The charges against the stations involve the rebroadcast in 1962 of portions of three man-in-space programs, which were the product of pooled network coverage, and of at least eight Mutual Broadcasting System news shows that the network had furnished to AFRS in New York.

AFRS, a branch of the Department of Defense, provides radio-TV programs to Armed Forces personnel in areas outside the continental U.S. where commercial programming is not available or adequate. The service relies mainly on commercial broadcasters for programming material.

AFRS Interceptions — Examiner McClenny said the evidence indicates the stations had violated commission rules by rebroadcasting the AFRS news shows from international stations without permission of the Department of Defense or the U. S. Information Agency, which operates the two government stations involved. The examiner also said permission had been requested but was denied.

Mr. McClenny said the stations violated commission rules by failing to identify the taped programs as being mechanical reproductions and by operating in such a fashion as to give the impression the programs were "coming directly and simultaneously from the Mutual Broadcasting System."

In addition, he said the stations' response to commission inquiries concerning the rebroadcasts were "in part eva-
sive, lacking in candor and constituted misrepresentations made with the intention of deceiving the commission."

The examiner said that Mr. de Arellano who, with his family, stands to suffer the greatest financial loss, had no knowledge of the unauthorized broadcasts and did not participate in the "misrepresentations" to the commission.

But the examiner said Mr. de Arellano cannot escape responsibility. He noted that Mr. Mayoral, who at the time of the alleged violations was station manager of WKNY and an officer and director of the licensee, as well as representative of a 30% stock interest, "was cloaked by Mr. de Arellano with broad authority in day-to-day operation of WKNY." That station taped the broadcasts in question and fed them to the other two.

"Full authority for responding to the commission's inquiries was delegated to [Mr. Mayoral] and his statements were submitted to the commission without prior review or independent efforts at verification by Mr. de Arellano or other principals," the examiner said.

In the hearing, the stations had argued that permission for rebroadcast was not required under the rules since the originating stations, which were operated by USIA for the benefit of an overseas audience, are not stations within the definition of the Communications Act.

No Distinction • Examiner McClenning, however, said neither the Communications Act nor the commission's rules make any distinction between domestic and international stations nor between government-owned and privately owned outlets.

The examiner acknowledged that, as the stations asserted, commission rules do not require the identification of recorded or transcribed programs "where the time factor is unimportant." But he said that the stations announcements in connection with the news programs, "were deliberately calculated to mislead or deceive." Among those deceived, according to the examiner, was the Shell Co. of Puerto Rico, which sponsored the programs with the understanding they would be transmitted by cable.

The news programs were part of a 15-minute program featuring the commentary of Mutual commentators Fulton Lewis Jr. and Bill Costello. The examiner said that on 11 occasions in 1962 the Lewis programs had been taped in New Orleans and airmailed to Puerto Rico, where the stations broadcast them from three days to a week after their original airing.

But in each of those cases, the examiner said, the tapes were "edited to delete all dates, time references and other material which would indicate the date of original broadcast."

There was no express indication in the examiner's decision to the reasons for the alleged violations. However, testimony cited in the examiner's decision indicated that the stations were concerned about cable costs in connection with Man-in-Space programs.

The examiner also noted that the Lewis programs were taped at WKBV New Orleans and mailed to Puerto Rico after a representative of the Shell company complained about the audio quality of the cable transmissions.

Examiner McClenning said Mr. Mayoral, who left WKNY in November 1963, taped the first two Man-in-Space programs and gave instructions for taping the third. He denied knowledge of the recording and rebroadcast of the AFRS news programs, but the examiner said evidence indicates he participated in those activities.

Mr. Mayoral's letters and statements to the commission, concerning the rebroadcasts, the examiner said, were attempts to mislead the commission.

502 affiliates, sales up in '64 for MBS

MBS reported 502 affiliates at the close of business on Dec. 17, the network's president, Robert F. Hurleigh, announced Dec. 18.

Mr. Hurleigh said Mutual has 96 outlets in the top 100 markets; 41 in the next 50, and 35 in the following 50, giving it 172 stations in the nation's top 200 markets. MBS also has 330 affiliates in nonmetropolitan markets, and its affiliates now represent 39% of all network radio stations.

Raymond M. Smith, general sales manager for Mutual, said "sales this year have already topped '63 sales by 18%—and that's not even including the figures for this January."

Mr. Smith said Mutual added 26 new advertisers during 1964. These include American Express, American Motors, Chrysler Air-Temp, DuPont, Hartford Insurance, Miller Brewing, Pillsbury, Stewart-Warner, and Vick Chemical.

Changing hands

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

• WGSW Huntington, N.Y.: Sold by Edward J. Fitzgerald Sr. and family to
well over one-half million watts. Washington attorney is Wilmer, Cutler & Pickering.

**WKBP(TV)** (ch. 41) Burlington, N. J. Kaiser Broadcasting Corp. permittee. Transmitter will be at the Philadelphia antenna farm and negotiations are under way for studios. Thomas A. Breen is station manager. Station will have 35 kw visual and ERP will be over one-half million watts. Washington attorney is Wilmer, Cutler & Pickering.

**WJRU(TV)** (ch. 47) Linden (Newark) N. J. New Jersey Television Broadcasting Corp. permittee. Headquarters address is 1020 Broad Street, Newark. Station is expected to go on the air in the spring of 1965. Equipment RCA color and black and white with 30 kw transmitter being installed in the Empire State building and an RCA custom-designed antenna to be mounted on the building, 1,200 feet above the ground. ERP will be 526 kw visual, 107 kw aural. Joseph Schacter, will be business manager and Fred Sayles director of New Jersey programing. The basic prime hour rate is $800. One minute is $200. Evening time will be devoted to quality ethnic broadcasts and the daytime schedule to New Jersey-oriented programing. Washington law firm is Marmet and Schneider.

13 mayors from 2 states attend WDSU-TV seminar

A special seminar held by WDSU-TV New Orleans Dec. 16 to familiarize itself with the community problems in the outer areas of its coverage drew mayors from 13 Louisiana and Mississippi towns, the station said.

A. Louis Read, general manager of WDSU-TV, said the seminar was designed to "learn how our station can be of greater service to the many important communities in our coverage area which may be miles and hours away physically, but only a fraction of a second away electronically." The mayors at the meeting heard seven speeches by WDSU-TV personnel and asked questions after each address.

The seminar grew out of the station's Celebrity Six Caravans, which sent station personnel and equipment into outlying communities, where they participated in local events and filmed the happenings for local news coverage. Not enough time for discussion of community problems was available at these meetings, WDSU-TV felt, so it arranged the seminar. The mayors represented cities with a total population of 150,000.

**EXCLUSIVE BROADCAST PROPERTIES!**

**SOUTHWEST**—Major growth market fulltimer with regional coverage. Earning $75,000 per year. Total price of $550,000 includes $50,000 in real estate. **Contact—Boyd Kelley in our Dallas office.**

**SOUTHWEST**—Daytimer with excellent frequency adjacent to major city. Real estate included. Will earn $15,000-plus in '64. Total price $100,000 with $35,000 down. **Contact—DeWitt "Judge" Landis in our Dallas office.**

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Peter A. Bordes and Joseph L. Rosenmiller for approximately $500,000. Mr. Fitzgerald is also selling WGB Freeport, N.Y. (see below). Messrs. Bordes and Rosenmiller own WCTC-AM-FM New Brunswick, N.J., and have controlling interest in Sentinel Publishing Co., East Brunswick publisher of six weekly newspapers in area, and weso Southbridge, Mass. WGB is a 5 kw daytimer on 740 kc.

WGB Freeport, N.Y. (Long Island): Sold by Edward J. Fitzgerald Sr. and family to Susquehanna Broadcasting Co. for $452,000 plus obligations (also see above). Susquehanna, controlled by the Louis J. Appell Residuary Trust, owns WUSA-AM-FM-TV York and WARM Scranton, both Pennsylvania; WMLO Akron, Ohio, and WICE Providence, R. I. WGB is on 1240 kc with 1 kw during the day and 250 watts at night.


New TV stations

As of Dec. 23 there were 106 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 59 were commercial UHF's, 5 were educational VHF's and 23 were educational UHF's.

Information received regarding plans of holders of construction permits includes:

**WHIQ(TV)** (ch. 25) Huntsville, Ala. Alabama Educational Television Commission permittee. Noncommercial station expected to go on the air in August 1965. Address of the six-station Alabama Educational TV Network is 2151 Highland Avenue, Suite 206, Birmingham, Ala. (35205). Bids on equipment are currently being asked. Station is expected to have ERP in neighborhood of 250 kw visual.

**WBKD(TV)** (ch. 50) Detroit. Kaiser Broadcasting Corp. permittee. Studios, offices and transmitter are at Southfield, Mich., near the junction of Eleven Mile and Inkster Roads. A downtown Detroit office is being maintained in the Penobscot building. Transmitter and antenna are RCA, tower is Stainless, VTR's are Ampex and RCA and cameras are RCA and Visual. Executives include John A. Serra, general manager; James T. Lynch, program and production manager; Gene Hill, director of engineering; Robert Dannenberg, business manager; Bruce Martyn, sports director; Richard Freeman, sales manager; Robert Pasquillini, promotion manager; Tom Johnston, assistant program manager for sports and special projects. The basic hourly rate is $800 and one-time open minute $185. Station will have 35 kw visual and ERP will be
FCC prodded for CATV action

Springfield TV company wants it to issue declaratory ruling that all such systems are subject to its rules

The FCC was asked last week to issue a declaratory ruling that all community antenna television systems — those that do not use microwave relays as well as those that do — are subject to its jurisdiction.

At the same time, the commission was asked to require the off-air systems to provide the same temporary protection for local television stations as is now required of microwave-fed systems. The measure, imposed pending adoption of rulemakings, requires microwave-served cable companies to carry the signal of a local station and to refrain from transmitting programs for 15 days before and after the station broadcasts them.

The request for a ruling was made by Springfield Television Broadcasting Co., which owns and operates four UHF stations — WMLP (TV) Springfield, WRLP (TV) Greenfield, WJZV (TV) Worcester, all Massachusetts, and WKEF (TV) Dayton, Ohio.

Springfield said that unless the commission takes the requested action, "the uncertainty and conjecture" concerning its authority over off-air CATV's will have an adverse impact on the development of UHF

Springfield's Experience: The company, which has long urged stringent regulation of CATV's, cites the difficulties it says its WMLP has encountered as a result of operating in an area served by some 20 CATV's only one of which uses microwaves. The station, which originated some local programs, became a full satellite of WMLP because of the impact of the CATV competition, Springfield said.

The commission's authority over microwave-fed CATV's—for about 250 of the 1,600 systems—is well established because of the jurisdiction over the use of microwaves. However, there is sharp disagreement, even within the commission, as to its authority over off-air systems.

Springfield's request for a ruling constitutes the second time in two months the commission has been asked to assert jurisdiction over all CATV's. In October ABC petitioned the commission for a rulemaking to limit the areas beyond which a station's signals could not be carried. (Broadcasting, Oct. 19). Such a rule presupposes commission authority over all CATV's.

By requesting a declaratory ruling, Springfield indicates readiness to take the matter to court. If the commission declines to respond to the request for a ruling, Springfield can ask the federal district court for an order requiring the commission to issue a statement as to its authority.

The company said that commission jurisdiction over all cable companies is grounded in the fact that they are "not only a link but a vital service within the overall interstate communications system." Springfield also said that CATV's, "by receiving television signals and distributing them . . . through wires . . . clearly fall within the definition of 'wire communication'" over which the Communications Act gives the commission authority.

Springfield added that the prolifera-

Henry issues annual synopsis of FCC achievements

Community antenna television, an order that NBC and Westinghouse reswap stations in Cleveland and Philadelphia, political broadcasting decisions and a new look at payola and plugola are reviewed in a year-end statement issued last week by FCC Chairman William Henry.

The chairman found "widespread improvement" in the nation's various communications services and cited the following as "significant developments" in broadcasting during 1964:

- The FCC considered proposals for regulation of CATV, sought to protect local TV services and initiated an inquiry into the role of broadcasters as system owners and as vendors.
- The commission found that NBC had improperly used its power of network affiliation to coerce Westinghouse Broadcasting Co. to trade its Philadelphia stations (now WRCV-AM-FM-TV) for the network's Cleveland outlets (now KYW-AM-FM-TV). The stations are to go back to their original owners.
- The FCC armed itself for a renewal examination of payola and plugola by giving its chairman subpoena power.
- A report on political broadcasting experience of radio and television stations was being prepared for the 89th Congress. The commission ruled during the 1964 campaign that a presidential news conference requires equal time but found the President's report to the people on "current events affecting the country's security was exempt."
- The commission voted 5-1 on Dec. 18 to require hearings on applications for additional stations in the top 50 television markets by licensees of stations in those markets (Broadcasting, Dec. 21). Earlier it had tightened its rules on service by ownership of commonly owned commercial stations, sought disclosure of publicly held stock ownership.
- The emergency broadcast warning service was strengthened so that the President can communicate specifically with the public in times of crisis from wherever he may be. Supplemental FM state and regional defense networks were augmented.
- The commission lifted its freeze on AM's and FM's.
- It initiated a schedule of fees for application filings.
- It aided expansion of educational TV operations.
- Chairman Henry also noted that commission enforcement activities "to make broadcast licensees live up to their responsibilities under law and rules" resulted in license revocation in four cases, denial of renewal in five, fines for 24 stations and short-term renewals for nine others.

He observed that the commission terminated its own proposal to limit commercials. But he failed to note the congressional uprising that preceded the commission's retreat. The FCC is continuing to watch performance, however, and is also trying to lick technical problems related to "loud" commercials, he said.

30 (THE MEDIA) BROADCASTING, December 28, 1964
tion of CATV's is "undermining the fair and efficient distribution of radio services," it said in its comments on the Communications Act. Accordingly, Springfield said, the commission has the authority to prevent the "corruption" of its TV allocations policy.

Springfield said the declaratory ruling is essential to the development of UHF television. The company noted that proposals for legislation affecting all CATV's, as well as ABC's petition, are under consideration. But it said "a substantial period of time will elapse" before action on legislation or a rule can be taken.

Two new CATV systems formed

Formation of two more community antenna television companies and progress reports on construction of two new systems were among the CATV developments last week.

Freeport, Ill.—John Goddard and Charles W. Taylor of Freeport have formed Freeport Community TV Inc., and plan to apply for a franchise. Other applicants: Trias Stations Inc. (WFRL, Freeport), Transmission Co. of Peru, Ill.; Meredith-Avco Inc., Northwestern Telephone Co. and National Trans-Video, Dallas.

Mt. Carmel, Ill.—WSAB Inc. (WSAB [FM]) and Jel-Pub Inc., both offering 2% of their annual gross to the city, have been identified as applicants in competition with Clear Vision TV Inc.

Lee, Mass.—A franchise has been granted to the Berkshire TV Cable Corp., Boston.

Spray Beach, N. J.—A system being built for Island Cable Co. is nearing completion and will carry New York City and Philadelphia channels. George Chasmer and Charles Beer of Beach Haven and Joseph Sayers of Atlantic City, both New Jersey, are principals in the firm and have franchises in other New Jersey communities: Ship Bottom, Long Beach Township and Beach Haven.

Moreau, N. Y.—Mohican TV Cable Corp., 80% owned by Jerrold Electronics Corp., Philadelphia, has broken ground for a system whose construction depends on FCC approval of microwave application. Mohican also is an applicant in Glens Falls, N. Y.

Piqua, Ohio—Valley Antenna Systems Inc. has been formed to operate a system providing 10 TV channels for Columbus, Cincinnati and Dayton stations. Roger Thyer, Sam Jackson Jr. and C. Oscar Baker, all of Piqua, are principals in the new firm.

Name of the game: leapfrogging

Broadcasters split sharply on proposal to hem CATV's in and issue may doom NAB-CATV accord on federal regulation

A new issue, "leapfrogging", has upset the carefully drawn agreement between representatives of broadcasters and community television operators and it may result in a stalemate between the two groups. It has already divided broadcasters into rival camps.

Under preliminary consideration is a plan to have the subcommittees of the Future of Television in America Committee of the National Association of Broadcasters and of the National Community Television Association meet again early next month to see if a solution can be reached on the issue.

The leapfrogging issue was the factor that caused a full FTVA committee, which mustered only four of its seven members at its meeting Dec. 17, to reject the compromise agreed to by its subcommittee (BROADCASTING, Dec. 21). The compromise was on proposals to be jointly advanced by the NAB and NCTA for federal regulation of community antenna systems.

Leapfrogging, characterized by some participants as a misnomer, has to do with the importation of distantly originated television signals by CATV systems that do not pick up some stations that are closer to the site of the CATV operation. Key members of the NAB are adamant that a distance limitation be imposed in any agreement with NCTA. Other equally influential NAB members are just as definite in their opposition to the notion that the government ought to restrict the distance that CATV's can reach to get their program services.

Through the use of microwave relay links CATV systems theoretically could bring New York TV programs to San Diego. More practically, many CATV systems now bring in TV signals from cities as far as 300 miles from their communities.

CATV May Object—CATV operators may resist efforts to limit the distance that they may traverse to bring programs to their customers.

Bruce Merrill, chairman of the NCTA, said last Tuesday (Dec. 22) that making television signals available to areas beyond their normal reach is the "major function" of CATV.

"It would be difficult for us to accept any limitation on this job," Mr. Merrill said.

Mr. Merrill said he had had no word on what the FTVA group discussed or decided when it met two weeks ago.

Both subcommittees, he added, felt after their meeting in New York early in December that "we had worked out a plan we felt we could sell to our board and they could sell to theirs" (BROADCASTING, Dec. 7).

The agreement between the two subcommittees covered, it is believed, provisions that would give the FCC jurisdiction over CATV with these three major terms:

- CATV systems would be prohibited from duplicating programs carried by the local TV station for a specified time.
- Technical standards would be established to prevent CATV systems from degrading any TV signals carried on the cable.
- Except for narrowly defined elementary service (weather, time, on-camera bulletins), CATV systems would be prohibited from originating any programs or commercials.

These provisions are considered by some broadcasters to be inadequate to protect the existing television system. At least two members of the FTVA—Clair McCollough of the Steinnans and William Grove of KFBC-TV Cheyenne, Wyo.—were said to be particularly insistent that tighter rules for CATV be sought.

At the request of Mike Shapiro, WPAA-TV Dallas, chairman of the TV board of the NAB, a summary of the original agreement—which has never been made public—and of the tougher restrictions proposed during the FTVA committee meeting is being drawn for submission to all TV board members. The digest is being prepared by Dwight Martin, WJSA-TV New Orleans, chairman of the FTVA unit, and Douglas A. Anello, NAB general counsel.

Both the NAB and the CATV groups are working toward agreement on proposals for congressional legislation which would empower the FCC to exert its authority over cable companies, particularly where they have impact on local TV stations. The leapfrogging issue, for example, is based primarily on the insistence of some broadcasters that the FCC's 1952 Sixth Report and Order, which established the present table of allocations for television in the United States, be maintained. If a CATV system brings into its market TV signals of distant television stations, these broadcasters feel, this distorts and destroys the allocations principle.

Broadcasters on the other side of the leapfrogging argument say that adoption
WJZ-TV completes $300,000 renovation

WJZ-TV Baltimore has enlarged its elbow room, adding a new two-story administration wing, and film and storage area and completely renovating the older sections of the building. Cost of the project reportedly was in excess of $300,000.

Dedication of the new structure was held Dec. 16.

of a protectionist policy for the present TV system would lead to importation of attendant federal restraints on television broadcasters. According to this view, the government cannot accord immunity to the TV operators against CATV competition without also asserting tighter authority over the TV operators themselves.

ABC rebuts critics of its CATV stand

ABC last week denied that it was out to "cripple or destroy" community antenna television systems and defended its October plea to the FCC for a rule-making to regulate CATV (BROADCASTING, Oct. 19).

In a reply filed last Wednesday (Dec. 23), ABC found that "nothing in the opposition erodes the strength of ABC's position. If anything the oppositions underline the current critical nature of the problems involved."

ABC called on the commission to use the authority it has "from a public interest viewpoint" to give "particular attention and even protection" to the free-TV system that has evolved under the Communications Act and commission policies.

ABC's major proposal was for regulations to limit the area within which a station's signal could normally be carried by a CATV system. Last week, the network charged its opponents with claiming that "adoption of regulations of the kind proposed by ABC would result, in many instances, in the denial of a multiplicity of program services" to those willing to pay for it who are living in areas "where it is economically desirable for CATV entrepreneurs to install cables."

The network said it feels "there is a vital and important part for CATV in the overall television scheme." However, it does not feel CATV should thrive at the expense of free television.

If CATV continues to grow without federal regulation, in the direction that "CATV developments during the past few months clearly indicate," ABC said, "the point will soon be reached where CATV may become more a public detriment than a public benefit."

The network said opponents "forecasting the crippling or destruction of CATV under the ABC proposals are simply 'crying wolf,' unless they are fearful that CATV can exist only if it is permitted to use television station signals" where the FCC might consider their use not in the public interest.

ABC charged that the National Community Television Association, "which strongly contests ABC's assertion of commission authority, has been busily operating on two fronts. In addition to its opposition to ABC's petition, NCTA also filed comments on Dec. 1 with the Public Utilities Commission of Connecticut. With one foot in Connecticut and the other in Washington, NCTA is trying to place a burgeoning industry with a tremendous impact upon the public interest in a never-never land of no regulation, state or federal."

Again championing the UHF cause, ABC attacked the plans of "systems of the type now being proposed in many of the major markets . . . carrying a dozen and more channels" as being detrimental to stations now serving the markets and impairing UHF stations, scheduled to go on the air, which "may never get off the ground."

TV rival suggests shutdown of WCFL

WCFL Chicago, a union-owned station that has been broadcasting since 1926, should be taken off the air because its licensee, the Chicago Federation of Labor and the Industrial Union Council, lacks the legal qualifications to operate a station.

This assertion was made last week in a petition filed with the FCC by Chicagoland TV Co., one of the applicants competing with the federation for channel 38 in Chicago. The other contestants for the channel are Kaiser Industries Corp. and Warner Bros. Pictures Inc.

Chicagoland, in its petition, asks reconsideration of the commission's approval of WCFL's license renewal application last month. Chicagoland said it was a party to that proceeding because the federation would use its income from the station to prosecute its application for the TV facility.

Chicagoland based its assertion regarding the federation's alleged lack of qualifications on a search of the licensee's filings at the commission. According to the petition, the federation's 1962 constitution does not authorize the operation of a broadcast station.

Therefore, Chicagoland said, "it is
apparent that the federation is not legally qualified to operate a broadcast station. Chicagoland also said it could find no reference to any constitutional authorization in the original application for the station.

The petition raised some other questions growing out of the federation's role as the owner of a station. It noted that some of the officers and members of the federation's board are members of local unions representing employees of other stations in Chicago.

As a result, Chicagoland said, these unions have direct or indirect control over their other stations, which could be used to the advantage of WCFL. Chicagoland said FCC rules are intended to bar anyone connected with one radio station from having direct or indirect control over another radio station in the same area.

Fire destroys studios of Bath, Me., station

WJTO Bath, Me., suffered a disastrous fire Friday, Dec. 18. The blaze, which started about 6 a.m., destroyed all of the station's studio and office equipment, according to owner Winslow Porter. Loses had not been calculated last week but were expected to be "high, and only partially covered by insurance."

The station was back in operation at 2:30 p.m., the day of the fire, broadcasting from its transmitter site. Mr. Porter paid tribute to his fellow broadcasters for their aid. "We must have had 20 different stations offer to help us get back on the air," he said. "Elby Stevens [general manager of WPST Caribou] insisted on driving 280 miles to bring us office supplies and equipment. WCSH Portland lent us a remote unit, and WGAN Portland sent records," he continued.

Media reports...

Network rep = Lago & Whitehead Inc., Wichita, Kan., has been named to handle advertising and public relations for the Kansas Broadcasting System, a state network of CBS-TV affiliated stations: KTVH-TV Hutchinson-Wichita, KTVC (TV) Ensign, KAYS-TV Hays and its satellite, KLOE-TV Goodland.

Affiliate switch = WINQ Tampa, Fla., affiliated with Mutual, will become a CBS Radio affiliate effective Feb. 1. WDAE, Tampa's current CBS affiliate begins independent operation Jan. 31. WINQ owned by Rand Broadcasting, is 1010 kc with 50 kw fulltime. WDAE, licensed to Smiley Properties Inc., is a 5 kw fulltimer on 1250 kc.

Rating council progress report

Processing of accreditation applications from research firm may be started in February

The Broadcast Rating Council may eventually offer a service in which a broadcaster can order a rating council audit of an audience-measurement firm's report on a specific market.

Dr. Kenneth H. Baker, executive director of the council, said last week that this was "conceivable." But for the present, he stressed, the council is auditing the overall performance of rating services, not their results in a particular market.

Dr. Baker made the statement in reporting that auditors working for the council have completed or are completing the audit of field work done in 24 markets. These audits relate to the measurement services of The Pulse Inc., American Research Bureau and C. E. Hooper Inc.

Dr. Baker expressed hope that auditing and related procedures could be completed in time for the council to act on these firms' accreditation applications in February.

Field work preliminary to auditing of the A. C. Nielsen Co.'s audience-measurement services is now getting under way. It had been held up pending Justice Department clearance that Nielsen felt it needed under an antitrust consent decree.

Auditing is done for the council by Ernst & Ernst and Price, Waterhouse & Co., independent firms. They select the markets where field work is to be done; identity of the markets is not known by either the council or the rating services until the audit has begun.

Areas of Review = The field audit includes an examination of sample design, implementation of sample design and refusal rates and methods of substitution, plus contacts with field supervisors, interviewers and respondents to validate the occurrence of interviews and the placement of diaries. Next step will be an examination of how the services process the raw data received from the field.

"We are running into fewer problems than we had anticipated," Dr. Baker said. "This may well be because the pilot audits we conducted last spring suggested solutions to problems even before they occurred."

He said the cooperation given to auditors by the rating services has been "uniformly good."

The auditors expect to check each rating service in about 30 markets a year. Some markets may be audited for more than one service. The 24 audited thus far are as follows (but Dr. Baker stressed that "there were not enough observations made in any one of them to constitute an audit of that market."): Augusta, Ga.; Bristol, Va.; Cincinnati, Cleveland, Columbus and Dayton, Ohio; Dallas, Tex.; Elkhart, South Bend and Indianapolis, Ind.; Green Bay, Wis.; Hastings, Kearney and Lincoln, Neb.; Memphis; Missoula, Mont.; New York; Pembina, N. D.; Pittsburgh; Roswell, N. M.; Sacramento, Calif.; San Antonio, Tex.; Watertown, N. Y., and Worcester, Mass.
Better be prepared to plan assiduously

That's what the FCC's new radio program forms will require; news-public affairs also emphasized

The FCC appeared close to completion last week of part of a project begun four years ago—revision of its program reporting form for AM and FM licensees and adoption of the new logging rules that will accompany it. What may be the final draft was on the commission's agenda Wednesday.

The rest of the job involves a revised form for television licensees. And staff work on this document is said to be nearing completion.

The forms are being revised to bring them in line with a programing policy statement adopted by the commission on July 29, 1960. In that statement, the commission said it would "steer clear of the bans of censorship" but that it proposes to require broadcasters to submit programing proposals "prepared as the result of assiduous planning and consultations. . . ." The AM-FM form requires "assiduous planning."

Both the TV and AM-FM forms have been subjected to exhaustive study by the broadcasting industry and the commission. They have undergone many drafting changes, have been the subject of oral proceedings before the commission and have even been tested in the field by broadcasters who acted as "guinea pigs."

Similar to Proposal • The form, with its stress on news and public affairs programing, is basically similar to the proposed notice of rulemaking issued in June (Broadcasting, June 1). But one change is that it combines into one document what had been two forms—one for license-renewal applicants and another for applicants for new stations, assignments and transfers of control and for major changes in facilities.

In some respects the document has been streamlined as a result of consultations with industry representatives. But its questions concerning past and proposed programing are still considerably detailed, a condition that may be tested in court.

W. Theodore Pierson, a Washington attorney representing a number of major licensees, has indicated his clients would seek judicial review if the commission adopted either the TV or radio form in anything like its proposed state. Mr. Pierson feels both would violate the constitutional guarantee of free speech and the Communications Act's no-censorship provision (Broadcasting, July 6).

However, commission approval of the form—actually Part IV of the broadcast application form—would not be the final word from the government. This can come only from the Budget Bureau, which must pass on all forms issued by government agencies to more than 10 persons.

Commission's Hopes • The commission hopes the new form will provide more meaningful information on radio programing than the current form, created for an earlier, and vastly different, era in radio checking. The form is also designed to provide more detailed information on licensees' commercial practices.

As presented to the commission Wednesday, the form does not require AM and FM licensees to report on the percentages of programs, by categories, that were carried and are proposed, as they do now.

Instead, it requires licensees to make a survey of their communities to determine their programing needs and interests and to report on "typical" programs, exclusive of entertainment and news, proposed to meet those needs and interests. The broadcaster would have to describe his method of determining needs and to identify all groups that responded to his inquiries.

And in one change from previous versions of the form, the licensees would be required to keep on file for public inspection the records on which their reports to the commission were based, along with copies of the programing proposals.

In an order accompanying the form, the commission indicated a determination to stand firm against criticism of its concern with the manner in which programing is devised. It said that although the "ultimate" decision on programing is the licensee's, the commission has an interest in how he discovers and meets the needs of this era.

Furthermore, the commission said, licensees must make a "positive, diligent and continuing effort" to provide a program schedule geared to their communities. It also said the programing survey "must include" consultations with members of the general public, community leaders and representatives of professional and charitable groups as set forth in the 1960 policy statement.

Commercials • The form goes into more detail on commercial matters than the one now in use. Where the present form asks only the number of spots carried, the new one asks the amount of time devoted to commercials, in both hours and minutes and percentages of broadcast time.

It also asks the percentage of time to be allowed for commercial matter between 6 a.m. and 6 p.m. and in "all other hours" and the maximum amount of commercial matter to be carried in any 60-minute segment. In addition, it asks the number of 60-minute segments in the schedule containing commercial material ranging from no minutes to more than 18 minutes.

The new logging rules ease somewhat the requirements for counting commercial time. Licensees would not be required to enter the beginning and ending time of a spot, only the starting time and length.

The form, reflecting concern with informational programing, requires licensees to provide details on programs carried in the preceding year to inform their listeners about local, national and international problems of public importance.

It also asks licensees the amount of time devoted in the composite week to news, public affairs and "other" programs, exclusive of entertainment and sports. It also asks the minimum time that will be devoted to these categories in the coming license period.

Details • In addition, the applicant is asked to provide some details, such as title, source, length, regarding the news and public affairs programs he carried. He is also asked about the staff and facilities utilized for programing, as well as the percentage of news programing time given—and expected to be devoted in the coming period—to local and regional news.

In the public affairs field, the applicant is asked his policy for making time available for the discussion of public issues, and to report on the staff and facilities used in producing public affairs programing. He is also asked the number of public service announcements

Broadcasting, December 28, 1964
carried in the composite week and expected to be broadcast in the coming period.

Two questions are aimed at providing a picture of the general radio service available in an area. One asks the station's format—that is, whether it's country & western, good music, etc. The other asks how the station contributes to the "overall diversity" of programing in the area served.

FM stations are asked if they duplicate an AM station—if so, which one and to what extent.

Additional Information Invited - Licensees are invited to attach additional information if they feel the answers they supplied in response to questions about past programing don't accurately reflect their programing.

And, in a question that invites the licensee, in effect, to pass judgment on himself, the form asks whether his programing practices agree with the proposals he made in his previous renewal application.

The order accompanying the form says that licensees are responsible for advising the commission of "substantial" changes during the license period. The commission leaves the definition of "substantial" to the broadcaster, but notes an "obvious" example would be one in which a station switches format from all-talk to popular music.

**ETV buys on commercial TV**

**Representative Cleveland will offer that idea in next Congress**

State boards of education would be authorized to spend federal funds to buy time on commercial television stations for educational programming, according to a plan being drafted for introduction in the 89th Congress.

Representative James C. Cleveland (R-N.H.), architect of the proposal, says the measure would involve an allocation of about $1 billion yearly for use by state boards in programing educational programs on commercial stations and establishing "extensive lending libraries—particularly those specializing in audio-visual aids."

Representative Cleveland said state education boards "would be given the widest latitude in their use of funds under this program" to avoid the "spectre of federal control and its handmaiden, conformity." "

**$1.5 million sale**

In a substantial sale of syndication properties, CBS Films announced last week that RKO General Broadcasting is investing almost $1.5 million for the purchase of "Twilight Zone" for its five owned stations, Marshall Dillon for Detroit and Have Gun, Will Travel for Boston.

James T. Victory, vice president, domestic sales, CBS Films, noted that "Twilight Zone" was placed into syndication a week ago. It consists of 134 half-hours and 17 one-hour episodes. Under terms of the contract, RKO General has exclusive rights in its five markets (New York, Los Angeles, Boston, Detroit and Memphis) to "Twilight Zone" for five years and also includes long-term rights for Dillon in Detroit and Have Gun in Boston. The stations will start carrying the series in October 1965.

the extent that a state board of education purchased television time from commercial stations, it would reduce the deleterious effects that some of the commercial programs are suspected of having on our children. Youngsters are going to watch television anyway and it is safe to say educational programs can be developed that are entertaining as well as educational."

Representative Cleveland said his proposal would largely avoid constitutional questions that have previously blocked federal aid to primary and secondary schools.

"Certainly," he said, "there could be no constitutional objection against private schools' using programs already being broadcast generally for public schools and colleges in a state...[or] if private schools were to borrow audio-

visual aids as they are available from state boards of education."

State boards would be given full authority, "and, indeed, will be encouraged," Representative Cleveland said, "to enter interstate cooperative agreements to implement this program."

Stations sometimes serve more than the states to which they are assigned. Representative Cleveland continued, citing WMTW-TV Poland Spring, Maine, with transmitter at Mt. Washington, N.H., which serves New Hampshire, Vermont and Maine.

**Howell says FCC is fighting its own aims**

In an article being published today (Dec. 28) in the Journal of Broadcasting, Rex Howell, chairman of the radio board of the National Association of Broadcasters and president of KREX-AM-FM-TV Grand Junction, Colo., said the FCC went too far in instituting the fairness doctrine. Mr. Howell feels the commission is working against the same goal it has set out to achieve.

He adds broadcasters are not opposed to the basic principles of the doctrine, but the proper way to attain fairness should rest with the individual broadcaster rather than a government agency.

Another article appearing in the Journal, published by the Association for Professional Broadcasting Education, Los Angeles, is the "Changing Role of Radio" by Frank Riggs, former radio-television officer for the Air Force Systems Command, in which he describes the changes radio has undergone since World War II.

Dr. E. Willis, professor of speech at the University of Michigan, in his article "Sound Broadcasting in Great Britain" said that although radio is declining in popularity, it continues to be a prominent force in Great Britain despite the influence of television.
The magic combination for successful TV

ownership arrangement with ABC-TV, is titled Will Banner, a sheriff in an eastern state, to be portrayed by Steve Forrest. The pilot of this modern day action-adventure series went into production this month at Samuel Goldwyn Studios, was written by Harold Jack Bloom and will be directed by Walter Grauman.

“There are a lot of things I can do as an independent producer that I couldn't do if I was working for a major studio,” Mr. Martin said. “I can fight the studio, which the guy on salary can't, so he gets routine treatment which I don't have to put up with. I can get the facilities I need without having to share the studio overhead for a lot of things—and people—I don't need or want. I can pick my own people and pay them more and still come out with a lower budget.”

At the Goldwyn Studios, where The Fugitive is produced, the producer has what is known as a “four-walls” contract. The studio provides facilities—stage space—and the back-lot people (at salary plus 10%), but Mr. Martin hires all his own people to work on the set, like the art director, the cameraman, the gaffer (electrician). Under a similar arrangement at 20th Century-Fox TV, where he is producing 12 O'Clock High (which is based on the theatrical motion picture produced by 20th Century-Fox some years ago), “I pay $15,000 an episode and I have access to everything they own, including five stages with 90,000 square feet of floor space and a complete wardrobe of World War II uniforms. But I pick my own people and do my own planning. There are hidden savings when you know where to look for them and where to anticipate the problems that can come up.”

Mr. Martin does. His start in production was as a film editor and he knows the behind-the-camera part of the business as well as its creative side. “There's no real separation between the creative and the business end,” he said. “Each depends on and influences the other. For instance, take budgeting. There are the basic costs and the extras like location shooting and overtime, but if you know your business they're not too tough to figure. I can read a script and come within one percent of the production cost.

“The producer working at a major studio doesn't have to do this. Someone else is deciding what the budget will be and how much of the studio overhead each feature picture or each program of a TV series is going to have to carry. There is of course an advantage to turning production over to the studio. There's a trained organization and you can put a script into the mill and a fairly good product will come out.

“However, I'd rather do it myself. When I was at Desilu [where he produced The Untouchables] no matter what I did, the studio overhead charged killed me.”

This is no longer the case. In his arrangement as an independent producer, Mr. Martin provides the prop-

Networks taper off on lineup changes

CBS-TV's changes in its current nighttime program schedule appeared set last week except for continued speculation that the network would consider its first use of movies in prime time. ABC-TV, meantime, announced FDR, a series devoted to the presidential years of Franklin Delano Roosevelt, would be scheduled Friday, 9:30-10 p.m. EST, effective Jan. 8, moving up 12 O'Clock High to the 10-11 p.m. period. The 10:30-11 period had been station time.

CBS said that Password and The Baileys of Balboa, which in the number of program changes planned (Broadcasting, Dec. 14) were to move to Friday slots, would stay in their Thursday, 9-9:30 p.m. and 9:30-10 p.m. time periods, chiefly at the request of the advertisers in the shows.

As a result, On Broadway Tonight, a summer replacement, effective Jan. 1 will be scheduled on Friday, 8:30-9:30 p.m., instead of on Thursday as initially planned. This juggling permitted CBS to go ahead with its move of The Entertainers and Slattery's People, to Saturday, 10-11 p.m., and Friday, 10-11 p.m., respectively.

CBS-TV, it was reported, is virtually certain to have feature films in prime time next season (Broadcasting, Dec. 21). The network is reported to have agreed to purchase 20 films from Screen Gems and either eight or 10 from Universal Pictures, depending on whether Paramount Pictures can supply two, to make a package of 30.

Neither CBS-TV nor the motion picture companies would confirm the deals, but they didn't deny a report that agreements had been reached. It is believed CBS-TV would schedule the package of 30 films next season on Friday, 9-11 p.m.

Program notes . . .

Store sales • Triangle Program Sales has reported sale of the Podreca Piccoli Theater one-hour holiday special in color to 28 department stores for

36 (Programming)
Morse will be leaving 'CBS Reports'

A CBS News representative last week confirmed reports that Arthur D. Morse will be leaving his position as executive producer of CBS Reports. The network official said that the move is in no way related to earlier announcements of high level changes in the news division which included the appointment of Gordon Manning, executive director of Newsweek magazine, as vice president and director of TV news (Broadcasting, Dec. 21). A successor has not been named for Mr. Morse.

CBS recently changed the time period of CBS Reports from 7:30 p.m. Wednesday to 10 p.m. Monday.

Other changes being contemplated by CBS News involve the following assignment shifts for correspondents: Harry Reasoner from New York to Washington as White House correspondent; Martin Agronsky from Washington to Paris, Charles Collingwood from Paris to London, and Hughes Rudd from Chicago to Moscow.

Radio series sales...

30 Hours of Christmas (Triangle): KVOR Colorado Springs; vvip Mount Kisco, N. Y.; KGM Missoula, Mont.; WATW Ashland, Wis.; KERV Ontario, Ore., and KRAC Almacenado, N. M.

12 Hours of New Year's (Triangle): WWVN Watertown, N. Y.; WSHA Harrisonburg, Va., and WATW Ashland, Wis.

Word Picture (Triangle): WPXY

The helpful peacock

In an unusual assist, a special program on color tape that stars Fred Astaire was fed by NBC to CBS in New York on Dec. 20. The show on CBS was telecast 9-10 p.m. EST. CBS reportedly paid $5,000 in costs for the NBC feed.

Three Astaire programs, produced by NBC in 1958, 1959 and 1960, were recorded on tape which can be played back only on the "heterodyne" machine—a type which only NBC has. CBS has purchased the rerun rights to the shows which were scheduled in the interim of dropping Mr. Broadway and scheduling the new For the People series that starts Jan. 24. (Broadcasting, Dec. 21).

The production know-how and key personnel who convert the idea into scripts and the scripts into filmed productions. The network and the studio contribute the financing. The three share equally in the profits, if any. In his deal with ABC-TV for a third series, the network will take care of all the financing and he profit will be divided 50-50.

As an independent producer, Mr. Martin also operates without an agent and so saves the 10% sales commission, which can be a appreciable sum as it comes right off the top. "I ake this money and put it back into the show," he said. "The budget for each episode includes two round-trip tickets from New York, to get fresh faces into the program. Working at long distance involves a chance, but we follow the recommendations of New Yorkers in whom we have confidence and generally it works out. I try to avoid casting one expensive guest star and a lot of cheap supporting players. I'd rather forego the star and pay a good actor a bonus for doing a better than usual job in a supporting role.

"This extra money also allows me to shoot on location where the script calls for it. The audience probably doesn't know what it is, but they appreciate the feeling of reality that a little more trouble, a little more money contributes. People feel uncomfortable where there's anything phony about a show." Sam Goldwyn's classic comment: 'A bush is a bush, a rock is a rock; shoot it in Griffith Park, ' no longer holds.'
A new conservative political organization founded in Washington last week will attempt among other things to "spotlight" conservative commentators and writers "who've never gotten off the ground."

Representative Donald C. Bruce (R-Ind.), chairman of the American Conservative Union, said the group would undertake valid and competent research into economic and political issues in an effort to consolidate responsible conservatives. Still in the formative stages—the union was founded Dec. 19 and Mr. Bruce was elected chairman—it will encourage sponsorship of commentators and writers articulating its position. Some conservative commentators are heard only in local areas, largely due to lack of sponsorship, he said, and do not reach the greater audiences enjoyed by sponsored liberal commentators such as Edward P. Morgan, News and Comment, sponsored by the AFL-CIO on ABC Radio.

(William F. Buckley Jr., a founding member of the Conservative Union and editor of The National Review magazine, will begin a syndicated, five-minute radio program for WBBW Youngstown, Ohio, and WILM Wilmington, Del.; WSCR Scran- tone, WWVN Erie, WBBR Wilkes-Barre, WTRN Tyrone, WMJ State College, WWPA Williamsport, WCBG Johnstown, that will be offered by Stephen Associates Inc., New York beginning next month [Broadcasting, Dec. 14].

Mr. Bruce said the union would hire a staff and establish offices in Washington. He is its chief executive and will take over fulltime at the end of his congressional term Jan. 3. He sought the Republican senatorial nomination in Indiana this year but lost and did not run for another House term. He was a commentator on WPLR Indianapolis and was associated with other Indiana stations for 19 years before being elected to Congress in 1960.

Greenville, N. C. and WGLB Port Wash-ington, Wis.

12 Hours of New Year's (Triangle): KFMP(PM) Port Arthur, Tex. and KIML Gillette, Wy., and to Schmidt's Beer

Once more into court for Corinthian, IRS

A seven-year legal fight to establish the principle of network affiliation contract depreciation—upheld by a U. S. court judge early this year—must continue for a while longer.

Because efforts to settle the Corinthian tax case have been unfruitful, the Internal Revenue Service said last week it will appeal the decision of U. S. Tax Court Judge Howard A. Dawson (Broadcasting, March 16) in the U. S. Court of Appeals in Chicago.

Judge Dawson's decision maintained there is sufficient evidence in the television industry to estimate the life expectancy of a network affiliation, and that a "reasonable allowance" is a straight line depreciation for 20 years.

In effect, Judge Dawson upheld the 1956 action of Corinthian Broadcasting Corp. in allocating $4,650,000 to CBS affiliations with WISH-TV Indianapolis and WANE-TV Fort Worth, Ind. Corinthian bought the two television stations, and their AM adjacents for $10 million in that year from C. Bruce McConnell. It allocated $4 million to the CBS affiliation with WISH-TV and $650,000 to the WANE-TV affiliation.

The IRS disallowed this amortization on the ground that network affiliations do not have a definite life. Appeal to the tax court followed, and Judge Dawson's decision came after hearing and litigation.

Shortly after the Dawson decision, the IRS and Corinthian began negotiations looking to a settlement. Last week's announcement was the first word since then that the talks had failed.

SEC's November report of transactions

The Securities & Exchange Commission has reported the following stock transactions by officers, directors and stockholders owning more than 10% of broadcasting or allied companies in its November issue of Official Summary (all common stock unless otherwise indicated):

American Broadcasting-Paramount Theaters—Herbert R. Bahn exercised option on 465 shares, now holds 1,076; Mortimer Weinbach exercised option on 677 shares, now has 2,030.

CBS—Clive J. Davis exercised option on 699 shares, now holds 1,731; Lewis Gordon exercised option on 965, now has 12,980.

Crown-Collister Publishing Co.—Joseph Schwartz acquired 2,000, now holds 15, 137.

Metromedia Inc.—John W. Kluge exercised option on 26,006, now holds 150,275 individually, controls 41,700 shares indirectly.

Outlet Co.—Frank C. Young Jr. acquired 200, disposed of 180, now holds 200.

Reeves Broadcasting Corp.—J. Drayton Hastie disposed of $3,000 in 6% convertible debentures, now holds $42,000 worth.

Rollins Broadcasting Inc.—John W. Rollins disposed of 1,000 shares of class B common, now holds 178,000; O. Wayne Rollins disposed of 1,800 shares of class B common, now has 321,160.

Taft Broadcasting Co.—Roger Brackett acquired 100, now holds 200; Hubert Taft Jr. disposed of 7,047, now has 105,731.

Filmways Inc.—Martin Ransohoff sold 2,000, now has 104,736; Mr. Ransohoff also controls 12,688 shares indirectly.

MCA Inc.—Lew W. Wasserstein acquired 100, now holds 4,100; Mr. Wasserstein also controls 2,500 shares indirectly.

Audio Service Inc.—William T. Rear acquired 1,000 shares, now has 1,012.


FINANCIAL REPORTS

Filmways first quarter ahead of last year

Filmways Inc. has reported that earnings in its first fiscal quarter ended Nov. 30 were greater than last year's first-quarter earnings of $70,331, equivalent to 12 cents a share, and revenues of $2,512,383. Exact figures for the first fiscal quarter of this year were unavailable.

Lee Moselle, president of Filmways, told stockholders meeting Dec. 18 that the gains resulted from increases in both television and movie production.

Mr. Moselle said Filmways expects to have at least two new weekly net-
work shows on television next season, and that the corporation's four current television shows would be renewed. They are Mr. Ed, Petticoat Junction, and Beverly Hillbillies all CBS-TV, and Addams Family on ABC-TV.

Financial notes...

* The board of directors of the Boston Herald-Traveler Corp., owner of WHDH-AM-FM-TV, that city, has declared a dividend of $1.50 per share of common stock payable Jan. 15, to stockholders of record Dec. 28. The announcement of the dividend said radio-TV income "continues in an upward trend."
* C-COR Electronics Inc., State College, Pa., has announced a spin-off of Centre Video Corp., its community antenna television systems subsidiary to separate the firm's two business phases. C-COR stockholders are to be given three shares of Centre Video stock for every share of C-COR. Centre Video systems are located in Bellefonte, State College, Kane and Towanda, all Pennsylvania, and Follansbee, W. Va.
* Motorola Inc., Chicago, announced two new enlarged cash dividends of 37 1/2 cents per share last week payable in January and April 1965 and proposed a stock split to be offered to stockholders at the company's annual meeting in May. One additional new share would be distributed for each two shares outstanding. If approved the stock outstanding will total about 6 million shares.

CBS special prompts fund in Appalachia

Richard S. Salant, vice president and assistant to the president of CBS Inc., acted for CBS-TV, and Tom Murphy, Capital Cities Broadcasting, New York, past chairman of the CBS-TV Affiliates Association, for affiliates as they combined efforts last week to direct a spontaneous offer of money and goods for poverty-stricken families of the Appalachian region.

On Dec. 22, a day after a CBS-TV special (10-10:30 p.m. EST.) entitled Christmas in Appalachia was shown, the Salvation Army agreed to set up the Salvation Army Appalachian Fund to receive monies offered by viewers, by affiliated stations and by CBS itself, as well as an abundance of food, clothing and toys. Mr. Murphy went on closed circuit to affiliates detailing the steps being taken.

CBS-TV spokesmen called the response "unprecedented" and "incredible." The program featured news correspondent Charles Kuralt touring the depressed area, interviewing people whose Christmas was expected to be barren. Immediately after the program—it was shown by 150 affiliated stations—station switchboards lit up with callers asking where they could send materials and funds. CBS in New York initially received 450 calls and another 300 or more on Dec. 22.

Parades, parties, games on WSJS festival slate

WSJS-AM-FM-TV Winston-Salem, N. C., has conducted a five-event Holiday Festival which began Thanksgiving Day and ended Dec. 24.

The first event was held on Thanksgiving Day when the mayor of Winston-Salem spoke over WSJS and all Christmas lights in the city were turned on. A parade was held on Nov. 28 with live coverage by WSJS-TV.

The third and fourth events were a basketball game at Wake Forest College on Dec. 5, and a free Christmas music concert from Wake Forest.

The festival closed with a series of theater parties on the mornings of Dec. 23 and 24.

Drumbeats...

Winners • Winners of the 27th annual writing and picture competition sponsored by Trans World Airlines, Kansas City, Mo., include: Andy Cassells, WHIO-TV Dayton, Ohio, for television news film; Joseph Phipps and Art Cloc-
For the record: radio-TV in 1964

It was a busy year, with new high revenues, a hard-fought and expensive national election, an active FCC, skirmishes on Capitol Hill and changes at NAB.

The year 1964 was an eventful one for radio and television.

Not only did both bill more than ever before in their history but a great number of developments of vital interest to broadcasters occurred during the 12-month period.

Among these was the rapid expansion of community antenna television with more and more broadcasters entering the field. A national election in which an estimated $40 million was spent to promote national, state and local candidates on radio and television furnished its problems. At the FCC there were a number of important decisions and a number of others were expected.

Throughout the year, week by week, Broadcasting reported each event as it happened. A review of these issues covers the entire field of radio and television as well as of the related fields which influence broadcasting.

Following are references, grouped by subject, to some of the major news developments of the year with the date of issue. The references include all of 1964 and, in order to increase continuity, the last four months of 1963.

Access

The attempts of broadcast newsmen to gain admission for their electronic gear into courthouses and public hearings continued, with much discussion, little progress. The argument, focused on the right of the public to be informed versus the right of the individual to a fair trial. Justice Department concerned about pre-trial interviews—11/11/64; access is essential, according to ABC's Goldenson—1/23/64; New York County Law Association wants tighter restrictions on pre-trial statements and interviews—2/3/64; so does American Bar Association—8/18/64: CBS proposes an intermedia code for covering legislative and judicial proceedings, offers to finance a Brooklyn institution study of problem—2/30/64; Brookings studies offer—8/17/64, agrees to make study—12/13/64; asks foundations to finance it—11/20/64; guidelines suggested at U. of Missouri seminar—4/13/64, 6/12/64; to gain access "mind your manners," broadcasters are told—1/28/64, 1/30/64; NAB news code—6/1/64; rights of public and individual to be balanced, Missouri bar association president says—7/27/64; U. S. judge asks Supreme Court to open its doors to cameras, microphones, as example—8/17/64; courtroom conduct is main topic at convention of Radio and Television News Directors Association—11/7/64; Lee Oswald could not have had a fair trial had he lived, American Civil Liberties Union asserts, blaming news media for his trial and conviction outside the courts—12/19/64; his on-camera shooting raises new question: does seeing a crime on TV make you a witness, disqualifying you as a juror?—9/2/64; Judge Brown accepts those who watched Oswald killing on TV as jurors in trial of Jack Ruby—9/28/64, thinks there may have to be a new law—11/15/64; radio-TV barred from Ruby trial—12/23/63; Radio-Television News Directors Association protests ban—12/30/64. Warren Commission charges news media with contributing to Lee Oswald death, jeopardising his right to fair trial and disseminating erroneous information.

Electronic news gear barred from Bobby Baker hearing—5/2/64. Nebraska Broadcasters Assn. protests ban on cameras by board of education—7/27/64. Senate Judiciary Committee approves bill giving media right to go to court to get access to government information—7/27/64; Senate passes it—8/3/64. U. S. Supreme Court agrees to review conviction of Billie Sol Estes to determine whether live TV coverage denied him a fair trial—12/14/64.

The battle for free access for cameras and microphones in public proceedings lost more ground than it gained in 1964. In Jackson, Miss., a patrolman (above) guards the courthouse door, where everything except the reporter was not only banned from the courtroom but from the building itself.

Advertiser-Agency Relations

Interpublic Inc. (now Interpublic Group of Companies) becomes largest advertising organization in world, with acquisition of Erwin Wasey, Rutherford & Ryan. F. Walter Thompson Co., remains world's largest agency—10/14/63. General Foods Corp. and four agencies plan two-year test of cost-plus-fees agency remuneration—11/21/63; most agency-client contracts call for traditional 15% media commission, many are not written, most ignore broadcast services—11/18/63. Advertisers want more creativity from agencies. Needham, Louis & Horby survey reveals—12/16/64.
Account switches in 1962 see $101 million in broadcast billings change hands—12/20/63; pace steps up as $91 million radio-TV business moves in first half of 1964—7/6/64.

Advertiser-Broadcaster Relations

Improvement needed, says K&F's Stewart—11/13/63.

TV rates too high, Alberto-Culver's Lavin asserts—11/23/63; savings could be made, says Campbell Soup's Budd—3/2/64; pricing policies favor big advertisers, Grant's Delling says—5/16/64.

Attitude change is best measure of value of a TV spot—11/16/63.

Advertiser needs way to drop bad show fast, says Leo Burnett's Mathews proposes—2/17/64.

Brown & Williamson asks what neighbors its spots will have—3/2/64.

Incentive discount for quality programing suggested by FC&B's Heck—3/16/64.

Radio coderawler option proposed by NBC—9/13/64.

Radio American Express' major medium—2/5/64.

Xerox commercializes UN specials, rejected by CBS-TV, will go on ABC-TV and NBC-TV—11/14/64.

Sponsors study best ways of using radio—6/15/64.

Kind of station, kind of audience, more important than ratings, radio buyers assert—11/6/64, 4/27/64, 5/11/64, 7/27/64, 8/5/64.

Too-low commercials annoy FCC Chairman Dean—7/27/64.

Pfaltz's "sound of laughter" spots—3/2/64, are banned by NAB code, dropped by advertisers plan to promote hard liquor—4/6/64, but delay—4/13/64, and settle for inspection of ads and liquor promotion—5/28/64, 6/22/64. Schwenk survey shows New York adults have no objections to late evening broadcast liquor spots—6/28/64. NAB objects to liquor advertising—6/30/64.

Washington State Liquor Control Board reverses crackdown on beer and wine commercials—5/16/64.

Broadcasting, December 28, 1964

The FCC in June held an oral proceeding on the TV program form. Three witnesses were on the stand at once. With their backs to camera (l to r): Douglas Manship, WBRZ-TV Baton Rouge, La.; Douglas A. Anello, NAB general counsel, and Rex Howell, KREX-TV Grand Junction, Colo. Commissioners are (l to r): Kenneth A. Cox, Robert E. Lee, Rosel H. Hyde, Chairman E. William Henry, Robert T. Bartley, Frederick W. Ford and Lee Loevinger.

More TV sets than daily papers, TVB reports—7/8/64, but Newspaper Advertising Executives Assn. hears that TV is losing its advantage over newspapers—7/20/64.

American Medical Association charges "censorship" when TV networks refuse to sell AMA time for one-minute anti-Medicare spots—9/14/64; ABC-TV takes the spots—9/25/64; CBS gives half-hour to AMA, also to Senior Citizens Council—10/12/64.

General Foods produces own juvenile programs—9/21/64.

Rising media costs may mean decreased use, agency president warns—9/25/64. Hubboard stations will continue ads for breweries even if liquor companies—9/28/64.

Toy advertising poses problems for advertiser and broadcaster, toy maker asserts—11/18/64; retailers feel TV ads boost toy prices—12/7/64.

Advertisers, held responsible, should con-
Advertising

TV

Other FTC actions: American

Federal Trade

Advertising Association

meets

WKBT (TV) LaCrosse

false

Wisconsin

posals

Small

of

demonstrations-12/9/63.

pairmen

false

claims for

advertising

makers says proposed rules

Preparation

staff

Federation

not

of

anti-trust

activities

91.7

would confuse public

accepted by

6/15/64,

law per

AM

TV's top

130

items

12/23/63;

speed-up

AMT Corp.

asks court

11/18/63; denies

P

1/20/64;

renewal

notice

10/21/63;

issues

7/6/64;

100

10/19/64.

time

416

12/14/64.

National Assn. of Manufacturers wants

UHF ch. 16 and 18 to be used to

charge on radio

12/19/64; displays charted

电台

advertising

do not violate antitrust laws; Senate Small Business Committee concludes advertisers

cooperating in

ETV

said to have

do not violate antitrust laws-9/16/63,

10/31/63.

Advertisers providing co-funds for lo-

cal TV networks will avoid station

lists, as check on double-billing allows

Justice Dept. antitrust division starts

injection of new advertisers ownership

1961.

Federal Aviation Agency tall tower pro-

posals rejected by

broadcasters and FCC-11/4/63; Wis-

commissioner wants to

WKBT (TV) LaCrosse-11/14/63; Pres-

ident study asked by private plans

on reports that

meets broadcaster opposition-11/31/64;

air

safety.

WAOW-TV Wausau, Wis., move trans-

mission to D cable-11/29/64.

Advertising

Ad volume topped $3 billion in 1963-2-

10/64, may hit $15.6 billion in 1964-

7/64; reason for

Advertising code for American business is drafted by Federal Radio and Tele-

casting Federation of America-6/15/64, and

Advertising Association of the West-

6/19/64.

Advertising image needs improvement-10-

1/64.

American public not deeply concerned

about advertising, AAAA research

42 (SPECIAL REPORT: 1964)

BROADCASTING, December 28, 1964
The year opened with a smoke bomb—the report by a committee of 10 experts to the Surgeon General of the U. S. Public Health Service, Luther L. Terry, that cigarette smoking is a health menace. Federal Trade Commission staffs listened intently as Dr. Terry delivered the report. (L to r):

Fred Downs, attorney; Charles Sweeny, chief of FTC's deceptive advertising division; George Dobbs, M.D., and Harold, attorney. As the year ended, the cigarette makers agreed on a self-imposed cigarette advertising code with its main goal being not to appeal to youth.

Advertising could make cigarette smoking unpalatable, say FTC officials. Robert J. Meyers, head of FTC, and Robert J. Jones, general counsel, urged the cigarette trade to join the self-imposed limits on cigarette advertising.

The FTC report urged that all cigarette advertising should cease after the next wave of cigarette advertising, due in March 1964, and that all time for advertising should be spent in the interests of health. The report also called for a ceiling on cigarette advertising in newspapers, magazines, and television, and for the elimination of all cigarette advertising in public places.

The FTC also recommended that all cigarette advertising be banned from all forms of public transportation, including buses, trains, and subways. The FTC further recommended that all cigarette advertising be banned from all forms of public information, including radio and television, and that all cigarette advertising be banned from all forms of public entertainment, including movies and concerts.

The FTC report also recommended that all cigarette advertising be banned from all forms of public address, including speeches and lectures, and that all cigarette advertising be banned from all forms of public display, including billboards and posters.

The FTC report further recommended that all cigarette advertising be banned from all forms of public promotion, including contests and giveaways, and that all cigarette advertising be banned from all forms of public communication, including letters and telegrams.

The FTC report also recommended that all cigarette advertising be banned from all forms of public education, including schools and colleges, and that all cigarette advertising be banned from all forms of public service, including hospitals and clinics.

The FTC report further recommended that all cigarette advertising be banned from all forms of public charity, including charities and churches, and that all cigarette advertising be banned from all forms of public welfare, including welfare agencies and government agencies.
color tube production is up—4/22/64, color news new tubes shipped 8/6/64, 8/17/64; so does RCA—3/17/64; cameras shown at NAB—4/20/64; RCA exclusive tube production—4/21/64, will have rectangular tubes. 11 color channels in all—11/2/64; all-channel color sets in $30 price class 7/6/64.

Color set owners prefer color programs—2/21/64, but set owners still prefer black and white color programming planned—8/10/64, 11/16/64; color promo spots build audiences—11/17/64.

Three competitive color systems considered for U.S. 5/29/64: GTE Sylvania Inc., Philco Corp., Bendix Macheney picks trend-setting compressor—6/14/64; feature sin color commercials decreed by Young & Rubicam's—10/27/64; AAAA survey finds color attraction better than print ads—4/27/64; commerce says not enough spots—10/28/64; competitive plans re-spots, agency survey by National—9/3/64, 10/4/64; common sight for good commercial sought by ANA—11/30/64; Schwern offers answer—11/30/64; Ger-Cam adds color to drug store advertising—6/27/64.

Commercial Efficiency of 20-second TV commercials tested by Ervin—4/16/63, and the results show a 9.7% probability for table for success or failure of commercials—12/5/63; finds words help—12/5/63; BDGO uses Channels One for commercial—12/15/63; NAB Code Director tests plan—research—4/25/64. Marketers offer new method—10/16/64.

Best commercials in world honored by HFPA—7/7/64, company Louis B. Mayer of Hollywood-7/14/64; AFC's Mahoney picks trend-setting compressor—6/5/64; Ervin's—12/15/64, AAAA survey finds color attraction better than print ads—4/27/64; commerce says not enough spots—10/28/64; competitive plans re-spots, agency survey by National—9/3/64, 10/4/64; common sight for good commercial sought by ANA—11/30/64; Schwern offers answer—11/30/64; Ger-Cam adds color to drug store advertising—6/27/64.

Commercial efficiency of TV commercials from disks to various rejections for ads by agencies for low quay—2/22/64; NAB technical committee on work—10/11/64; NAB-RAB make study proposal—2/17/64; set—8/17/64; Ampex offers magnetic disc recorder—4/6/64.

Piggyback commercials continued as hot issue—11/1/64; Cambie says return to pay for spots next to piggybacks—12/16/63, 9/7/64, 10/16/64; KABC seeks stricter definition—3/6/64; Howard Bell recommends outlawing them—6/3/64; FCC reporter, 10/13/64; P & C approves, Hele & Curtis objects to piggyback—9/30/64; so does Alberto-Culver 1/27/64; Cambie calls piggyback an "errorsome"—1/27/64; B. F. Goodrich, 4/6/64, NAB and NCTA disagree on FCC requirement—10/6/64, 3/1/64; FCC considers—9/29/64; NAB still objects—3/18/64; court upheld—4/22/64.

To restriction—2/17/64, NAB issues piggyback primer—3/16/64, explains policy to New York advertisers, agencies—3/5/64, who try to develop workable practices—8/6/64, as NAB gives examples—8/22/64; piggyback spots are not piggybacks—8/15/64, 7/27/64, 9/21/64, 11/15/64, 12/6/64.

Meanwhile, Corinthian stations ban piggyback—11/19/64; Westinghouse sets policy for color—11/19/64; CBS—7/13/64; Turner—7/29/64, 12/7/64; NAB says agencies agree—8/7/64; so do most station—8/31/64; Corinthian is moving on—11/2/64, will bring immediate cancellation of all commercials. some stations revise policies—9/27/64, 10/1/64, 10/8/64.

Four stations cast raises question—9/29/64, but Alberto-Culver five-product spot draws picayune attention—9/20/64; NAB exclusion of political spots in commercial count rejected by many stations—10/26/64.

Radio commercials described in BROADCASTING—8/7/63; CETA—5/15/63; KABC and NBC—10/7/63; Calvac Growers of California—5/17/64; San Francisco Advertisers—1/16/64; Arthur E. Peterick—7/23/64; 17 E. Gallo—7/28/64; KABC-TV Los Angeles—9/21/64; Luft- bahn—7/17/64; Pepsie-Cola (diet cola)—1/19/65; Plumbing Inspection Fund—8/8/64; Post Office (ZIP code)—10/11/64; Southern California Pontiac Dealers—11/4/64, 11/17/64.
These smiles became even brighter after Nov. 3, when California voters outlawed pay TV in the state. Don Belding (l) chairman of the Citizens Committee for Free TV, looks over campaign literature with Jack Harris, KPRC-AM-TV Houston.

old terms—2/5/64, TV too—2/17/64.

BMT sells last publishing firm; is now exclusively music licensing organization—11/16/64.

Guideline for stations points way to savings in ASCAP, BMT fees—11/16/64.

New copyright law proposed to replace present law—7/17/64, meets opposition—8/10/64.

SEAC methods first governmental attention: Senate bill would require copyright enforcement—9/2/64; FTC investigates—3/20/64; broadcast complainers—10/14/63; All-Industry Committee considering what to do about deals with SEAC—12/27/64.

Editorializing

Broadcast editorials on increase. NAB finds—11/21/63, over 49% of AM stations editorialise—9/28/64.

Right to editorialise must be used or lost, ASCAP editorial committee—10/5/64.

House Communications Subcommittee endorses editorialising by stations—11/3/64.

NBC considering editorializing by NBC-owned stations, not just for 1965, but...
Federal Communications Commission

FCC is 30 years old—4/15/64.

Complaints about programs, commercials.

Proposed to accept NAB commercial time limitations for ads.

Fairness doctrine, requiring broadcasters to air opposing views.

License renewals for TV stations.

2/10/64; 2/15/64, 4/6/64, butBegan.

Precedents on樱sanctions on broadcasters in fiscal 1963.

Carrying on to be given to answer many complaints.

FCC budget for fiscal 1964 considered.

FCC reconsideres license renewals for TV stations.

Radio program report form is worked out.

Commissioner Loewinger finds "licensee judgment in this freedom of speech area is entitled to very weight."--7/27/64.

Ban on option time goes into effect—9/3/64.

Broadcasters are to be given for answer.

Local stations are to be given for answer.

R uphearing complaints—1/13/64.

R uphearing complaints—1/13/64.

Licenses reaffirmed, passed by House--12/16/63.

Pays guaranty to a radio station.

Appeals to FCC.

Lawsuit filed.

Appeals to FCC.

Appeals to FCC.

licences renewed.

Appeals to FCC.

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For almost six months, the National Association of Broadcasters has been pondering the selection of a new president. Perhaps the most controversial leader the NAB ever had, LeRoy Collins (l), resigned to become director of community relations services, after passage of the 1964 Civil Rights Act. He is pictured at his last NAB convention, presenting the association's Distinguished Service Award to Donald H. McGannon of Westminster.
TV ads will cost more—5/24/64; **7/7/64**; **7/9/64**.

America plans TV ads in month—5/2/64—7/10/64.

Postal strike loses—6/6/64, 6/8/64.

6/24/64.

**7/8/64.**

On-air, off-air, and commercial—11/16/64.

7/15/64.

**7/8/64.**

7/11/64.

**7/2/64.**

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Man in the middle during the Emmy crisis was Rod Serling, president of the National Association of Television Arts and Sciences. ABC-TV and CBS-TV dropped out of the 1964 race, but will be back in '65.

Another form of paid-for TV, theater television, prepares for large screen, full color programming via GE’s Talaria equipment, to be used by National General Corp.—11/25/63; service begins with Beatty in black-and-white — 2/24/64; Liston-Clay fight set closed-circuit box office record — 3/25/64; Giardello-Carter fight TV might go to theaters—7/8/64.

Kehrman of CATV announces new low cost TV system—5/5/64; wired system needs a lot of hardware—5/29/64; pay TV may be an option, not a choice—6/13/64; Sprint offers free prime time for action—7/1/64.

Kehrman of CATV announces new low cost TV system—5/5/64; wired system needs a lot of hardware—5/29/64; pay TV may be an option, not a choice—6/13/64; Sprint offers free prime time for action—7/1/64.

Prop. 12, a California law to authorize political pay TV, is defeated—10/31/63, 11/14/64, 12/5/64.

As states pass legislation, many advertisers become confused—11/18/63; state associations oppose pay TV—6/18/64; Weaver attack legislation against wired systems—6/18/64; TV board bills rejection opposition legislation to control wired pay TV—6/25/64, but Collins says NAB is not confused—6/25/64.

In Nashville, RKO General-Zanith three-year experiment shows great potential for pay TV—11/15/63, 5/23/64, 7/20/64.

Hop General moves 50th Century-Fox and Universal to get pictures—3/3/64, 6/14/64; test called successful—6/14/64.

In Denver, MacFadden-Telelobe on air test is pinned down, despite New York Times—1/6/64; ABC and NBC cuts due to stop baseball coverage—7/27/64, but cutbacks to continue—8/27/64; early program schedules heavy on current NBC programs, films are added—7/27/64; STV can add $1.5 million to California economic Slater—11/20/63; ABC, NBC and Gulf & Western; NBC, CBS, ABC, and Procter & Gamble—11/20/64; and Directors Guild of America—11/21/64.

In New York, MacFadden-Telelobe on air test is pinned down, despite New York Times—1/6/64; ABC and NBC cuts due to stop baseball coverage—7/27/64, but cutbacks to continue—8/27/64; early program schedules heavy on current NBC programs, films are added—7/27/64; STV can add $1.5 million to California economic Slater—11/20/63; ABC, NBC and Gulf & Western; NBC, CBS, ABC, and Procter & Gamble—11/20/64; and Directors Guild of America—11/21/64.

In New York, MacDonald-Telelobe on air test is pinned down, despite New York Times—1/6/64; ABC and NBC cuts due to stop baseball coverage—7/27/64, but cutbacks to continue—8/27/64; early program schedules heavy on current NBC programs, films are added—7/27/64; STV can add $1.5 million to California economic Slater—11/20/63; ABC, NBC and Gulf & Western; NBC, CBS, ABC, and Procter & Gamble—11/20/64; and Directors Guild of America—11/21/64.
Coverage of Republican convention, planned well in advance—5/4/64, 8/1/64, moved into Cow Palace 7/13/64; convention uses much time, purposes—4/8/64; NBC 43 million homes—8/17/64; NAB-TV gets怪物eship, but independent stations with entertainment—5/11/64; CBS accused of snaking its reports—8/ 5/64; FCC approves convention coverage with byline—7/13/64; ABC charged with pattern in small, large, and national markets, also for Negro audiences—12/ 14/64.

Sex and violence again subject of hearing planned by Senate Juvenile Delinquency Subcommittee—12/23/63; producers sub- posed—10/1/63; NBC on—for Canadians among members—9/13/64; TV Affiliates chairman proposes—7/9/ 64; Said, they were—8/3/64; Statement of the NABA—12/30/63; more producers say—7/20/64, 8/15/64; Older marketers join to hold audience interest, ABC News head said—10/12/64.

CBS still wants to assist GOP for plank con- demning government with radio—7/6/64, 8/16/64, more pledging freedom from excessive govern- ment—6/15/64; similar request to Democrat—5/24/ 64, see idem sheet—8/16/64.

Democratic convention planned with radio in mind—3/5/64, as CBS replaces General Electric-McLaughlin team for convention coverage—3/8/64; films no... 1/14/63, as seen in TV coverage plans—8/24/64, more viewers then than—8/3/64, higher for ...4/27/64, 8/15/64, 1/14/64.

Sen. Goldwater uses TV in primaries—4/8/64, paid... 18/64, 3/16/64, 5/11/64, 7/20/64; says CBS News for biased reporting—7/20/64, 7/20/64, 8/15/64.

Karl amplifier, plans to endorse candidate, but withdrawal plan after try... 1/14/63, as TV covered—4/8/64, networks declareahl... 1/14/63; NBC endorses Gold- water—7/13/64; WXLW Indianapolis endorses Goldwater—WWDW Washington, D.C. approves... 1/14/64; networks' most popular—11/16/64; movies in prime time get top spot—8/24/64, competition intensifies—10/16/64; games play may get prime time slots—11/16/64.

Last big television movie holdouts release to CBS Paramount—7/17/64, Goldwyn—3/2/64.

Demand for film program on in- increase BROADCASTING survey finds—2/20/64, 30th Century-Fox TV show shows sign... 10/16/64; NBC plans broadcast—9/16/64.

Universal pictures makes two-hour movies for NBC-TV—7/14/64.

Movie and TV film producers merge into one film company—Motion Picture and Television Producers—4/8/64.

Viewers find 1964 a "sick" season for TV—5/10/64.

Group owners produce own... 11/16/64; station plans for program supply—7/27/64.

FCC asks network to report-to-date report on interests in programs—6/8/64.

Los Angeles broadcasters explore ways to upgrade public attitude toward law en- forcement agencies—7/30/64.

Stations average 6.600 public service announcements annually—4/6/64.

Producers of ABC and Salimur when program is dropped—10/ 12/64.

Daytime serials multiply—10/26/64; ABC- TV shuts daytime schedule—11/18/64. Program—10/26/64, 11/18/64; ABC in suit against radio stations said to have rebroadcast segments of Sydnei featuring The Beatles—11/2/64.

Television stations in more than 100 mar- kets—1/27/64; so are New York Phil- harmonic Sunday afternoon concerts on special radio network—3/16/64.

Payola persists, Hollywood record pro- moters say—7/27/64, and FCC tells Congress—5/ 18/64; FCC proposes to ban—5/20/64, 6/27/64.

Police turns against Hollywood—7/27/64, and FCC tells Congress—5/ 18/64; FCC proposes to ban—5/20/64, 6/27/64.

National Commission for Non-negotiable—1/27/64; so are New Public Phil-
Nielsen drops radio ratings—1/13/64. In battle to win Radio president—1/20/64; spark ratings upheaval—2/10/64.

Storer stations drop Nielsen—2/3/64, then return—3/3/64.

Nielsen signs 2nd consent order—11/15/63, but FCC still skeptical—2/25/64, as congressmen urge Letneman to sample rural dwellers—2/24/64.

Nielsen raises rates for National Telev. Index—1/7/64; adds market research to performance reports—9/8/64; introduces consumer's guide to magnetic TV dimer—9/7/64; bias in favor of younger families challenged—10/26/64.

Armstrong suggests that well-chosen radio tests—9/23/62, when Detroit study—10/10/64, will enter radio rating field—6/27/64; uses same area for research—4/27/64, but lacks economy, access—11/23/64; new indicator needed to start in January—11/15—1963-60.

Pulse blasted for alleged shortcomings in Sept 1963, 11/16/63; in April, 1964, 4/15/64; now 10/24/64, 10/29/64.

New systems arise—Electric Rate—12/9/ 63, 12/17/64; Turner Electronic Survey Tabulation—4/11/64, 5/26/64, 6/23/64. American Pipe & Gas—5/15/64, 6/22/ 64.

Pulse cancels Las Vegas report—3/30/ 64; new ratings service starts—10/22/ 64; only service to cover spot TV—2/10/64.

Sindlinger adding local radio reports—9/ 24/64; the hottest market of the year, August audience, highest since TV came—10/26/63; promises to deliver subscribers of all age groups—11/30/64; issues—4/6/64, serves all 4 radio networks—11/6/64.

Trendex experiments with telephone-recall technique—2/10/64.

Sports

Communications Satellites Corp, protests FCC "invasion"—9/16/63; AT&T will complete plans to satellite to be available—12/16/63; Comsat makes plans—11/23/63; Bell, RCA plans—11/23/63. Stock plans—2/24/64; files stock plans—5/11/64, sells $35 million in stock—10/22/64. Contracts—6/15/64; it pointed to consider joining—7/27/64, 11/26/63; 9/3/64; 11/26/63; U.S. nations apply—11/23/63; 9/3/64; U.S. nations agree to pay $1.5 billion for a ninth ground station—11/30/64; Comsat request to build ground stations opposed by AT&T, RCA, others—9/11/64; FCC gets problem—11/2/64.

First satellite transmits signal—11/26/63, 12/5/63, simulates talk of 1964. Two Olympics in 64; 4/27/64, 7/6/64, 7/20/64; coverage over U.S.A. and Cuba—11/11—11/17/64, 8/24/64, 5/14/64, 5/28/64; transmits Olympic opening—12/10/64.

Hunts Contest contract to study stereo of communications satellites announced—11/12/64. This satellite has new camera system—12/25/64.

Trans-Atlantic balloon system planned—9/2/63.

Congress approves more than $5 billion in space research—9/9/63.


TV cameras take moon pictures—5/10/64. Westinghouse gets contract for new signal repeater—11/15/64.

Mars fly-by ready to go—11/3/64.

NASA expects experiments with communications satellites to go on for 10 years—9/21/64.

Sports

Sports coverage is TV's hottest program fare, BROADCASTING survey finds—8/ 30/64.

Baseball broadcast rights total $13.5 million for 1964 season, BROADCASTING roundup reveals—3/24/64; pay TV deals with Dodgers and Giants—5/24/64.

Football rights total $28 million, BROADCASTING survey shows—8/10/64.

Pretext to revamp baseball schedule to suit TV draws only objections—4/27/64.

Plan for pay-per-weekly big broad-cast game on network television—10/14/63, is shelved for 1964 season—12/31/64; the baseball committee—2/3/64, 3/17/64, 2/24/64; to start in 1966—6/4/64, 9/14/64, 11/30/64.
INTERNATIONAL

Who will run TV in Southern Rhodesia?

The white minority government of Southern Rhodesia is behind a bid to take control of the independent commercial television services of the self-governed African Crown Colony. The Rhodesian Front, led by Ian Smith, is battling Harold Wilson's Labor Party government in Britain on the issue of granting independence to the territory under its present constitution.

In a TV interview in Bulawayo, Southern Rhodesia, Mr. Smith said the government-controlled and subsidized Rhodesian Broadcasting Corp. should take over Rhodesian Television Ltd., because as a private company it might fall into the hands of "enemies of the state." He continued: "We are living in an era of the great war for men's minds. TV is the greatest propaganda medium in the world today."

The original TV agreement was with the government of the recently dissolved federation of the two Rhodesias (Southern and Northern) and Nyasaland. A new agreement must now be reached between the Southern Rhodesia government and Rhodesian TV Ltd.

RTV is a private company and its shares are traded on the stock exchange. Mr. Smith said "It is possible for undesirable elements to obtain a controlling interest."

Commercial manager for RTV is International Television (Pvt.) Ltd., Salisbury. The company operates three transmitters: at Salisbury, Bulawayo and Kitwe.

An RTV spokesman said that under the agreement between the company and the now defunct Federal Broadcasting Corp., the company's founding stockholders cannot sell their shares without the approval of the FBC, which has now been succeeded by the Rhodesian Broadcasting Corp. He added: "If Communist influence could take control of RTV it would only be with the approval of the RBC."

Founder shares, he concluded, are the only voting shares in the company. Only nonvoting shares are quoted on the stock exchange.

A 'pirate' for London

Britain has a new offshore commercial radio station, Radio London, which has started broadcasting from the MV Galaxy, a former U. S. Navy minesweeper, anchored in the Thames Estuary, outside territorial waters.

Potential audience for the station, which has a $1.4 million backing from 20 British, Canadian and American investors, is put at 10 million homes, 37 million listeners. The floating station, claimed to have a 250 mile range, has a 200-foot antenna mast and 50 kw.

Financing for the newest of Britain's "pirate" stations came from an investment trust registered in the Bahamas. Panavass Inc., a Panamanian corporation, has chartered the minesweeper to Marine Investment Inc., also Panamanian, of Freeport, Grand Bahamas.

Sales, promotion and research are being handled by an independent company located in London, Radion (Sales) Ltd. Managing director of this firm is Philip Birch, 37, a former associate director of the J. Walter Thompson Co., London.

Mr. Birch said nine national UK advertisers have bought time. Rates for 30-second spot commercials are: 7 a.m.-1 p.m., $212; 1 p.m.-6 p.m., $179; and $156 for all other times.

National Opinion Polls Ltd. will conduct audience surveys for the new station which hopes to put sponsored programs on the air.

CBS Films now sold to 76 countries

Sales were made by CBS Films for the first time in Ethiopia, Barbados, and Czechoslovakia during the past month, bringing to 76 the number of countries that have purchased programs distributed by the company, according to Ralph M. Baruch, vice president, international sales, CBS Films.

The programs sold were The Defenders, Beverly Hillbillies and Rawhide in Ethiopia; The Jackie Gleason Show in Czechoslovakia and The Defenders, Have Gun, Will Travel and The Honeymooners in Barbados. Mr. Baruch noted that these sales were part of a group made during the last month in 42 countries, involving 54 different programs or program series.

International film sales...

Bonanza (NBC Enterprises): Cyprus Broadcasting Corp.; OY Telisradio AB, Finland; Dongyang Broadcasting Corp., Seoul, South Korea; Caribbean Broadcasting Corp., Barbados, and Radio Hsin CKA, Dominican Republic.

The American Civil War (Trans Lux): Radio Televisione Italiana, Rome.

Lucille Ball (Desilu): 2UE Radio Network, Sydney, Australia.

Canadians think same way on cigarette ads

A cigarette advertising code, similar in some ways to the one that takes effect in the U. S. Jan. 1, 1965 (Broadcasting, Dec. 21), is being promulgated by Canadian cigarette manufacturers. The main thrust of the Canadian code is to protect youths from cigarette advertising.

The U. S. code originated following the report of the committee of the surgeon general of the U. S. Public Health Service, and was signed last summer, although details were not publicized until the announcement of the effective date of the American strictures.

The Canadian code bans cigarette commercials on television before 9 p.m. It also prohibits the use of models under 25 for this type of advertising and outlaw any direct appeal to youth. As a matter of practice, though not rule, the 9 p.m. clause has been honored since 1962.

Although the American code allows for fines up to $100,000 against offenders, the Canadian counterpart makes no provision for punishment.

Abroad in brief...

Devney named - CFRA Ottawa, Ont., has appointed Devney Organization Inc., New York, as U. S. representative.

New accounts - BBDO-International has been named to handle Alberto-Culver products in Germany and Austria, as well as for Persil-Austria's Dor Powder detergent and Landon Toilet Soap products in Austria. Television campaigns are planned for both accounts. BBDO, New York, has been named agency for McGregor Sportswear of Canada Ltd.

U. K. rep - CBS International will represent Reeves Soundcraft division of Reeves Industries Inc., Danbury, Conn., in the United Kingdom. Reeves products involved include sound recording tape, magnetic film, computer tape, instrumentation and video tape.

New firm - Grey Advertising, New York, has joined with Empresa de Publicidad Rasgo, S. A. of Madrid, Spain, to form Rasgo-Grey, S. A. & International Partners. During 1964, Grey also formed European affiliations in France, Belgium, Germany and Italy.

Sales reps - Trans-Atlantic Features Ltd., New York, has formed Trans-Atlantic Entertainment Corp. as U. S. sales representative for Radio Caroline, a
ship-board station operating off the coast of Great Britain. TAEC's office will be at 1697 Broadway, New York.

**Big sale** * NBC International has reported completion of what it termed its largest single sales transaction with Spain for the Television Espanola network. Spain purchased 137 hours of programming, including 52 hours of Bonanza, The Richard Boone Show, The Dick Powell Show and Car 54, Where Are You?

**Rights bought** * Canadian Broadcasting Corp. has purchased Canadian rights through 1967 to Flavio, a 10-minute documentary about a young boy and his family who live in a Brazilian slum. Flavio was released through Contemporary Distributors, New York.

**More clients** * Television Audience Measurement Ltd. (TAM), a product reaction testing service licensed in Great Britain and Western Europe by TVQ, has signed contracts with several new clients in the United States, Canada, and the British Isles.

**Adds frontier** * Beecham Products Ltd., Toronto, has appointed Kenyon & Eckhardt, New York, to handle Beecham consumer product advertising in Canada, effective April 1, 1965. K&E handles Beecham's advertising in the U. S.

**FATES & FORTUNES**

**Broadcast Advertising**

William W. Mulvey, senior VP and senior management officer, elected executive VP at McCann-Erickson, New York. Margot Sherman elected senior VP and assistant to president. Miss Sherman, who continues as chairman of creative plans board, is also named to the board of directors.

Van Cunningham, account group manager, Thomas E. Shea Jr., account executive, and Don Sheldon, account supervisor, elected VP's at Fuller & Smith & Ross, New York.


Robert E. McMillin, management supervisor on Foremost Dairies account and account supervisor on Van Camp Sea Food Co. account at Guild, Bascom & Bonfigli, San Francisco, elected VP.

Walter L. Thompson, VP at Fuller & Smith & Ross, Pittsburgh, joins BBDO, that city, as account executive on U. S. Steel.

Patrick H. Gorman, manager of advertising for Schlitz beer, appointed manager of advertising and merchandising for Old Milwaukee beer, and Earle C. Albright, regional manager for Schlitz beer, named to similar post for Schlitz beer at Jos. Schlitz Brewing Co., Milwaukee. Ralph W. Gibson named assistant manager of advertising and merchandising for Old Milwaukee, reporting to Mr. Gorman, and Paul E. Storin, assistant director of merchandising for Schlitz beer, appointed manager of merchandising for Schlitz, reporting to Mr. Albright.

Preston Pumphrey joins CBS-TV business affairs department Jan. 4 as negotiator of sales contracts. Mr. Pumphrey has been in business affairs department of CBS Radio for 11 years. He was made director of department six years ago. Bernard Krause, director of contracts-negotiations, succeeds Mr. Pumphrey as director of business affairs, CBS Radio.

William H. Steele, account supervisor on Quaker Oats, and Henry Wittemann, account supervisor on Alberto-Culver, elected VP's of Compton Advertising, Chicago.

Richard I. Hasbrook joins ABC-TV Spot Sales, New York, Jan. 1 as account executive. He was formerly on sales staff at KABC-TV Los Angeles.

William H. Sullivan joins Maxon Inc., New York, as account executive on Gillette Safety Razor Toiletries Division. He was formerly with Dancer, Fitzgerald, Sample. Frank Lasalandra, assistant media director, named account executive for Gillette razors and blades.

Richard W. Reed, on sales staff of Sacramento News-Shopper, named account executive at KRAK Sacramento, Calif. William Pruden, formerly with KASK Ontario, Calif., WHLF South Boston and WMEK Chase City, both Virginia, joins sales department of KRAK.

Curtis Purgerston, manager of KCIJ Shreveport, La., named regional account executive for KEEL, that city.

William Lemanski, radio sales executive with RKO General Broadcasting-
Manship named chairman

Douglas L. Manship, president, WBBZ-TV, Baton Rouge, La., elected chairman of board of TV Stations Inc. Other changes: A. Louis Read, executive VP, WDSU-TV, New Orleans, elected director and W. D. Rogers, Lubbock, Tex., former chairman and director, resigned from TV Stations Inc.

National Sales, named radio sales manager of RKO General's Chicago office.

Kenneth N. Flower, formerly with ABC-TV Spot Sales, New York, named sales manager, KGO-TV, San Francisco.

Stuart Stringfellow, Young & Rubicam, San Francisco, joins KGO-TV as junior account executive. Milton Berty, junior account executive, promoted to account executive.

A. Wilson Lefer, sales manager of KMJ-TV, Fresno, Calif., appointed sales manager of KOVR (TV) Stockton-Sacramento, Calif. Edgar L. Deatherage, local sales manager at KMJ-TV, promoted to sales manager. Frank C. Wells, sales manager at KMJ-AM-FM, succeeds him as KMJ-TV local sales manager. KOVR and KMJ stations are owned by McClatchy Broadcasting Co.

Harriett Kogod, with Doyle Dane Bernbach, Los Angeles, joins public relations department of Earle Palmer Brown & Associates, Washington public relations and advertising agency.

Richard A. Cleveland, with Lewis & Gilman, Philadelphia, joins Al Paul Lefton Co., Philadelphia, as public relations account executive.

Denny Denver, formerly with stations in Ohio and West Virginia, joins WCUE, Akron, Ohio, as account executive.

Frank A. Orth, director of sales development and market research at WVEE Providence, R. I., resigns Dec. 31 to open own management consultant, sales promotion and public relations agency. He will continue as consultant to WVEE.

Leland W. Bickford, regional sales manager for WPPO, Hartford, Conn., named regional sales manager for WVEC.

Tom Breneman, air personality for stations in Colorado and Arizona, joins sales staff of KGOL and KBIG (FM) Avalon, Los Angeles.

Anthony Trezza, with S. E. Zubrow Co., joins Albert Frank-Guenther Law advertising agency as art director and television producer-director in Philadelphia office.

Don Cena, account executive at KLAC Los Angeles; Gerry Velona, account executive at KTLA (TV) Los Angeles; Robert Marshall, sales manager of KBLA Burbank, Calif., and Phil Goodman, radio and television director for Advertising Agencies Inc., appointed account executives for KBLA.

Dana J. Hunter, with Tacoma Radio Corp., Tacoma, Wash., joins KOMO Tacoma as sales manager.

Ron Anderson and Tom Donovan, art directors and art group heads; James Grymly and Ronald Oakland, copy group heads, elected VP's in creative department of Knox Reeves Advertising, Minneapolis. Guy Stuart joins Knox Reeves as art director. Bruce Sielaff, account executive, appointed account manager at Knox Reeves.

William Hauser, account executive for WNHC-TV, New Haven, Conn., named account executive for WRC-TV, Washington.

Allen G. Bishop, formerly with Maxon Inc., Chicago, joins Earle Ludgin & Co., there, as account executive.

Donald M. Hufford, formerly manager of Ladies Home Journal advertising office in Minneapolis, joins Gardner Advertising, St. Louis, as account executive in Ralston group. Paul Zara, formerly with Wilding Studios and Post-Keyes-Gardner, both Chicago, joins Gardner as broadcast writer-producer in creative department.

Geoff Houghton, account executive with Compton Advertising and before that with Leo Burnett, joins Tatham Laird, Chicago, as account executive.

Ross Newby promoted to local sales manager for KCON-TV, Amarillo, Tex.

John Brock, sales manager for WBT (TV) Florence, S. C., named local-regional sales manager for WFMY-TV Greensboro, N. C.

Gene Adkins, on sales staff of WVEC-TV, Hampton-Norfolk, Va., named account executive at WAVY-TV, Portsmouth-Norfolk-Newport News, Va.

Robert F. McLain, general sales manager of KWEZ-AM-FM Santa Ana, Calif., and James B. Slade, in advertising sales for Berkeley Gazette, join KPAT-AM-FM Berkeley, Calif., as account executives.

Richard D. Casper, formerly head of own advertising and sales promotion company, Richard D. Casper Inc., joins NBC Radio as account executive.

Edwin H. Schweitzer, former VP and commercial manager of WELI New Haven, Conn., named account executive at WMMW, Westport, Conn.

James E. Gibson Jr., VP, administration, and director of Hanes Hosiery Mills Co., Winston-Salem, N. C., elected VP, marketing and research.

Richard P. Buch, formerly with WCX (TV) Miami and WWLT, Ft. Lauderdale, Fla., joins sales staff of WLBB-TV Miami.

John F. Nienstedt, communications officer for U. S. Navy, named account executive for WDAF-AM-FM Kansas City, Mo.

THE MEDIA

Ramsey G. Elliott, manager of KMJ-AM-FM Fresno, Calif., appointed manager of KMJ-TV. Thomas K. McCrum, personnel assistant with McClatchy Newspapers and McClatchy Broadcasting Co., named manager of KMJ-AM-FM. John J. Edwards, manager of KMJ-TV, assumes same position at KOVR (TV) Stockton-Sacramento, Calif. Thomas C. Flynn, previously manager of KBEE-AM-FM Modesto, Calif., appointed assistant manager of KOVR. James C. Thompson, promoted from sales manager to manager, KBEE-AM-FM. All stations are owned by McClatchy Broadcasting Co.

George Feldman, formerly with CBS-TV National Sales, New York, named director of KGO-TV San Francisco.

Bill E. Cook, general manager of KFDA-TV Amarillo, Texas, appointed VP of Texas State Network Inc., licensee of KJZ-AM-FM Fort Worth, KIRO McAllen and KFDA-TV, all Texas.

Donald G. Middendorf, corporate director of personnel and labor relations for Crosley Broadcasting Corp., Cincinnati, promoted to VP-administration.

Wells H. Barnett named executive VP and general manager of WWOK Charlotte, N. C. Mr. Barnett was formerly with John Blair & Co., New York, as station operations director. He joined Blair in 1946 as sales development manager.

Cecil L. (Lud) Richards named to new post of consultant to Triangle Radio operations in New England. Mr. Richards has been commercial manager at Triangle's WFLI Philadelphia since May 1964 and before that headed his own syndication firm, RTN Broadcast Features, Chicago.

Harold Christian, VP in charge of merchandising, WXYZ Detroit, retires Jan. 1. He has been with station 32 years.

H. Lee Bryant, director of sales for KARK-AM-FM-TV Little Rock, Ark., named manager of broadcast-telescan operations. Larry Page, with KARK-TV, named manager of KARK-FM.


PROGRAMING

Colm O'Shea joins United Artists Television Inc., as general manager,
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member APOOE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Neck, N. J.
Member APOOE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STERLING 3-0111
Washington 4, D. C.
Member APOOE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorenz, Chief Engr.
PRUDENTIAL BLDG.
DI 7-1319
WASHINGTON, D. C. 20005
Member APOOE

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D. C.
Member APOOE

Gautney & Jones
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member APOOE

WASHINGTON
Everett
Phone: 6281
COMMERCIAL SERVICE
PLOJONAL
PRECISION FREQUENCY MONITORING
Coldwater, Michigan
WASHINGTON
Harold
601
Consulting Equipment
PRUDENTIAL
Kansas
Washington
15th
Pete & Jules Cohen
Washington, Member
Member AFCCE

Pete Johnson
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

E. Harold Munn, Jr.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: BROADWAY 8-6733

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member APOOE

WILLIAM B. CARR
Consulting Engineer
AM-FM-TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
BULLET 1-2512
Member APOOE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—20306
Phone: (Area Code 303) 333-5562
DENVER, COLORADO
Member APOOE

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

Jules Cohen
& ASSOCIATES
9th Floor, Securities Bldg.
729 15th St., N.W., 239-4616
Washington 5, D. C.
Member APOOE

MERL SAXON
CONSULTING RADIO ENGINEER
422 Hopkins Street
Lufkin, Texas
NP Flame 4-4242 NP Flame 4-9558

Walter F. Keen
CONSULTING ENGINEERS
Associate
George M. Skolm
19 E. Quincy St. Hickory 7-2401
Hickory, N. C. (A Chicago suburb)
Member APOOE

Hammett & Edison
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member APOOE

Raymond E. Rohrer
& Associates
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member APOOE

E. E. Benham
& ASSOCIATES
Consulting Engineers
6725 Sunset Blvd., Suite 408
Hollywood, California
HOL 6-3227

SILLIMAN, MOFFET & KOWALSKI
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY 14, MISSOURI

A. E. Towne Assoc., Inc.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY 14, MISSOURI

Oscar Leon Cuelar
CONSULTING RADIO ENGINEER
AM-FM-TV
250 W Santa Monica, P.O. Box 11276
Phone: (Area Code 213) 294-7000
Directional Antenna Design
Applications And Field Engineering
TUCSON, ARIZONA
Member IEEE

Paul Dean Ford
Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
Dreux 8903

John H. Mullaney
and ASSOCIATES
A Division of Multironic, Inc.
Multironic Building
5712 Frederick Ave. Rockville, Md.
(s a suburb of Washington)
Phone: 301-427-4666
Member APOOE

Spot your FIRM'S NAME HERE
To Be Seen by 100,000* Readers
among them, the decision-making
station owners and managers,
field engineers and technicians—applicants for am, fm, tv
and facsimile facilities.
*ARF Continuing Readership Study

Paul Dean Ford
Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
Dreux 8903

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Leo's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
443 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

Service Directory

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers
among them, the decision-making
station owners and managers,
field engineers and technicians—applicants for am, fm, tv
and facsimile facilities.
*ARF Continuing Readership Study

James F. Lawrence, Jr.
FM and TV Engineering Consultant
Applications and Construction Precision Frequency Measurements.
TELETRONIX ENGR. CO.
308 Monterey Rd., S. Pasadena, Cal.
Phone 213-682-2712

contact
BROADCASTING MAGAZINE
1735 Delsaite St. N.W.
Washington, D. C. 20036
for availabilities
Phone: 5-1022

BROADCASTING, December 28, 1964

55
Reinsch to assist Miller

J. Leonard Reinsch, president, Cox Broadcasting Corp., has been appointed radio-TV consultant to Dale Miller, chairman of Presidential Inaugural Committee. Mr. Miller announced last week.

Mr. Reinsch, assistant chairman and executive director of 1964 and 1960 Democratic national conventions and long-time advisor to Democrats on broadcast media, will advise Mr. Miller and Samuel C. Brightman, publicity director, on all matters relating to radio and TV coverage of inaugural events, except Democratic Gala (Democratic party function) and swearing-in of President ceremony at Capitol, not functions of inaugural committee.

Joe Garagiola replaces Mel Allen as chief radio-TV announcer for New York Yankees. Mr. Garagiola, most recently announcer on NBC-TV's Game of the Week, will continue Monday through Friday NBC radio program.

Ridge Radney, for past dozen years with KPRC-TV Houston as director and production manager, named program director of KHFI-TV Austin, Tex., new ch. 42 UHF to go on air soon.

Jim Harris, with Roy H. Park Broadcasting Inc., joins WNCI-TV Greenville, N. C., as announcer.

Jimmy Pierson, of Los Angeles Angels baseball team, joins KTLA-TV Los Angeles as host of post-game shows following Angels play-by-play coverage of KTLA, plus other on-air appearances.

Rex Marshall elected president of New York local, American Federation of Radio and Television Artists for 1965 term. Also elected were: Alan Bunce, Ray Heatherton, Carol Reed, Jack Costello and Ralph Paul, VPs; Travis Johnson, treasurer and Elizabeth Morgan, recording secretary.

John H. Wright III, sales and patterns representative for King Features Syndicate, New York, named director of special services in charge of licensing television and newspaper cartoons.

Dick Starr, air personality and music director, named program director for WPUN South Miami, Fla.

Tom Brookshier, with WCAX-TV Philadelphia sports staff, named sports director.

Rolf Peterson, air personality on KGO-TV San Francisco, joins KCBS-AM-FM San Francisco, in similar capacity.

Eugene Arnest, executive VP of Society of Independent Producers Inc., elected to board of trustees of Motion Picture Relief Fund.


Judith Ann Abrams, formerly casting director with Guber-Ford-Gross Music Fairs, has joined staff of ABC-TV's Les Crane Show, as assistant to producer Daryl Duke.

Dean Anthony, announcer at WPOG Morningside, Md.-Washington, joins WMCN New York, as air personality.

Tom Crane joins WRKO-AM-FM Rockford, Ill., as announcer and personality.

NEWS


Joel Rose, news director of KQV Pittsburgh, named news director at WCRE Akron, Ohio.

William D. Stewart, newsman at WLWT-TV Cincinnati, joins news staff of WSAZ-AM-TV Huntington, W. Va.

H. L. Stevenson, UPI's southern division news manager in Atlanta, moves to New York headquarters as assistant managing editor of UPI.

John C. Eddy, news director at KPOL Portland, Ore., joins news staff of KXRO-AM-FM-TV Seattle.

FANFARE

Irving J. Mandell, account supervisor at Grey Public Relations, affiliate of Grey Advertising, New York, elected VP.

Philip Nikolaides named public relations director for 3M's Mutual Broadcasting Co. He had been advertising sales promotion and publicity manager for 3M's Videotape Center for past three years. He continues with Videotape as public relations director. Bud Gallanos, with MacManus, John & Adams, New York, succeeds Mr. Nikolaides as advertising and promotion manager.

L. Walton Smith, public relations director for Blue Cross and Blue Shield and promotion manager for WHAM-TV Rochester, N. Y., joins WNBF-AM-FM-TV Binghamton, N. Y., as promotion director. He succeeds Bruce Lawrence, named account executive on WNBF-FM sales staff.

INTERNATIONAL


Ralph Kirchen, operational manager of CJAD Montreal, named director of sound for Maisonneuve Broadcasting Corp., owners of CKGM-AM-FM Montreal.

ALLIED FIELDS

Edward G. Epstein joins Scherwin Research Corp., New York, as supervisor of data collection operations. Mr. Epstein was formerly with The Purex Corp. as marketing research product manager.

James Harvey Brown, veteran broadcast engineer in Los Angeles, 1931-51 (KFAC, KFVD, NBC Hollywood), practicing attorney in Hollywood since 1939, takes oath of office as a municipal judge in that city today (Dec. 28).

William A. Roberts, Washington attorney, has withdrawn as general partner of Roberts & McInnis, but will continue as counsel in selected matters. Firm will continue in general practice, specializing in federal taxation, communications, interstate commerce, labor
and corporate law. Charles B. McInnis, Roger H. Muzzalli, G. Kirby Munson and Everett B. Johnston are remaining general partners.

Mr. Taishoff's association with Mycalex followed investment banking career in Wall Street and London. He was a director of Metropolitan Opera Association, member of opera's national council, governor of Long Island University, co-chairman of Development Council of New York Institute of Technology and senior member of Institute of Electrical and Electronic Engineers.

Survivors include his widow, Mrs. Claire Taishoff; daughter, Mrs. Vally Chamberlain, and two brothers, Jack L. Taishoff, retired Connecticut judge, and Sol Taishoff, editor and publisher of Broadcasting and Television magazines.

James I. Miller, 79, former VP and general manager for United Press International, died Dec. 21 in Paris. He had joined UPI in 1918, was named general manager for South America in 1920, and VP in 1923. He remained in Buenos Aires until 1945 when he was transferred to Paris and named liaison between European and South American services of UPI.

Al J. Ginkel, 59, electronics engineer with FCC, died Dec. 20 at Washington Hospital Center of cancer. Before joining FCC eight years ago he was chief engineer for WJLS and WBKW (FM), both in West, Va. Among survivors are his widow, Jean; brother, Bernard, and two sisters, Genevieve and Mrs. George Donham.

Arthur LeSanche, 41, announcer at WDRB(FM) Chicago, died Dec. 11 following heart attack.

FOR THE RECORD

As compiled by Broadcasting, Dec. 17 through Dec. 22 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.


New TV stations

APPLICATION

Yakima, Wash.—KYYW Broadcasting Corp. UHF channel 35 (596-602 mc); ERP 324 kW vis., 35.8 kW aur. Ant. height above average terrain 675 ft., above ground 1118 ft. P.O. address 1412 Fruitvale Boulevard, Yakima. Estimated construction cost $6,000; first year operating cost $18,000; revenue $34,040. Proposed trans. locations both in Yakima. Geographical coordinates 46° 31' 57" north latitude, 120° 39' 41" west longitude. Type trans. RCA T-180-A, type ant. RCA T-240M. Legal counsel not listed; consulting engineer: Warren C. Brown, Coeur d'Alene, Idaho. Principals: David Z. Pugley (49.9%). Warren C. Brown (50%) and Ann Pugley (0.1%). Mr. Pugley, through Sunset Broadcasting, is licensee of KNDX-FM Yakima. Mr. Brown is employed at KXLY-TV Spokane, Wash. Ann. Dec. 18.

Existing TV Stations

CALL LETTERS ASSIGNED

WCEE-TV Freeport, Ill. — Rock River Television Corp.

WGBK-TV Boston—WGBH Educational Foundation.

KTVT-TV Laredo, Tex.—K-Six Television Inc.

KVSHD-TV Spokane, Wash.—Spokane School District Number 81.

New AM stations

ACTION BY FCC


APPLICATION

Vernon, Ala.—Lamar County Broadcasting Co. Channel 1300 kc, 1 kw, D. P.O. address Box 206, Gulley, Ala. Estimated construction cost $20,000; first year operating cost $10,000; revenue $19,000. Principals: H. D. Thompson, Minnie Thompson, Olive E. Sisk and Ivois T. Shipley (each 1%). Mr. Sisk is chief engineer at WCRI Scottsdaile, Ala. Ann. Dec. 17.

Barnesville, Ga.—Barnesville Broadcasting Co. Channel 1090 kc, 500 w, D. P.O. address Hazlehurst. Estimated construction cost $12,500; first year operating cost $21,250; revenue $31,500. Principals: William Waters (100%). Mr. Waters has 24.5% interest in Jeff Davis Broadcasting Inc. license at WOFH Hazlehurst. Ann. Dec. 4.

Columbia, La.—Caldwell Broadcasting Inc. Channel 1540 kc, 1 kw, D. P.O. address Box 312, Winniboro, La. Estimated construction cost $24,000; first year operating cost $26,000; revenue $36,000. Principals: B.J. Willing, Albert Greenwald, Leo L. Lowentritt, James D. Mays, A. C. Liles Sr. (each 1%). Kenneth R. Harris, H. Ted Woods, Quentin McForhe (each 1%) and KMR Broadcasting Corp. (47%). Owned by B. J. Willing (30%). Albert Greenwald (20%), James D. Mays (20%), Leo L. Lowentritt (20%) and A. C. Liles Sr. (10%). KMR Broadcasting is licensee of KMAR Winniboro, La. Mr. Harris owns Progress Printing Co., newspaper publisher. Action Dec. 18.

Vivian, La.—North Caddo Broadcasting Co. Channel 1600 kc, 500 w, D. P.O. address Highway 1 North, Vivian. Estimated construction cost $25,500; first year operating cost $27,500; revenue $46,000. Principals: Alvin N. Bowd and Hershel N. Hanner (each 50%). Mr. Dowd was sales manager of KALL Atlanta, Tex. Ann. Dec. 17.

Byrannis, Mass.—Cape Cod Broadcasters Corp. Channel 1530 kc, 1 kw, D. P.O. address 30 Hunt Street, Quincy, Mass. Estimated construction cost $13,200; first year operating cost $48,700; revenue $52,000. Principals: Bruce F. Tailford and Donald P. Moore (each 50%). Principals are employed at WDRE Inc., Boston. Ann. Dec. 9.

Chattanooga—Norman Thomas and Associates Inc. Channel 1090 kc, 1 kw, D. P.O. address Box 428, Chattanooga. Estimated construction cost $37,500; first year operating cost $37,500; revenue $46,500. Principals: Norman Thomas (100%). Mr. Thomas owns WDNT Dayton, Ohio, and WJSO Jonesboro, both Tennessee. Ann. Dec. 18.

Memphis, Tex.—W.W.C. Broadcasting Co. Channel 1130 kc, 100 w, D. P.O. address Box 1079, Bowie, Tex. Estimated construction cost $31,750; first year operating cost $30,000; revenue $40,000. Principals: Jerry L. Hooser, Dick Fowler and Frank I. Guess (each 31.1%). Mr. Hooser is employed at KBAN Bowie. Ann. Dec. 17.

Existing AM stations

ACTION BY FCC

Commission granted request by Salina Radio Inc. to extend of authorizing KLSI Salina, Kan., to sign-on at 6 a.m. with authorized daytime facilities pursuant to Sec. 73.87 of rules, without regard to prohibitory condition until final resolution of matters involved in Docket 442, commission action. Action was based on showing of no interference to existing or proposed stations on 1100 kc. Action Dec. 18.

KDRS Paragould, Ark. — Granted increase daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation without license. Remote control permitted; conditions. Action Dec. 15.

KKNL Brady, Tex. — Granted change in operation from unil. time to SH (is licensed on 1460 kc, 250 w, unil.). Action Dec. 16.

Continued on page 61

EDWIN TORNBERG & CO., INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242

West Coast—1357 Jewell Ave, Pacific Grove, Calif. • FR 5-3164

Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, December 28, 1964

75
Announcers—(Cont'd)

C&W personality wanted for morning show. Must be fully experienced—metro Northern N.Y. area. Send resume, picture, tape to Box M-206, BROADCASTING.

N. Y. C. area—immediate opening for top experienced phone-in show personality. Must be adult—stable—intelligent—well informed—educated—controversial. E. great. Will be competing with established phone show now in market. State full details as to background, salary or deal wanted in first letter. Write Box M-207, BROADCASTING.

Announcers—(Cont'd)

Country dj-salesman with 3rd class ticket. Interested in a better location. Expanding opportunity. Salary plus commission. Call 808-888-1188 or write Box M-208, BROADCASTING and submit your information.

Somewhere there's an aggressive, ambitious, mature announcer with a good voice and sales experience who wants a better opportunity in 1965. He might even have a first class ticket, security, advance placement, good salary and incentives. He's ready for a growing Texas medium market's number one station. Box M-210, BROADCASTING.

Wanted—Experienced Top 40 jock strong on news. First phone helpful but not necessary. Daytime host in fast growing Southern market. Send tapes. Tapes and resumes returned. Box M-213, BROADCASTING.

IMPORTANT ANNOUNCEMENT

Effective Jan. 1, 1965 the following classified rates will be applicable to all advertisers:

Help Wanted—____ per word—30¢ ($2.00 minimum)

Situations Wanted—____ per word—25¢

All other classifications—____ per word—35¢ ($4.00 minimum)

DISPLAY ADVERTISING (Stations For Sale, Wanted To Buy Stations, Employment Agencies, Brokers REQUIRE DISPLAY SPACE).

Need a bright, mature morning man who can wake em up, give 'em news and get em going! Must have first ticket, 30,000 market in Rocky Mountain state. Send tape and starting salary with resume. Box M-218 BROADCASTING.

Progressive southeast station needs experienced, clever, tight board man with bright, enthusiastic voice for morning pop music dj, smooth news, and commercial delivery. Third or fourth with broadcast endorsement required. Complete paid insurance benefits. Send tape, photo, resume to Box M-226, BROADCASTING.

Blow but don't scream! Need 4 men for Florida Gulf Coast station immediately—full complete, Miami or Dade area, and settled. Box M-234, BROADCASTING.

KJJO, St. Joseph, Mo., has opening for night shift announcer with 1st ticket, $450 to start. Contact Tom Elkins.

Immediate opening—experienced announcer must type and be strong on production, sports helpful. Character must bear investigation. Permanent mild climate near Sequoia and Kings Canyon Parks. KONG AM & FM, Visalia, Calif.

Immediate opening for staff announcer with third ticket with broadcast endorsement. Write WDAN, Danville, Illinois.

Good hours, good pay for good announcer with first phone. Brand new operation, all new equipment. Chance to play with permanent staff. Start late in January. Rush application, resume to David Schwartz, WRK, St. 4, Box 443, Muncie Indiana 47302.

WJTO, Bath, Maine, has lost all tapes submitted from applicants due to fire. We wish to apologize for any inconvenience this may have caused and wish to replace your tape if you are interested. Please do not submit additional tapes until notified.

Georgia—AM-FM station needs announcer with experience in local news. Contact Bob Thorburn, WLWB, Carrollton, Ga.

Immediate opening for announcer-production man willing to work for opportunity for growth. PD, WLCO, East Coast Florida.

Wanted experienced announcer for good music station. Must have third class ticket. Salary commensurate with ability and experience. Send resume to Peter A. Wolf, WDQN, Midland, Michigan.

Midwest daytimer and full time FM needs combination announcer salesman and possibly sports play-by-play, Present employee earning over $700 monthly, First phone helpful but not necessary. Phone 311-864-7208.


Modern personality decline, "Up Your Ratings!" Ideas in week-end Why Not Be Funny" service still open on an exclusive basis in some markets. Is yours one? For free sample, write: Ideas Ink, Box 53322, New Orleans, Louisiana.

King Richard? Formerly with KRGB, San Diego. Please write your whereabouts to Box 535, Montrose, California.

Technical

Engineer-announcer for established New York state single station market. Must have previous experience with a strong maintenance background. Write Box M-49, BROADCASTING stating experience, references, and salary requirements.


Production—Programing, Others

Somewhere there is a fellow who is long on sports and is a pretty good announcer. He does play-by-play sports casts and news casts alike to like to play records. Sometimes he will do a High School and College Football and Basketball. Southern summer baseball. We hope he has a first class ticket. Good station in Rocky Mountains needs him. If he has friends and fishes with your station he may be happier with this job. Interested? Box M-62, BROADCASTING.

Top flight male, or female copy director wanted by top rated major Southwestern market. We want creative, hard working, non-temperamental, writer. We work heavy on sports, etc. Good salary, plus incentive. Send complete background and availability to Box M-155, BROADCASTING.
Production—Programming, Others

Continued

News director—announcer to gather, write and deliver daily news. Experience, preferably in small market. Must be dependable, hard worker to fit in with current top-flight staff. Box M-167, BROADCASTING.

There's a job just for you. But the key is to get the right address. The KELOLAND, Sioux Falls, South Dakota. It's the fastest growing TV station in the country, a full-service operation with all technical departments. First job or not, you are invited to come and meet us. It's a real opportunity. Box M-226, BROADCASTING.

Sales

WANTED: Shrewd local salesman for top TV station in Flint-Saginaw-Bay City market. Necessitate good sales experience, ability to make friends, and a sense of how to use your work to work, loaded with benefits. Send audio tape, pictures, full details and present salary to Box M-105, BROADCASTING.

Help Wanted—Advertisements

Aggressive TV station in top 30 market needs a group of good people to work. Send details, full particulars and present salary to Box M-105, BROADCASTING.

Announcers—Cont'd

Bright sound, experienced dj announcer, dependable, 3rd place. Box M-234, BROADCASTING.

Disc Jockey—experimented bright sound—authentic news announcer—not a prima donna, steady—3rd class. Will relocate. Box M-234, BROADCASTING.

Disc Jockey, experienced, not prima donna, married, authoritative newscaster, lively sound, steady, 3rd place. Box M-236, BROADCASTING.


First phone—dj available immediately. Excellent potential but short on experience. Prefer Northwest but will travel. William Lee, Cedars, Idaho, Phone Vi 3-5351.

Announcer-deejay. First phone, no maintenance. 4 years broadcasting, 3 years acting. Ll Island and California preferred. Box HA 4-1719, Jim Whelan, 91-08 Kinshurst Ave., Jackson Heights, New York.

First phone, beginning announcer, desires first job. Age 20. John Cook, 64 S. 706 East, Kaysville, Utah.

Program director mutual. First phone, experience. Dave Knight, M-411-7779.

F. C. C. speeches, docket, public notices, etc. air personality, engineering position. Write: Chittenden Press Service, 1079 National Press Blvd., Washington 4, D.C.

Situations Wanted—Technical

Experienced first class engineer, now working in N.Y.C. will relocate for position with future. Quality control, system work and fast tape editing a specialty. No announcing. Box M-98, BROADCASTING.

Top production and board experience in major market. Must move to Southwestern or Western United States for health reasons. Experience includes AM-FM-TV and maintenance, 1st phone license. Available Jan. 4. Box M-214, BROADCASTING.

Experienced AM-FM-TV engineer with 1st phone available 1st of year. Presently in major mid-western market. Excellent board work & production. Can also do announcing. Box M-215, BROADCASTING.

Engineer announcer, 4 years experience, strong on engineering and announcing. Presently manager and chief 5 kW serving large East Coast market. Full time only. Must have $135 per wk, minimum. Tape-references. Box M-221, BROADCASTING.

Engineer, first phone. Studio, transmitter, maintenance. West or Southwest preferred. C. A. Newman, 921 West Third, Austin, California. 213-33-40505.

Production—Programming, Others

Major market assistant pd, music director, and ig. is looking for the right job. Box M-170, BROADCASTING.

Do you want creative or imaginative sound? 15 years creative experience. Present position lacks opportunities. Young, genial, non-scammer. Married. Together we may be able to make beautiful music. Can make small investment: $500.00, no juvenile, living happy scammers, please! Prefer Great Lakes. Box M-205, BROADCASTING.

Creative cameraman would like work in news or public affairs department of TV station. Box M-219, BROADCASTING.

Attention AM stations in Central or NorthEast New Jersey. Hudson Valley, and Connecticut. Is $150 a week to have a program director with 15 years solid experience? Likes newspaper and play-by-play man. A good investment. Box M-219, BROADCASTING.

Creative talent needed in area. Box M-223, BROADCASTING.
TELEVISION

Situations Wanted—Sales

17 years of solid broadcasting experience. Six years television, capable on local, regional, national accounts. Can work with full time, part time and independent clients. Familiar with 'on-camera performance. Hold first class license. Presently employed, seek change. Check resume for references. Prefer West coast or Southwest. References. Your reply receives immediate attention. Box M-363, BROADCASTING.

Technical

10 years experience all phases. Previous experience as chief engineer. Box M-231, BROADCASTING.

Production—Programming, Others

Producer-director. Available immediately. 8 years commercial & ETV experience, college degree. Box M-501, BROADCASTING.

Producer/director: Young married man with BFA degree in radio-TV. Commercial and educational experience. Box M-204, BROADCASTING.

College graduate, radio-TV major, draft free, seeking start as production assistant. Responsible hard working with motivation and imagination. Box M-516, BROADCASTING.

Excellent writer-reporter of news and sports. TV & radio. Box M-325, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 446 Columbus Ave. N.Y.C.

Parabolic antennas, six foot dia., new solid steel design, duplicates, etc. $150.00 each. S-W Electric Cable Company, Willow & Twenty Fourth Streets, Oakland, California. 582-3527.

Two—FM-100MM-G, IIA sub-carrier generators and 41 KC, one IIA FM—FM-16-0000 C exciter. WAMO, Pittsburgh 19, Pa.

If you need broadcast equipment or have equipment to sell, contact Broadcast Equipment and Supply Co, Bristol, Tenn.

Schafer automation system. Good condition. WKYK Radio, Virginia Beach, Virginia.


For Sale—3 year old gates four-channel studio set. Excellent condition. Original cost $4000. First $500.00 takes it. FOB. Available about January 1, 1966. KCOM Commerce, Texas.

FOR SALE—Equipment (Cont'd)

For sale: MacKenzie 5-channel playback, 850—3 MacKenzie 2-channel $225 each; 220 cartridges for MacKenzie $35. Also Presto 1 -N disc recorder with 2 tables, amplifier, 1-C cutting heads, vacuum pump, microphone. Make offer. Chief engineer. KFAB, 502 2nd St., Oakland, Calif.


3 kw REL FM transmitter Doolittle FM frequency monitor. No reasonable offer refused. KAVE, Carlisle, New Mexico.

MISCELLANEOUS

10,000 Professional Comedy Lines! Topical, reference, Dear John letters, murder mystery, children's, pre-written or unscripted. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.


JOKER JOKER!—A collection of six pages now in one edition. Contains over 50 One Liners, Gags, sound effect bits, stations breaks, etc. $7.50. Show Biz-Comedy Service, 1735 East 26th St. Brooklyn, N. Y. 11228.

Add 10% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13-15 pages, price is $2.00 per week. Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

INSTRUCTIONS


Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1129 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks. Top quality theory and laboratory methods and theory leading to the FCC First Class license. 14 East Jackson St., Chicago 4, Illinois.

Elkins Radio License School of Chicago—Six weeks. Top quality theory and laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, college operation. Twelve week practical training and technical training. Finest, most modern equipment available. G. L. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 30, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4113 East Lake Street, Minneapolis, Minn.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 300 hours instruction and over 300 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 6 & March 10. For information, references and reservation, write William B. Oksan Radio Operational Engineering School, 1156 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks—guaranteed—complete tuition $255.00—Rooms $10.00 per week—Classes begin Jan. 5, 19—Feb. 8, 19—March 12, 19—April 9, 19—May 23, 1966. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

ANNOUNCING, PRODUCING, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools, 207 Madison, Memphis, Tennessee.


America's pioneer, in announcing since 1894 National Academy of Broadcasting 514 H St. NW, Washington, D.C.

Learn Broadcasting in nations 2nd market. Individual instruction, no classes. Broadcasting Institute of America, Box 8671, New Orleans.

Radio Sales Consultants, of North Carolina, will hold their 1965 Radio Sales course and operations forum, at the Queen Charlotte, in Charlotte, January 25-26. Practical radio sales and operations for small and medium markets, will be taught by people who have sold and operated and who claim $500 per person includes Hotel room, parking, coffee. Send reservations now . . . To: H. W. Batta, Secretary. Radio Sales Consultants, The Queen Charlotte, Charlotte, N. C., limited number of applicants accepted.

RADIO

Help Wanted

Management

SOUTHERN SALESMAN

WANTED

Major Broadcast Business Publication has immediate opening. Prerequisites: Good Sales background, under 40, knowledge of Southern markets. Salary, Bonus, Pension plan, hospitalization and good working conditions. Send full Biography, references and picture to:

Box M-194, BROADCASTING

BROADCASTING, December 28, 1964
MAJOR MARKET GENERAL MANAGER AVAILABLE—JAN. 15
Nationally known radio executive with substantial experience in all areas of broadcast management available. Have been running major station in first ten markets for several years and increased billing 200% from six to seven figures. Well known in state, national and governmental circles, having served on many executive committees of radio consequence. Salary commensurate with responsibility. Best industry references.
Box M-135, BROADCASTING

TELEVISION—Help Wanted

Technical

Television/Field

Broadcast Engineers

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.
An Equal Opportunity Employer

Assistant

TECHNICAL MANAGER-TV
For large Eastern Network station. Well qualified man to take charge of TV operations under Technical Manager. Applicants should have a 6.5 degree and 4 or 5 years experience in TV operations at commercial or educational TV station. Applicants should also be well grounded in solid state techniques. Interested and qualified men send resume and salary requirements to:
Box M-157, Broadcasting.

Production—Programming, Others

TV PUBLIC RELATIONS
Top 10 Market

Network owned station offers growth opportunity for versatile P. R. person. College background and industry experience essential. Must be strong on writing and follow-through. Broadcast promotion background helpful. Reply with complete details including salary requirements.
Box M-237, BROADCASTING

MISCELLANEOUS

January and February billing concerning 1964. We have an inexpensive and proven sales plan that might be just what you need. Write for full details to:
The Florida Group
P. 0. Box 796
St. Augustine, Florida

EMPLOYMENT SERVICE

* THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS = 100 HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE = MANAGERS TO TRAFFIC GIRLS = THE INDUSTRY'S BEST ARE IN OUR FILES *

BROADCAST PERSONNEL AGENCY = SHERLEE BARISH, DIRECTOR = 327 MADISON AVE. = NEW YORK, N. Y. 10016

Mr. Broadcaster

If you are looking for qualified, reference-checked employees, we have several hundred in our files. We can fill any opening—Trainee to Manager. Give us a call!
C.B.I. Placements
Radio-TV Division
641 Equitable Bldg, Denver, Colorado 80202 Phone 303—539-6688

WANTED TO BUY—Stations

READY TO RETIRE?
Experienced Broadcast Group can work out the deal you need. Confidential negotiations guaranteed.
Write:
Box M-202, BROADCASTING

FOR SALE

20% Interest
in 1 kw daytimer, with valuable land in Pacific S. W. Rapidly Growing Community, $30,000 cash. Or will consider, part cash, radio or TV stock or land.
Write:
Box M-216, BROADCASTING

CATV WEST COAST
FM TOP THREE MARKETS
AM TOP FIVE MARKETS
La Rue & Associates Inc.
Media Brokers
440 EAST 62ND STREET NEW YORK CITY TE 2-9962

Pa. single daytime 50M Terms
S. on suburban daytime 50M sold
Fla. medium daytime 50M Nego.
Tenn. metro fulltime 275M 27% M.
W. m. metro daytime 170M sold
buying and selling, check with
CHAPMAN COMPANY INC.
2048 PEACHTREE RD., ATLANTA, GA. 30008

BROADCASTING, December 28, 1964

Continued from page 57

CALL LETTERS ASSIGNED
WUNI Mobile, Ala.—WUNI Inc. Changed from WALA.
WGRJ Griffin, Ga.—Midwest Georgia Broadcasting Corp. Changed from WRXJ.
KJUE Eielson, Kauai, Hawaii—American Islands Broadcasting Corp.
WRGL Laurel, Md.—Interurban Broadcasting Corp.
WTVH Manistique, Mich.—Manistique Broadcasting Co.
KZYM Cape Girardeau, Mo.—Missouri Television Broadcasting Corp.
WLGR Akron, Ohio—Welcome Radio Inc. Changed from WADC.
WUNA Aguadilla, P. R.—Northeast Broadcasting Corp. Changed from WCRG.
WILL Brookneal, Va.—Lester L. Williams.

New FM stations

APPLICATIONS

Durham, N. C.—WRA Radio of Durham Inc. 107.1 mc, channel 256, 3 kw. Ant. height above average terrain 133.5 feet. F.O. address Box 28, Durham. Estimated construction cost $13,885; first year operating cost $7,799; revenue $6,000. Principals: George F. Kirkland Jr. (33 1/3%), James H. Myres Jr. (33 1/3%), Morris L. Cherry, Howard X. Bolling (each 16 2/3%). Carolling Radio to lease to licensee of WSRC.


Oak Ridge, Tenn.—WBO Active Broadcast Inc. 104.8 mc, channel 269A, 3 kw. Ant. height above average terrain 7 3/4 feet. F.O. address 253 Main Street, Oak Ridge. Estimated construction cost $33,957; first year operating cost $21,200; revenue $15,000. Principals: Samuel P. Thower, Carlin S. French and Frank E. Peligrow (each 1/3%). Radio Active is licensee of WATO Oak Ridge. Ann. Dec. 16.

Beaumont Tex.—Radio Beaumont Inc. 94.1 mc, channel 251, 34.15 kw, Ant. height above average terrain 281 feet, address 11th North Street, Beaumont. Estimated construction cost $24,068; first year operating cost $15,000; revenue $10,000. Principals: Martin O. and John H. Hicks, Jr. (each 50%). Radio Beaumont is licensee of KLV1 Beaumont. Ann. Dec. 16.

Existing FM stations

APPLICATIONS

WFME (FM) Gallatin, Tenn.—Waled Sec. 72.213 of rules and acceptances for application to increase ERP on channel 283 (104.5 mc, 50 kw) to 50 kw, ant. height below average terrain 950 feet, address Oak Ridge, Tenn. Estimated construction cost $24,636; first year operating cost $5,000. Change trans. site. Action Dec. 18.

WKNJ (FM) Darien, Conn.—Grant mod of CP to decrease ERP on channel 240 (99.9 mc) to 100 w. and ant. height to 57 feet; change trans. and studio location; and make sure of antenna system, and location to Norwalk; conditions: remote control permitted. Chairman Henry and Commissioners Bartley and Cox disapproved. Action Dec. 18.

CALL LETTERS ASSIGNED

KXFM Santa Maria, Calif.—Key Broadcasting Inc. Changed from KXFM.
KKFM Tulare, Calif.—Blue Ridge Broadcasters Inc.
WREK Woodstock, Ill.—McHenry County Broadcasting Co.
KJCK-FM Junction City Kan.—Junction Broadcasting Inc.
KNNX Rochester, Minn.—United Audio Corp.
KOFI-FM Great Falls, Mont.—Radio-TV Enterprises Inc. Changed from KARR-FM.
KHOL-FM Kearney-Holdrege, Neb.—B-States Co. Changed from KNNY-FM.
WIND-FM Jacksonville, N. C.—Onslow Broadcasting Corp.
WQGR-FM Greensville, Pa.—Greenville Broadcasting Co.
WLIV-FM Livingston, Tenn. — Upper Cumberland Broadcasters.

Ownership changes

APPLICATIONS

WRNL Cannon City, Colo.—Granted assign-
compensation of royalty on every program broadcast by such company, to be paid in
consideration of the same license from Wilmer jointly).

To Redfern from William

Porter (7%)

Porter through

of

W.

Greenwood, County Broadcasting

Baird

(17.35%)

Collins

(11.4%)

Jr.

Marcum's

Baird

(10.1%)

the

Rutledge

(46%)

United Broad-

casting

Baird

(12.19%)

S. Baird (10.1%)

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commission's rules in failure to identify questioned programs as being mechanical repetitions, defined in such fashion as to falsely create impression that they were produced by and simultaneously from Mutual Broadcasting System; and (4) New VHF Educational Television Construction and development of station part evasive, lacking in candor, and constituted misrepresentations made in violation of Act and rules. Examiner found that record established violation of Communications Act and commission rules as charged. Action Dec. 16.

OBSERVED FOR HEARING

By order, commission designated application of Vegas Valley Broadcasting Co. for new VHF educational television station at Las Vegas, Nev., for consolidated hearing with similar applications of New VHF Telecommunications Corp., Henderson, and Boulder City, Nev. Application had been granted by commission as designated in Doc. 19705-7; specified new issues superseding those set forth in previous hearing order. Commissioner Ford absent. Action Dec. 16.

OTHER ACTIONS

By report and order, commission denied petition of Des Moines Broadcasting Co., for new VHF educational television station at Des Moines, Iowa, for consolidated hearing with similar applications for Des Moines, Iowa, Chicago, and Kansas City areas, finding no rulemaking proceeding on record nor proceeding on record that would expedite inauguration of new VHF service. Action Dec. 16.

By order, commission dismissed for lack of jurisdiction and improper party status petition of Pan American Broadcasters Inc., for rehearing of order, in Doc. 15429-30, dismissing PANAM's petition on alleged lack of jurisdiction to consider petition on alleged lack of jurisdiction to consider motion for rehearing. Action Dec. 16.

By order, commission amended its rules to provide that authority may issue, upon application, temporary license to operate noncommercial educational television station, for period of 30 days, to be consummated by issuance of regular license, by order, commission designated application of KXIE-TV, El Cajon, Calif., to exchange station assigned to station's transmitter site in San Diego, Calif., for additional channel. Action Dec. 16.

By order, commission agreed to allow use of Packet Radio, Inc., Waite Park, Minn., to continue for 30 days, in light of Prof. Robert A. Self's inability to travel to Washington, D.C., to continue his position as consultant to commission on development of Packet Radio system. Action Dec. 16.

By order, commission amended its rules to provide that holders of noncommercial educational television stations may be prohibited from operating within 30 days of any application for renewal of license, if such renewal is not entitled to consideration of such application. Action Dec. 16.

By order, commission designated applications of Robert J. Smith and Associated Broadcasters, Inc., for new AM's in South Carolina, to pending Commission Order, Dec. 16.

By order, commission, in accordance with provision of Section 3 of minor regulatory order, approved applications for new AM's in California, for new FM's in Connecticut, for new TV's in Maine, granted waiver to Radio Corporation of America to alter call sign of WSM radio station, from WSM to WSMX, for pending Commission Order, Dec. 16.

By order, commission granted waiver for WSMX to continue operation as WSM, pending decision on applications for new AM's in South Carolina, and for new FM's in California, for new TV's in Maine, granted waiver to Radio Corporation of America to alter call sign of WSM radio station, from WSM to WSMX, for pending Commission Order, Dec. 16.

By order, commission, in accordance with provision of Section 3 of minor regulatory order, approved applications for new AM's in South Carolina, for new FM's in Connecticut, for new TV's in Maine, granted waiver to Radio Corporation of America to alter call sign of WSM radio station, from WSM to WSMX, for pending Commission Order, Dec. 16.

By order, commission amended its rules to provide that holders of noncommercial educational television stations may be prohibited from operating within 30 days of any application for renewal of license, if such renewal is not entitled to consideration of such application. Action Dec. 16.

By order, commission designated application of Nevada Educational Radio Inc., for new VHF educational television station at Las Vegas, Nev., for consolidated hearing with similar applications for new VHF educational television stations at Las Vegas, Nev., Henderson, and Boulder City, Nev. Application had been granted by commission as designated in Doc. 19705-7; specified new issues superseding those set forth in previous hearing order. Commissioner Ford absent. Action Dec. 16.

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By order, commission amended its rules to provide that holders of noncommercial educational television stations may be prohibited from operating within 30 days of any application for renewal of license, if such renewal is not entitled to consideration of such application. Action Dec. 16.

By order, commission designated application of Nevada Educational Radio Inc., for new VHF educational television station at Las Vegas, Nev., for consolidated hearing with similar applications for new VHF educational television stations at Las Vegas, Nev., Henderson, and Boulder City, Nev. Application had been granted by commission as designated in Doc. 19705-7; specified new issues superseding those set forth in previous hearing order. Commissioner Ford absent. Action Dec. 16.

By order, commission amended its rules to provide that authority may issue, upon application, temporary license to operate noncommercial educational television station, for period of 30 days, to be consummated by issuance of regular license, by order, commission designated application of KXIE-TV, El Cajon, Calif., to exchange station assigned to station's transmitter site in San Diego, Calif., for additional channel. Action Dec. 16.

By order, commission amended its rules to provide that holders of noncommercial educational television stations may be prohibited from operating within 30 days of any application for renewal of license, if such renewal is not entitled to consideration of such application. Action Dec. 16.

By order, commission designated applications of Robert J. Smith and Associated Broadcasters, Inc., for new AM's in South Carolina, to pending Commission Order, Dec. 16.
SUMMARY OF COMMERCIAL BROADCASTING Compiled by Broadcasting, Dec. 23

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON AIR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lic.</td>
<td>CP's</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AM</td>
<td>3,983</td>
<td>62</td>
<td>70</td>
</tr>
<tr>
<td>FM</td>
<td>1,186</td>
<td>88</td>
<td>215</td>
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<tr>
<td>TV</td>
<td>548</td>
<td>40</td>
<td>93</td>
</tr>
<tr>
<td>NOT ON AIR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lic.</td>
<td>CP's</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AM</td>
<td>163</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td>FM</td>
<td>510</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>30</td>
<td>114</td>
<td></td>
</tr>
<tr>
<td>TOTAL APPLICATIONS</td>
<td>5,670</td>
<td>787</td>
<td>679</td>
</tr>
</tbody>
</table>

AUTHORIZED TELEVISION STATIONS Compiled by Broadcasting, Dec. 23

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>510</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>58</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE Compiled by FCC, Nov. 30

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,950</td>
<td>1,174</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>50</td>
<td>70</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>76</td>
<td>211</td>
</tr>
<tr>
<td>Total authorized applications</td>
<td>4,075</td>
<td>1,245</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>187</td>
<td>198</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>266</td>
<td>252</td>
</tr>
<tr>
<td>Applications for new stations</td>
<td>212</td>
<td>265</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>34</td>
<td>4</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>228</td>
<td>71</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

1 Does not include seven licensed stations off air.
2 Includes three noncommercial stations operating on commercial channels.


By Hearing Examiner Jay A. Kyle

Pursuant to Dec. 14 hearing in proceeding on applications of Lorenzo W. Milam and James L. Dammann, and Christian Church, receiving in evidence Broadcast Bureau's Exhibit 2 herefore marked for identification, and closed record. Action Dec. 17.

By Hearing Examiner Herbert Shafman

In proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FM's in Montana in Sec. 73.93(a) of the Rules, in Dec allowing Dec. 1964, granted Midwestern petition for leave to amend this application to change from channel 270 (109.3 mc) to channel 278 (109.5 mc), and approved amended application from hearing and returned it to processing line. Action Dec. 18.

By Hearing Examiner Elizabeth C. Smith


BROADCAST ACTIONS by Broadcast Bureau

Actions of Broadcast Bureau

WSJS-TV Winston-Salem, N. C.—Granted mod. of license to reduce aur. ERP to 7.7 kW.

KVOS-TV Bellingham, Wash. — Granted license of low power to reduce aur. ERP to 3.57 kW.

KOSD-Wakapala, S. D.—Granted request to cancel expired KOSD-TV translator on channel 9; delete call letters.

Actions of December 18

WCAW-FM Charleston, W. Va.—Granted mod. of CP to change facility to a new tower 25 kw; ant. height 500 feet; change type, and ant. and make other changes; delete remote control operation; condition.

Granted SCA on sub-carrier frequency of 67 kc for following stations: WWHP Jackson, Miss.; WFMU-FM Alibertive, Ala.; WPFA-FM Dallas.


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Entertainment: goal and glory of William Self

January—so maybe this marks a return to half-hour dramatic programs.

"In the field of comedy, we at 20th are better than normalcy, with families of the Donna Reed variety more prevalent than the Addamases or Munsters. We're making one with Shirley Temple as a social worker in San Francisco and another with Pat Boone as a jazz musician in Hawaii and we have high hopes for them both."

It Had to Be Hollywood • The drama bug bit Bill Self early. In high school he spent more time on stage than in the classroom, and while he passed up dramatics at the University of Chicago, the minute he had his sheepskin in hand, Mr. Self headed for Hollywood.

In eight years as an actor, Bill Self appeared in many pictures, among them "Red River," "I Was a Male War Bride," "The Thing" and "Adam's Rib." "I studied enough to support my family," he commented, "but at length I realized what I'm sure many others had grasped much sooner—that I was never going to be a star. It was Spencer Tracy, a close friend for many years, who gave me the clincher. 'Bill,' he said, 'acting is great if you're a star, but if you aren't it's no good.'"

So Bill Self moved from acting into production—and concurrently into the movies into television—as assistant to Bernie Tabakin on the China Smith series, a half-hour action-adventure show starring Dan Duryea. Next he became associate producer of the Schlitz Playhouse of Stars (and he found himself working with a combination of a rooter and a critic: Schlitz's director of advertising at the time was his father, Edwin B. Self). Promoted to producer, Bill Self produced 208 episodes of this highly acclaimed anthology series.

Frankie to Doble • In 1957, he was appointed producer of the Frank Sinatra Show, an ABC-TV series with some shows done live and on film which helped establish the popular singers-on-stools pattern for TV musical programming.

Next, Mr. Self became an executive producer for CBS-TV, where he helped to create the Twilight Zone and Hotel de Paree series.

In 1959, he was appointed director of programs, administration, West Coast, for the network. That December he moved to 20th Century-Fox Television as an executive producer. He was responsible for putting Hong Kong, Bus Stop, Margie and Dobie Gillis on the air. In October 1962, he was made vice president in charge of TV production and last June he was named executive vice president of television.

With his high forehead and unworried manner, Bill Self looks more like the young history professor he once planned on being than the harassed Hollywood producer. Nor does he act in the high-strung dictatorial manner which supposedly is the mark of his profession.

"In good times and bad—and he's been here through both—I've never heard him raise his voice or treat an employee discourteously," a studio associate observed. His indifference to Hollywood custom is positively proved two ways: His wife today is the same one he married as an undergraduate 23 years ago; the telephone number of their Encino, Calif., home is listed in the telephone directory for all the world to see.
EDITORIALS

The fix the groups got in

T HE consolidation of VHF-station ownership in major markets has, in effect, been frozen by the FCC in an action that can be matched for its witlessness only by the inaction of the group owners who permitted it to occur.

From now on nobody who owns a VHF station in any of the 50 biggest markets can buy another in any of those markets without going through the interminable business of an FCC hearing. Exceptions will be made, the FCC airily said, only upon a "compelling affirmative showing," whatever that means. The practical consequence of the FCC announcement will be that no seller of a V in the bigger markets will deal with an existing top-50 owner unless his real purpose is to fund the education of the grandchildren of the lawyers who represent both sides.

In its public announcement the FCC explained its decision by saying it "has been concerned about the ownership or control of large numbers of broadcast facilities by a single person or entity." The nature of that concern has not been explained except in the general observation that the commission wishes to encourage diversity in programing. Nowhere in its rationale did the FCC cite evidence—for the simple reason that there is none—to suggest that the public is less well served by group owners than by single-station owners. The commission's sole justification for calling a halt to all normal trading in television properties among the leading broadcasters of the country is simply that such trading has gone on.

No one can deny that groups have proliferated and grown since television developed into a national advertising medium. This phenomenon can be traced directly to government policy. The FCC, in its television allocations, created built-in protection against unrestricted competition—a condition that has quite naturally led to high profits in the larger communities. The federal tax laws have discouraged the disbursement of profits as dividends and have encouraged their reinvestment in expanded holdings. Put those two forces together and they spell Storer, Westinghouse, Metromedia, Cox, RKO General, Taft and the names of some 130 other owners of two or more television properties.

The basic economic incentives that have shaped the existing television station system have also been a factor in the conversion of a number of broadcasting proprietorships into corporations with wide stock distribution among the public. To sum up the whole process, television station operation has become an immensely bigger business than anybody in it or at the FCC imagined it would be when the basic structure was first designed. The not uncommon tendency to equate bigness with badness is what is troubling the FCC right now.

With some conspicuous exceptions the groups themselves are responsible for at least a part of their present predicament. While preoccupied with the acquisition and orderly absorption of new properties, with the building of new plants and the establishment of efficient, integrated administration, many of the groups have neglected the important job of justifying their value to the public. Not enough of them have invested as much as they could afford in program ventures. Many that could make legitimate claims as program innovators have failed to do the necessary publicizing of their clearly useful work. Their dominant position on advertising schedules has misled them into thinking that their total situation is secure. In such circumstances it is understandable that the FCC would wonder whether the consolidation of station ownership mitigates against the public interest. It has no information to the contrary.

This does not excuse the FCC for taking drastic action to arrest a process that it has no proof is wrong. For years the commission staff has studied questions that have been raised by the trend toward multiple ownership. Such conclusions as have been tentatively reached have been entirely suppositional. There is no indication that the agency will come to final conclusions any time soon.

It is irrational for the FCC to prevent owners in the major markets from enhancing their positions during whatever time the agency chooses to continue toying with their ultimate fates. The commission ought to lift the freeze and get on with the job of resolving all the questions it has raised. It ought to conduct a thorough airing of all the doubts that trouble it, consider all the pertinent testimony it can get and come without delay to a final judgment. To hang the group owners by the thumbs while the FCC wonders whether eventually to cut them down or cut them up is hardly an example of great policy making.

World TV index

IN the international modern society a reliable barometer of a nation's economy, and even its culture, is the extent of its television set ownership.

Total sets in use throughout the world are about 150 million. Of these, 63 million are in the United States, with its population of fewer than 200 million. The Soviet Union, which constantly beats its breast about its economic, technological and cultural advancements, has about 9 million sets for its sprawling population of 223 million.

Other statistics: Of the world's TV set distribution, Western Europe, constituting the democracies, has some 39 million and the geographically larger Eastern Europe, constituting the Communist states, 15 million (of those 9 million are in the Soviet Union). Thriving little Japan has 16 million sets, second only to the United States.

It's the same story in radio, after 44 years. Of the world set distribution of some 466 million (not counting 45 million wired speakers used in emerging countries for public listening) nearly half, or 215 million are in the United States.

There's a good thesis here for exploration by international political scientists. If television is the status symbol, the dictatorships and the authoritarian nations have nothing at all to shout about.

"I thought there were just four of us when we drove out to shoot this documentary!"

Drawn for BROADCASTING by Sid Hix

BROADCASTING, December 28, 1964
When KSTP-TV says "Go out and buy it", people go out and buy it.
"Looks like we're going to take a hosing tonight opposite 'It Happened To Jane' on KHOU-TV!"

KHOU-TV IN HOUSTON DOESN'T KID AROUND WITH OLD FEATURES. THEY KNOW THE WAY TO BIG AUDIENCES IS VIA BIG PICTURES LIKE IT HAPPENED TO JANE, PICNIC, PAL JOEY, BEAT THE DEVIL AND THE REST OF THE 60 GREAT HITS FROM THE NEWLY RELEASED COLUMBIA POST-'50 GROUP II. DISTRIBUTED EXCLUSIVELY BY SCREEN GEMS